

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

**Program # 7**

**1. Name of the Planned Program**

Community, Leadership, 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	15%	25%	15%	15%
609	Economic Theory and Methods	10%	10%	10%	15%
610	Domestic Policy Analysis	15%	10%	15%	25%
801	Individual and Family Resource Management	15%	20%	15%	10%
802	Human Development and Family Well-Being	15%	10%	15%	10%
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	15%	15%	15%	15%
806	Youth Development	15%	10%	15%	10%
	<b>Total</b>	100%	100%	100%	100%

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	14.0	8.0	5.4	9.0
Actual	14.0	5.0	3.0	2.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
639344	419508	160070	347449
1862 Matching	1890 Matching	1862 Matching	1890 Matching
639344	219789	540102	181862
1862 All Other	1890 All Other	1862 All Other	1890 All Other
140563	0	0	0

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

### 1. Brief description of the Activity

The Economic and Community Development program promoted community engagement, enhancement, and improvement that is linked to sustainable economic development. Support was provided for the state and local agribusiness community, such as farmers markets. Agents organized the coastal farm-to-chef initiative focused on the distribution of local agriculture products in coastal restaurants. Agents conducted youth and adult leadership training and team building programs, promoted participation in task forces and committees, conducted board development training and organizational capacity building to nonprofit organizations.

Agents trained 115 entrepreneurs and small business owners in the FastTrac business training program in cooperation with the SC FastTrac Alliance. Sixty new farmers are being trained in cooperation with local organizations in appropriate business use for tourism-based natural resources. Through 1890, 12 businesses received technical assistance in the Rural Business Program. Three Homebuyers seminars were held. Eight homeowners received rehabilitation services.

Economic impact assessment data for agriculture and forestry was collected for selected counties in the state, analysis of the direct contribution by major agribusiness sectors was conducted, and research, collaborations, capacity building and leadership for sustainable community and economic development were fostered.

An 1890 research project is investigating Understanding the Effects of Citizen Participation and Community Development in Selected Rural and Urban Cities in South Carolina. The researcher has developed several databases for the project: (1) A database of municipal elected officials in all cities in South Carolina. The database includes the race and gender of each official. It also includes the political and governmental structure of each city. This allows an analysis of the relationship between race and community development policies. (2) A database of the distribution Community Development Block Grant funds and projects for the selected cities was studied. This allows the study to determine how federal funds are used by the cities to enhance community development. (3) A database of community development indicators was developed. This database includes employment statistics, per capita income, racial composition, housing stock, education, poverty, and travel distance to work by city, census tracts, census blocks and precinct; that cover 1980, 1990 and 2000. This database allows the study to discern what areas and neighborhoods in each city have benefited from developmental policies over the last forty years. (4) Databases of voter registration, voter participation, and voter preferences for each city by precinct for selected cities under study were developed. With the socio-economic profile of precincts and the voting data, the study interrogates the relationship between political participation and community

development. (5) Databases of community development indicators and political participation using GIS software were developed. Maps to display development across each city were created. (6) Databases of newspaper articles, city council meeting minutes and other documents have been developed in Nvivo and coded. This database allows the study to discern the major projects, issues, participants, conflicts, interests, and controversies regarding community development in rural and urban cities in South Carolina. A community development survey has been completed. Municipal officials knowledgeable of community development issues completed the questionnaire. A survey provided useful data regarding how cities in South Carolina confront community and economic development issues. Approximately 106 officials returned the survey; a return rate of 39 percent of 270 cities in South Carolina. Knowledge and data generated from the project has been integrated into the researcher's urban politics and state and local government courses, which includes the map and the socio-economic data and analysis. A final bulletin is being written for publication.

South Carolina State University 1890 is, also, conducting research focusing on The Potential of Educational Attainment, Business Climate and Investment-Based Economic Development in South Carolina. The project is analyzing factors that affect the educational attainment and investment in South Carolina and developing a model for South Carolina to accentuate the role of education and investment as sources of economic development. The major components of the study include the following: (1) An in-depth analysis of the factors affecting educational attainment in South Carolina and (2) studying the factors such as business climate that influence investment, economic development, and employment. The components will be incorporated into a model to promote educational attainment and economic development in the state. The findings of the study should provide empirical support to the state and local governmental agencies in formulating their policies and implementing the programs related to educational improvement and economic development. The data estimated the models, reported the results and prepared a paper for presentation at the 2010 International Academy of Economics and Business Conference. The paper was submitted for publication.

An 1890 researcher is studying the Examination of South Carolina's Chapter 13 Low Income Bankruptcy Filings under the New Law of 2005. The investigation is on-going. At the present, surveys are being sent out to filers.

## **2. Brief description of the target audience**

Students, child care providers, limited-resource persons, community leaders, board/council members, nonprofit organization boards and groups, adults, youth, business and workforce preparation agencies and disadvantaged citizens and communities, state, federal, and local agency personnel, association members, citizens faced with public issues, and citizens engaged in economic and tourism development.

