

2.2 Strengthening Community Economic Development

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V(A). Planned Program (Summary)

1. Name of the Planned Program

2.2 Strengthening Community Economic Development

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
608	Community Resource Planning and Development	40%		40%	
805	Community Institutions, Health, and Social Services	25%		25%	
903	Communication, Education, and Information Delivery	35%		35%	
	Total	100%		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	13.6	0.0	5.0	0.0
Actual	97.6	0.0	3.6	0.0

2. Institution Name: Cornell University

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

Extension		Research	
Smith-Lever 3b & 3c 428602	1890 Extension	Hatch 139322	Evans-Allen
0		0	
1862 Matching 428602	1890 Matching	1862 Matching	1890 Matching
0		0	
1862 All Other 4618926	1890 All Other	1862 All Other	1890 All Other
0		122530	0

2. Institution Name: NY State Agricultural Experiment Station

2.2 Strengthening Community Economic Development

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
0	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

Cornell Cooperative Extension Associations are uniquely positioned to provide unbiased assistance and education to communities in order for them to pursue their goals. Educators can provide the kind of initial facilitation and organizational skills necessary for successful visioning and action planning processes thereby assisting communities to improve or enhance their quality of life. Specific approaches for which we have resources: main street revitalization; community based entrepreneurial development; and strategic planning and visioning; technology-led economic development (via the EDA University Center).

Program staff work with a variety of state and local groups to tackle projects that vary in nature from applied research to pilot projects or case studies. These activities, which are demand driven (locally or regionally initiated usually with sponsored or self-financing), provide valuable insights, resources and materials for extension education. This project work also provides innovative local government practitioners, professionals who work with local governments, and practitioner-professionals all of whom serve as a resource for our training and educational outreach. A variety of Cornell faculty, instructors and other professionals also serve as instructors, provide existing written and web resources and help develop needed resources for local government extension education. We utilize a number of strategies in conducting local government education.

2. Brief description of the target audience

The educational approach to community and economic renewal suggest multiple audiences and stakeholders working in a partnership mode (elected officials, community leaders, business leaders, not-for-profit agencies, youth serving agencies, schools, environmental groups, agribusiness leaders, etc.).

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	15000	0	50000	0
2007	3582	198761	807	1004

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

Patent Applications Submitted

Year Target

Plan: 0

2007: 0

Patents listed

2.2 Strengthening Community Economic Development

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	0	0	201

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

non-credit instructional activities directed to this program.

Year	Target	Actual
2007	0	73

Output #2

Output Measure

non-credit instructional activity contact hours directed to this program.

Year	Target	Actual
2007	0	41607

Output #3

Output Measure

funded applied research projects directed to this program.

Year	Target	Actual
2007	12	19

Output #4

Output Measure

of residents, community leaders, entrepreneurs, econ. devel. professionals participating in programs re: workforce, entrepreneurial climate, diversification, economic impact analysis, e-commerce, market devel., business planning, partnerships. (2.2.1a)

Year	Target	Actual
2007	0	0

Output #5

Output Measure

of community members participating in educational programs related to community decision-making, public participation, planning and monitoring processes, and collaborative approaches. (2.2.3a)

Year	Target	Actual
2007	0	0

Output #6

Output Measure

of economic developers and/or entrepreneurs participating in educational programs on "green" business opportunities. (2.2.4a)

Year	Target	Actual
2007	0	0

Output #7

Output Measure

refereed publications directed to this program

Year	Target	Actual
2007	80	201

V(G). State Defined Outcomes

O No.	Outcome Name
1	# of residents, community leaders, entrepreneurs, econ. devel. professionals demon. knowledge/skill gains re: workforce, entrepreneurial climate, diversification, econ. impact analysis, e-commerce, market devel., business planning, partnerships. (2.2.1b)
2	# of community members demonstrating knowledge or skills gains related to community decision-making, public participation, planning and monitoring processes, collaborative approaches, and/or emergency preparedness. (2.2.3b)
3	# of economic developers and/or entrepreneurs demonstrating knowledge gains related to "green" business opportunities. (2.2.4b)
4	# of communities who plan for and implement initiatives re community based agric. econ. devel., main street revitalization, workforce development, business devel. and assistance, non-profit sector devel. and/or other elements of sustainable growth. (2.2.1c)
5	# of businesses initiated, retained, or expanded in a sustainable manner based on individual and community goals. (2.2.1a)
6	# of employers establishing or contributing to community-based workforce development approaches. (2.2.2a)
7	# of communities instituting new or enhanced participatory processes related to economic development. (2.2.3c)
8	# of communities developing vision statements and strategic plans and implement steps toward achieving their plans. (2.2.3d)
9	# of collaborative partnerships established within and across communities for issue resolution and collective action and/or to improve community services. (2.2.3e)
10	# of new "green" businesses established at least in part due to participation in the program. (2.2.4c)
11	# of communities establishing an infrastructure and climate to support entrepreneurs, local farms and agribusinesses attributable at least in part to initiatives of the program. (2.2.1e)
12	# of communities reporting that their local economies are increasingly diverse and developing in a sustainable manner attributable at least in part to participating in the program. (2.2.1f)
13	# of employers reporting enhanced workforce availability attributable at least in part to participation in the program. (2.2.2b)
14	# of communities reporting increased retention or return of youth in their communities due to meaningful employment opportunities attributable at least in part to initiatives of the program. (2.2.2c)
15	# of documented instances in which a community effectively resolves a need or strengthens community assets attributable at least in part to participation in the program. (2.2.3f)
16	# of communities that report increased diversification of their local economies attributable at least in part to participation in the program. (2.2.4d)
17	Rural Communities, Rural Labor Markets and Public Policy
18	Strengthening Non-Profit Businesses
19	Agriculture Economic Development

2.2 Strengthening Community Economic Development

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

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

Brief Explanation

See plan.

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

1. Evaluation Studies Planned

After Only (post program)

Retrospective (post program)

During (during program)

Case Study

Evaluation Results

Evaluation results are reflected in the outcome indicators and impact statements associated with each planned program and result from a broad variety of evaluation approaches appropriate to the individual programs and contexts they represent.

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Key Items of Evaluation

Each of our planned programs represents broad program emphases and strategies. Absent selection criteria, individual "findings" are not useful. See impact statements associated with this planned program for representative results.

Example results from impact statements: •

More than 155 executive directors and staff participated in Executive Forums, while 95 participated in classes on Understanding Financial Statements, Dealing with Conflict in the Workplace, Entrepreneurial Ventures for Non-Profits, Fundraising and Legal Issues in Managing Volunteers and more than 60% made improvements in organization operations. •

The Kurt Weiss Greenhouse Project created the first farm in the City of Utica in over sixty years and created over 85 jobs.