

Over \$191 Million of Impacts and 12,386 Jobs Created or Saved

Executive Summary

Operating as a team, state Extension leaders from the 12 North Central 1862 land grant universities developed common indicators for reporting the impacts of community development educational programs. The States collectively developed this report based on in-state action. Each partner university selected a subset of the indicators for reporting. The following table presents the most commonly used indicators. Thus, the impacts of our educational programs reported here, while impressive, are conservative estimates.

North Central State 2015 Impact Indicators	Total	States Reporting
Number of participants reporting new leadership and opportunities undertaken	9,440	12
Number of community or organizational plans developed	797	12
Number of community and organizational, policies, plans adopted or implemented	988	12
Number of businesses created	510	9
Number of jobs created	6167	9
Number of jobs retained	6219	9
Dollar value of grants and resources leveraged/generated by communities	\$49,452,291	12

States reported value of volunteer hours, as well as dollar efficiencies and savings, bringing the total impact to \$191M. Full details broken down by state, are available at: http://ncrcrd.msu.edu/ncrcrd/state_extension_leader_section1. Our impacts stem from innovative, science-based approaches developed in partnership with our stakeholders. The programming associated with these impacts varies according to community needs and the creativity of university-based and other partners. To provide an idea of the types of programming used to generate our impacts, we provide several examples.



Developing the Creative Economy was designed for community leaders and economic development professionals who want to tap into the creative talent in their communities to build viable businesses, adding to household income for the entrepreneur and increasing economic activity in the community. The program helps community leaders expand economic and entrepreneurial activity by developing a culture that appreciates and supports the creative talents of residents, including those living in low-resource households. Creative entrepreneurs include artists, designers, musicians, boutique retailers, specialty food producers and other creative enterprises.



Purdue's Extension Community Development Program launched a new program in partnership with Ball State University in 2015 titled, **Hometown Collaboration Initiative (HCI)** with financial support from the Indiana Office of Community and Rural Affairs (OCRA). Six pilot sites, all constituted of communities or counties of 25,000 people or less, were selected on a competitive basis to be part of the inaugural launch of the program.



The Community & Economic Development Program has six trainers working in teams to deliver **Navigating Difference® Cultural Competency Training** throughout the state. The training, developed by Washington State University Extension, helps build skills to increase competencies as staff work with others whose culture is different than their own. The teams offer cultural competency training to interested Iowa schools, local governments, businesses, and non-governmental organizations that are looking to examine how personal and organizational culture affect ability to work across differences in positive and negative ways, in order to apply that learning in beneficial ways.



In Northwest Kansas, 16 communities participated in the **First Impressions** program which resulted in increased awareness of community strengths and identified areas of concern. Teams of volunteers visited similar communities. This allowed an opportunity for them to increase their critical evaluation skills, as well as, see new ideas in like communities. Through community volunteer engagement, volunteers are conducting projects resulting in improved quality of life for community residents. These include main street building revitalization, signage, hospitality training and other improvements. This initiative was made possible with a partnership with the Dane G. Hansen Foundation. The plans now are to take the program statewide in 2017.



Flint Water Crisis: When Flint Michigan's water crisis erupted local citizens were seeking a trusted source of information to make important decisions for themselves and their families. MSU Extension played a central role in a comprehensive public education campaign. MSUE Community Development staff worked with nutrition and youth development staff in developing and distributing nutrition and lead fact sheets and recipe booklets to thousands of households in the city.



Facing rapid demographic change, community leaders in Willmar, MN consulted with Extension's regional Leadership and Civic Engagement educator as they designed their **Vision 2040 project**. Much of the community's agenda was informed by University of Minnesota Extension's research and education on demographic change and "brain gain" in rural communities. Extension's engagement with the community also led to creation of an ongoing leadership education program in their community to help engage leaders from Willmar's growing immigrant communities, helping the community strengthen economic and civic diversity.



The **MU Extension Business Development Program (BDP)** is a statewide network serving an increasingly broad swath of Missourians. The BDP helps individuals and businesses succeed in every stage from career discovery and advancement, business concept to startup, growth to renewal, and maturity to succession, through a variety of programs.



Leadership Development at the University of Nebraska is about engaging youth to help create the leaders for tomorrow. Faculty with strong connection to both Extension and the Nebraska Human Resources Institute (NHRI) help to make this happen by identifying outstanding college student leaders and pairing them in one-to-one relationships with outstanding K - 12 student leaders from across Nebraska.



