

Creating Community Economic Viability

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Creating Community Economic Viability

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
803	Sociological and Technological Change Affecting Individuals, Families and Communities	50%			
806	Youth Development	50%			
Total		100%			

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	3.0	0.0	0.0	0.0
Actual	5.7	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
386790	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

To facilitate entrepreneurship as an economic development strategy, we will: work in selected settings (communities and regions in the state) to develop models of excellent entrepreneurial community practice and community economic development; enhance capacity and effectiveness of community members to support entrepreneurship through workshops, training, counseling, developing partnerships, providing referrals, organizational development, participatory visioning and planning; help communities respond to the needs and plans of their entrepreneurs through planning, leadership development, working with the media and building partnerships; develop advanced entrepreneurship skills among Extension specialists through development and delivery of new curricula; and share knowledge and learning that encourages the enhancement of local economies and quality of life through entrepreneurial efforts through web, media, partners, conferences, workshops, seminars, and public policy briefings.

2. Brief description of the target audience

Targeted audience is all social groups in the community, including low-income and minority, youth and adults. No limitation on gender, ethnic or religious diversity, lifestyle choice, etc. Primary Audiences: predominantly rural towns, communities, counties and/or multi-county regions and their residents in Missouri that have experienced economic downturn, and have few other opportunities; of these communities, work with ones that have demonstrated a reasonable amount of motivation to work on their situations. Secondary Audiences: communities that would like to learn more about entrepreneurial communities; Extension staff, state and non-profit staff that could benefit from advanced entrepreneurship training.

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	4000	10000	500	1000
2007	7034	1740	276	46

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year	Target
Plan:	0
2007:	0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

Number of communities or regions.

Year	Target	Actual
2007	5	5

Output #2

Output Measure

Number of workshops on community entrepreneurship (based on energizing entrepreneurs).

Year	Target	Actual
2007	5	39

V(G). State Defined Outcomes

O No.	Outcome Name
1	Increased knowledge and understanding of local or regional economy and community economic development strategies and their applicability to the situation.
2	Increased knowledge of entrepreneurship.
3	Increase in resources leveraged to address community economic change.
4	Development of community foundations, revolving loan funds, community development corporations.
5	Change in school curricula.
6	% increase in tax receipt levels indicative of increase in equity, wealth and income levels in the community.
7	Dollars generated for community foundations, revolving loan funds, community development corporations.
8	Increased leadership skills in community.
9	Change in number of businesses/jobs created or retained.
10	Increased cooperation across community services/Increase in networks and partnerships.
11	Increased capacity of community to support entrepreneurship and local community economic development.
12	Increase in youth remaining in communities.
13	Change in employment levels.
14	Number of businesses created, half of which will be created by youth.

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

Natural Disasters (drought, weather extremes, etc.)

Economy

Appropriations changes

Public Policy changes

Government Regulations

Competing Public priorities

Competing Programmatic Challenges

Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

The primary external factors that impact outcomes are challenges in getting rural communities, elected officials, state government and key decision makers to recognize the need for new strategies for community economic development and to adopt and support efforts, such as ExCEED, to facilitate new approaches. Economic development efforts in Missouri, as many states, continue to focus on external recruitment of businesses rather than on entrepreneurship and development of "home-grown" businesses. Public programs that do focus on entrepreneurs define them in terms of technology and high-growth enterprises. While these strategies can be very successful, they rarely impact rural communities. Many of our rural communities continue to struggle with population decline, especially the loss of young people, contrasted with growth in the senior and migrant populations -- both of which put serious strains on the local community.

Another limiting factor is access to financial resources, both for the program and the communities. One of the key needs in most of the regional projects is access to capital that allows the region to plan and implement new community economic development strategies. The five pilot projects benefited from a small grant from the University of Missouri to participate with ExCEED and to implement new community economic development strategies and all have indicated their project would not have achieved its current level of success without the financial and technical assistance provided by the University. As the project moves forward it will be essential we identify and secure additional funding sources that can assist these rural regions in developing and implementing new community economic development strategies.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

After Only (post program)

Retrospective (post program)

Before-After (before and after program)

During (during program)

Time series (multiple points before and after program)

Case Study

Comparisons between program participants (individuals, group, organizations) and non-participants

Evaluation Results

The five pilot communities have completed their first year of engagement with ExCEED and report steady progress toward their established goals. While we need to work with the projects to help them develop common outcomes and better mechanisms for tracking results, local match, volunteer hours, etc., preliminary outcomes reported by one or more of the projects include:

Contributions to local Foundation/Endowments \$283,000

Other grants received \$202,500

Leadership Programs/participants 3/67

Participants who have assumed leadership role in the community 38

Youth education/training events 38

Youth participants 846

Youth-owned businesses started 22

Training Programs 23

Attendees at training programs 255

New Businesses Started 28

Business Expansions 7

New Jobs 49

Retained Jobs 45

New Investment \$222.67 million

Business Visitations 40

Schools Engaged 21 (7 middle schools and 14 high schools)

Key Items of Evaluation

ExCEED will undertake an in-depth program evaluation in late summer or early fall of 2008 that will include retrospective analysis and the development of case studies with the five pilot projects. At that time the five pilot projects will have been engaged for two years. The goal of the evaluation will be to determine the impact of the project, the learning that occurred, changes made by the community/residents and project long-term impact of the strategies they have implemented. Currently, each of the projects submits quarterly activity and impact reports that provide information on progress toward outcomes.

We have learned from our engagement with the five pilot projects that more up-front evaluation and benchmarking as well as better defined progress reports and training for community leaders on evaluation are needed. The new regional projects, which will be engaged in the fall of 2007, will begin with visioning sessions which will include collection of participant knowledge and awareness. This will be repeated at the end of the engagement to measure learning.