### **V(E). Planned Program (Outputs)**

#### **1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	14000	2400	300	100
<b>Actual</b>	22238	750000	0	0

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

**Patent Applications Submitted**

Year: 2010  
 Plan: 0  
 Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
<b>Plan</b>	0	8	
<b>Actual</b>	0	2	2

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

**Output Target**

**Output #1**

**Output Measure**

- Publications, business plans and housing grants

Year	Target	Actual
2010	18	12

**Output #2**

**Output Measure**

- New Products, processes, procedures and policies  
 Not reporting on this Output for this Annual Report

**Output #3**

**Output Measure**

- Total number of people completing educational workshops

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2010	14000	13865

**Output #4**

**Output Measure**

- Number of board members trained

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2010	60	29

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

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Total number of people reporting increased knowledge as a result of participation in CLED activities
2	Number of facilitated public meetings addressing public issues
3	Number of printed materials used to promote understanding of public issues
4	Number of National Issues Forums convened or moderated
5	Number of participants engaged in community promotion projects

## **Outcome #1**

### **1. Outcome Measures**

Total number of people reporting increased knowledge as a result of participation in CLED activities

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	8000	13769

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

This program will promote engagement, community enhancement and improvement that is linked to community image, sustainable economic development, and improved quality of life for the citizens of South Carolina.

#### **What has been done**

Some 530 educational programs were conducted, reaching 13,850 people. Some 1,019 people participated in Palmetto Leadership, Senior Leadership and Junior Leadership programs.

#### **Results**

Of the 13,850 persons reached through educational programming, 99% reported a gain in knowledge. Participants strengthened their community awareness and ability to access community resources, built partnerships, and strengthened their capacity to respond to future issues and opportunities. Participants have a greater knowledge about the county in which they live and/or work including education, economic development, healthcare and social issues. The Palmetto Leadership program provided participants with a venue to give back to their community through a class service project experience. Participants were better able to grow their professional and personal networks, providing new opportunities for collaboration and more efficient and effective community service. Historically, most graduates of the leadership class will involve themselves on boards, community action groups, and task forces to help the community. Class members have become members of non-profit boards. Our last research indicated that 70% of the graduates were still involved in a responsible community project three years after graduation. Some 108 people in other programs successfully collaborated with others in the region to address an issue.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
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- 608 Community Resource Planning and Development
- 803 Sociological and Technological Change Affecting Individuals, Families, and Communities
- 806 Youth Development

**Outcome #2**

**1. Outcome Measures**

Number of facilitated public meetings addressing public issues

Not Reporting on this Outcome Measure

**Outcome #3**

**1. Outcome Measures**

Number of printed materials used to promote understanding of public issues

Not Reporting on this Outcome Measure

**Outcome #4**

**1. Outcome Measures**

Number of National Issues Forums convened or moderated

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	8	9

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Citizens need to understand public issues and learn methods for addressing concerns in a productive manner in order to promote unified public policy.

**What has been done**

The community leadership program provides a facilitated and constructive forum where conflicting interests and policies can be addressed through the action plans of established and emerging leaders. These programs also help create the next generation of informed leaders.

**Results**

Nine National Issues Forums covered topics such as Violent Kids, Health Care Costs, and Security Jam- a public policy Internet-based dialogue regarding how to create a safer world.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
806	Youth Development

**Outcome #5**

**1. Outcome Measures**

Number of participants engaged in community promotion projects

**2. Associated Institution Types**

- 1862 Extension
- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	100	4464

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

There is a need to assist in building local economies. The CLED program promotes engagement in community enhancement and improvement that is linked to sustainable economic development and improved quality of life.

**What has been done**

The South Carolina Adopt-A-Highway program continues to be one of the most successful litter abatement programs in the country. As a result of these efforts, 151 groups participated in 2009. A total of 22 new groups were added, far surpassing the recommended 10 new groups per year required by the South Carolina Department of Transportation's Community Relations Office.

**Results**

Across the county, 66,495.5 pounds of litter were removed from 234 miles of highway. Volunteers donated 6,012.25 hours of time to make their communities more aesthetically pleasing. Based on the 2009 estimated dollar value of volunteer time at \$20.25 per hour, this provided a savings of \$121,748.06 to our state and local government.

The two 2009 River Sweep events involved participation from a total of 71 volunteers who contributed 225 hours of service to cleaning up their local waterways. A total of 1,920 pounds of litter, 440 pounds of aluminum and steel, and 61 tires from local rivers were removed.

A series of workshops was held to help small businesses in Marion County maintain and grow their market share through e-commerce and use of social media. Classes focused on developing e-commerce opportunities and innovative ways to use social media as a business marketing tool. Two of the business owners who participated in the program now have active e-commerce sites up and running and report an increase in sales. They report that tools such as Facebook helps keep them in contact with customers. Use of these tools will allow these businesses to grow their business without relying solely on the local economy.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
806	Youth Development

#### V(H). Planned Program (External Factors)

##### External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Public Policy changes
- Competing Public priorities
- 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)
- During (during program)

- Case Study
- Comparisons between program participants (individuals, group, organizations) and non-participants
- Comparisons between different groups of individuals or program participants experiencing different levels of program intensity.
- Comparison between locales where the program operates and sites without program intervention

### **Evaluation Results**

Our last research indicated that 70% of the graduates were still involved in a responsible community project three years after graduation. Of the 13,850 persons attending Extension educational programs, 99% reported a gain in knowledge.

### **Key Items of Evaluation**