

# Independent Retail Assessment (IRAP)

Independent Retail Assessment (IRAP)

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

### 1. Name of the Planned Program

Independent Retail Assessment (IRAP)

## 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	5%			
604	Marketing and Distribution Practices	5%			
607	Consumer Economics	80%			
608	Community Resource Planning and Development	10%			
	<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>	1.0	0.0	0.0	0.0
<b>Actual</b>	0.0	0.0	0.0	0.0

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

Extension		Research	
<b>Smith-Lever 3b &amp; 3c</b>	<b>1890 Extension</b>	<b>Hatch</b>	<b>Evans-Allen</b>
0	0	0	0
<b>1862 Matching</b>	<b>1890 Matching</b>	<b>1862 Matching</b>	<b>1890 Matching</b>
0	0	0	0
<b>1862 All Other</b>	<b>1890 All Other</b>	<b>1862 All Other</b>	<b>1890 All Other</b>
0	0	0	0

## V(D). Planned Program (Activity)

### 1. Brief description of the Activity

1. Conduct the program in 1 community per year. 2. Recruit 10 volunteer visitors per community (N= 10). 3. Conduct the community visit. 4. Write a visitors' report. 5. Collect reports and photos from all volunteer visitors. 6. Write a summary report. 7. Develop separate presentations of program findings for the community and for individual businesses. 8. Present the findings. 9. Evaluate the program.

### 2. Brief description of the target audience

This program is directed toward small, independent retailers; elected officials; community leaders; and community residents.

**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>	20	0	0	100
2007	0	0	0	0

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

**Patent Applications Submitted**

**Year Target**

**Plan:** 0

2007: {No Data Entered}

**Patents listed**

{No Data Entered}

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>			
2007	{No Data Entered}	{No Data Entered}	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

Workshops

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	1	0

**Output #2**

**Output Measure**

Dissemination of program results

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	1	0

**Output #3**

**Output Measure**

Development of a set of recommendations to help a small business become more competitive.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	1	0

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

O No.	Outcome Name
1	Local independent retailers gain increased awareness of their business' strengths and weaknesses from the perspective of the consumer.
2	Independent retailers gain increased knowledge of potential strategies to enhance their business' strengths and improve weaknesses.
3	Increased contact with small, independent retailers; community-based organizations; and elected officials.
4	Businesses share the program findings with other small businesses, elected officials, and stakeholders in the community.
5	Community-based organization develops a set of action plans to initiate change projects in the community.
6	Other communities hear about the positive benefits of the program and complete a program application.
7	Action plans are completed by community members, resulting in the improvement of the appearance of the community's retail/business district.
8	Residents are actively involved in community projects.
9	Businesses are aware of retail trends and best practices and are constantly making strategic adjustments in their business plans to remain competitive.
10	Residents and community-based organizations are committed to supporting long-term community and economic development efforts, focused work, and broad community participation.
11	The community has formed strong public-private partnerships dedicated to constant community development programs and projects.

**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
- Appropriations changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

**Brief Explanation**

{No Data Entered}

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

**1. Evaluation Studies Planned**

- After Only (post program)
- Case Study

**Evaluation Results**

{No Data Entered}

**Key Items of Evaluation**

{No Data Entered}