Direct Marketing Program (Extension)

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Direct Marketing Program (Extension)

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
604	Marketing and Distribution Practices	50%		50%	
607	Consumer Economics	10%		10%	
608	Community Resource Planning and Development	40%		40%	
	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	10.0	0.0	1.0	0.0
Actual	10.0	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 414383	1890 Extension 0	Hatch 0	Evans-Allen 0
1862 Matching 414383	1890 Matching 0	1862 Matching 0	1890 Matching 0
1862 All Other 0	1890 All Other 0	1862 All Other 0	1890 All Other 0

V(D). Planned Program (Activity)

1. Brief description of the Activity

The plan of work for the OSU Direct Marketing team includes developing a more in-depth stakeholder database and assessing priorities of these target audiences; developing and delivering educational programming in a variety of formats; engaging in outreach activities with media, consumer groups and a diverse group of organizations.

Activities include providing convenient educational programs; innovative tools and resources; reliable technical assistance; and applied research. Primary activities include an Annual Direct Marketing conference, educational resource development and applied research to identify and report the profile, priorities and impacts of direct marketing.

We build individual and community capacity through new tools, training, technical assistance and networking opportunities for target audiences. We raise the visibility and standing of direct marketing ventures through a series of research reports and branded communications that strengthen the farmer-consumer-market-community connection.We partner with the Ohio State University Extension Tourism Team to advance shared priorities.

2. Brief description of the target audience

Target audiences include 1) farmers, producers and other agripreneurs who are currently or not currently engaged in direct marketing; 2) facilitators, such as educators, farmers' market managers, food system organizers; government agencies, industry associations, travel and tourism groups, economic development professionals and community organizations; 3) media, consumer groups and other collaborators interested in advancing farmer-consumer-market-community connections.

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	600	1500	0	0
2008	600	1500	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	1	0	0

V(F). State Defined Outputs

Output Target
Output #1

Output Measure

Output measures will be documented through event registration and evaluation forms; information request summaries; web statistics; media clips; and copies of research reports and educational resources. Milestones for specific activities are established and monitored through monthly team interaction. Evaluation methodology includes print and electronic quantitative surveys, as well as telephone and face-to-face interviews for qualitative evaluation.

Year	Target	Actual
2008	3	3

V(G). State Defined Outcomes

O No.	Outcome Name
1	The primary long term outcome measure is the growth direct farm sales in Ohio as reported through the Census of Agriculture and other Direct Marketing team activities that provide insight into improved economic and social conditions.
2	increased awareness and knowledge of audiences engaged in the program; improved marketing practices of entrepreneurs; improved behavior that supports networking through agencies, associations and events; improved educational and promotional practices of educators and advocates.
3	increasing the connections between consumers-farmers-markets-communities.

Direct Marketing Program (Extension)
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

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area

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

Brief Explanation

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)
Case Study

Evaluation Results

Survey conducted at the end of 2008 – reported in 2009.

Key Items of Evaluation

Marketing practices, challenges, and opportunities.