Growing Local Foods in North Dakota: There is a growing interest in local foods and an increased demand for locally grown products resulting in nine farmers markets that have been added across the state in the past two years. NDSU Extension has been supporting leaders to expand their local foods efforts by increasing local foods awareness and engaging in projects to encourage an expansion of the supply and demand of local foods.



Finding Solutions for Ohio's Workforce: As one of the fastest growing industry sectors in Ohio, tourism accounts for nearly 9% of Ohio jobs. According to the Ohio Travel Association (OTA), as the industry grows in strength and concentration, so does the need for increased education and preparation among the tourism workforce. The solution: Detailed information provided through an industry-wide needs assessment conducted by OSU Extension, Community Development. The information gained in the statewide study has identified educational gaps and pinpointed effective educational delivery methods empowering the OTA Board of Directors to initiate dialogue and collaboration with other state level organizations to foster job development and retention among Ohio's tourism workforce.



Small Business Beginnings: This six session series was created by SDSU Extension to assist local entrepreneurs in creating, strengthening and expanding their business or business ideas. Designed to explore successful strategies for business development, the seminar series establishes a regional learning community. Sessions address core concepts of business plans, market feasibility, marketing, customer service, personnel management, tax structures and financial planning.



University of Wisconsin-Extension State Highlight: Broadband is today for community and economic development what railroads and highways were decades ago. With the support of local Extension educators and state specialists, community networks of civic and business leaders have formed to compare needs to available resources and set out to close gaps in Broadband access.



Data for this report collected by Extension systems of 1862 land grant universities located in states highlighted in the NCRCRD logo. This report is compiled and published by the NCRCRD, a federally and regionally funded center hosted by Michigan State University. Michigan State University is an affirmative-action, equal-opportunity employer.

NERCRD Funding Proposal to NEED: July 5, 2016

This is a request to the Northeast Extension Directors for financial support of a communications staff position at the Northeast Regional Center for Rural Development (NERCRD). Through this position we expect to be able to better document the impacts of Cooperative Extension across the Northeast region, with the goal of securing stable if not increased funding. The amount requested is \$40,000, to support an approx. 0.55 FTE position (with fringe benefits); this amount is equivalent to the off-the-top regional funding we have received annually over the last 20 years from NERA.

Background: In the last year the NERCRD has been able to document the impact of Cooperative Extension across the nation in a peer-reviewed article, showing that over 137,000 farmers were able to stay in agriculture over a 24-year period as a result of the research-based education they received. This article showed that Extension education is a more cost-effective way of changing behavior than are direct subsidies. The article received widespread attention, and we hope to do more of this kind of work in the future and to communicate the findings widely.

Using lessons from the Northcentral region we have also started to work with educators in a handful of states in our region to document the impact of Community Development (CD) programs on jobs gained or retained, grants leveraged, leadership positions established and similar indicators. This impact reporting from the Northcentral region (see enclosure), and increasingly the South, attracts considerable attention from USDA. With the funding for this position we propose to explore extending this kind of impact reporting to other program areas, including FCS, 4-H and Ag and Natural Resources, to the benefit of all of NE Cooperative Extension. In addition to reporting on numbers, we will produce complementary reports using anecdotes.

Over the last few years especially the NERCRD has brought substantial external resources to Extension educators in the region. We are currently leveraging each \$1 of base funding with an additional \$27 in grants (for a 1:27 ratio), to the benefit of the land grant system. These include the AMSTA (Agricultural Marketing Service Technical Assistance), CAPE (Community Mental Health Assessment) and SET (Stronger Economies Together) programs, among other competitive funds such as our "Enhancing Food Security in the Northeast" NIFA Global Food Security Grant, which also launched the highly successful Community, Local and Regional Food Systems eXtension Community of Practice. With these grants we have reached out beyond CD to engage educators from the other program areas, such as FCS. The grants also connect educators in individual states to larger regional and national initiatives.

By way of summary, through this NEED investment we expect to be able to more systematically capture and document the impact that Cooperative Extension is having in the region. The position will also free up some of the Director's time to bring in additional grant funding to the Northeast that will benefit extension educators in the region as well as our stakeholders both on and off the farm.