

# Economics & Commerce

Economics & Commerce

## V(A). Planned Program (Summary)

### 1. Name of the Planned Program

Economics & Commerce

## V(B). Program Knowledge Area(s)

### 1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
602	Business Management, Finance, and Taxation			22%	
603	Market Economics			4%	
608	Community Resource Planning and Development			22%	
609	Economic Theory and Methods			3%	
610	Domestic Policy Analysis			7%	
611	Foreign Policy and Programs			7%	
704	Nutrition and Hunger in the Population			8%	
801	Individual and Family Resource Management			8%	
802	Human Development and Family Well-Being			8%	
803	Sociological and Technological Change Affecting Individuals, Families and Communities			7%	
805	Community Institutions, Health, and Social Services			4%	
	<b>Total</b>			100%	

## V(C). Planned Program (Inputs)

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

Year: 2007	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	0.0	0.0	0.0
<b>Actual</b>	0.0	0.0	0.9	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	76032	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	76032	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	37395	0

**V(D). Planned Program (Activity)****1. Brief description of the Activity**

The NH AES had four projects in 2007 in the Economics and Commerce Planned Program Area. Project 1 conducted online and mail surveys to link market-valued community skill profiles with corporate outsourced functions to identify financially attractive rural sourcing targets. Corporations were contacted to determine their interest in offering a portion of currently offshore jobs to retired individuals in both rural and urban areas of New England. Project 2 developed surveys for the non-profit NH Made, Inc. and ultimately for the benefit of small, locally owned businesses in New Hampshire. The questionnaires determined consumer loyalty for and knowledge of locally made goods and services. One questionnaire was sent before a statewide campaign to increase awareness of local goods, the other was sent after. Project 3 investigated aspects of rural economic activity in New Hampshire ranging from economic impacts to infrastructure impacts from property tax and land preservation policies. Two of the economic sectors analyzed were the dairy and fishing industries, both historically important in NH and now in decline. Project 4 examined the reality of economic self-sufficiency among rural, low-income mothers in New Hampshire.

**2. Brief description of the target audience**

Target audiences included retired citizens in New England; NH industry that is outsourcing service and support; consumers in New England; local producers and service providers; research economists; local and state government agencies and welfare organizations; AARP

**V(E). Planned Program (Outputs)****1. Standard output measures****Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	250	10000	0	0
2007	0	0	0	0

**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**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>			
2007	0	2	0

**V(F). State Defined Outputs****Output Target****Output #1****Output Measure**

Peer Review Publications

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	1	2

**Output #2****Output Measure**

Non peer reviewed publications including abstracts

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	1	7

**Output #3****Output Measure**

Number of direct participants in the projects (this does not include audiences)

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	{No Data Entered}	13

**Output #4****Output Measure**

Number of presentations at local, national and/or international meetings.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	{No Data Entered}	13

**V(G). State Defined Outcomes**

<b>O No.</b>	<b>Outcome Name</b>
1	Peer Reviewed publications
2	Obtaining additional funding to conduct detailed cost benefit analysis to select NH communities

**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**

Economy

Government Regulations

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

**Brief Explanation**

Economic challenges faced by the region have underscored the importance of these investigations.

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

**1. Evaluation Studies Planned**

Before-After (before and after program)

During (during program)

Time series (multiple points before and after program)

**Evaluation Results**

Before and after surveys demonstrated the effectiveness in the NH Made campaign to increase awareness of local producers and loyalty.

**Key Items of Evaluation**