

Community and Business Analysis

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Community and Business Analysis

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
609	Economic Theory and Methods	100%		100%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

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

Year: 2008	Extension		Research	
	1862	1890	1862	1890
Plan	2.5	0.0	0.0	0.0
Actual	1.6	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 39211	1890 Extension	Hatch	Evans-Allen
	0	0	0
1862 Matching 39211	1890 Matching	1862 Matching	1890 Matching
	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

Extension personnel will assist communities by assisting them in conducting the following activities:

Development of demographic, economic and fiscal profiles.

Development of economic analyses (eg., feasibility, impact, export-base, business plans, commuting, trade, shift share, location quotients).

Providing technical assistance. will be provided.

Holding community forums.

Taking strategic planning surveys (eg., market assessment, customer satisfaction, hospitality, health).

2. Brief description of the target audience

The target audience for this program consists of local communities and their leaders.

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	21895	5474	0	0
2008	4294	7256	0	0

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

Patent Applications Submitted

Year Target

Plan: 0

2008: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan	1	0	
2008	0	2	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

Number of clientele attending workshops, seminars, and short courses.

Year	Target	Actual
2008	3649	1925

Output #2

Output Measure

Number of local communities requesting economic analyses.

Year	Target	Actual
2008	30	22

V(G). State Defined Outcomes

O No.	Outcome Name
1	Number of community leaders improving their knowledge of factors influencing business success and local economies.
2	Number of local communities adopting recommended strategies to improve their local economy.
3	Number of local communities improving their local economy through retention and expansion of existing businesses and/or attraction of new businesses.

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

Public Policy changes

Brief Explanation

MSU overestimated the overall efforts we would undertake in this program. This has been addressed in the 2009-2013 and subsequent plans.

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

1. Evaluation Studies Planned

Retrospective (post program)

Case Study

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}