

Community Resource and Economic Development

Community Resource and Economic Development

V(A). Planned Program (Summary)

1. Name of the Planned Program

Community Resource and 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	80%		80%	
803	Sociological and Technological Change Affecting Individuals, Families and Communities	20%		20%	
	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	31.1	0.0	0.0	0.0
Actual	44.4	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 601697	1890 Extension	Hatch	Evans-Allen
	0	0	0
1862 Matching 601697	1890 Matching	1862 Matching	1890 Matching
	0	0	0
1862 All Other 3707669	1890 All Other	1862 All Other	1890 All Other
	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Provided training and curriculum materials to County Extension Agents for purpose of conducting educational programs on community leadership, disaster preparedness, entrepreneurship, and nature based tourism at the county level. Provided multi-county, regional and statewide educational programs on various topics to business owners and community stakeholders utilizing specialist faculty and other government and private sector partners. Coordinated and collaborated with state and federal agencies in rural development activities as well as worked with regional rural development centers in curriculum and professional development. Developed working relationship with rural community colleges to obtain support for local educational activities. Launched a pilot training program with confined livestock operations in Texas Panhandle for workforce development which met needs of agribusiness firms in job retention for a culturally diverse audience.

2. Brief description of the target audience

Primary target audiences for the program consist of rural residents (adult and youth), elected and appointed local officials, community leaders/potential leaders, and existing and potential business owner/managers in and around the over 1200 communities in 241 counties that identified community or economic development related topics as an important issue for the county (241 out of the total 254 counties of the state).

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	26750	98100	2350	0
2008	184207	311572	20997	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	0	0	
2008	1	0	1

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

of group educational sessions conducted.

Year	Target	Actual
2008	1900	2416

V(G). State Defined Outcomes

O No.	Outcome Name
1	Percent of targeted counties conducting economic development related educational programs.
2	Land owner/managers in selected counties serve as demonstrations of natural resource-based economic development educational programs.
3	Participants of educational programs increasing knowledge of community leadership principles.

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

- Economy
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

Brief Explanation

Economic issues were highlighted by the events of 2008. Large increases in the prices of energy and related inputs to rural businesses changed priorities of many firms and communities. As discretionary budgets shrunk due to increased outlays for energy and other supplies, funds available for professional development and travel declined. This likely impacted attendance at in-depth educational programs and the willingness of some enterprises to serve as cooperators for demonstrations to educate others. Population changes in Texas continue to challenge Extension for addressing the community and workforce needs of Hispanic audiences. A pilot program was launched in mid-2008 to provide bilingual workforce education for handling livestock to a diverse audience, but higher feed and energy costs faced by livestock feeders placed less emphasis on the workforce training initiative.

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

1. Evaluation Studies Planned

Retrospective (post program)

Evaluation Results

Evaluation Examples: Leadership

100% of participants in a leadership development program indicated the information was very timely.

65% of participants indicated they will become more active towards local leadership opportunities.

100% of participants said they gained knowledge relative to leadership characteristics.

100% of participants said they will use 'working in groups' information to develop more effective teams to develop and respond to tasks.

95% of participants stated that leadership skills were enhanced by program involvement.

100% of participants indicated they increased their overall understanding of how to communicate with different cultures.

Evaluation examples: Entrepreneurship

100% of respondents indicated that what they learned would provide them the ability to lead and manage their business more effectively.

93% indicated they probably or definitely will develop a marketing plan for their business.

Exit surveys for 12 Rural Entrepreneurship Support Network workshops indicate knowledge levels of entrepreneurship and e-commerce increased by over 20%

Key Items of Evaluation

Evaluation examples: Leadership

100% of participants in a leadership development program indicated the information was very timely.

100% of participants said they gained knowledge relative to leadership characteristics.

100% of participants indicated they increased their overall understanding of how to communicate with different cultures.

Evaluation examples: entrepreneurship

100% of respondents indicated that what they learned would provide them the ability to lead and manage their business more effectively.

Evaluation examples: agricultural diversification and nature tourism

100% of respondents said that they increased their knowledge by attending the program. Knowledge on Nature Tourism and Exotic Animals increase over 60%.

Statewide Event Leadership Training Program resulted in 97% of participants indicating the program increased their professional effectiveness in leading festivals and events (tourism related).