

North Central Extension Community Development Programs, 2012:

Over **\$183M** of Impacts and **18,327 Jobs** Created or Saved

Executive Summary

Operating as a team, state Extension leaders from the twelve 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 States 2012 Impact Indicators	Total	States Reporting
Number of participants reporting new leadership roles & opportunities undertaken	12,363	12
Number of community or organizational plans developed	1,971	12
Number of community & organizational, policies, plans adopted or implemented	1,814	11
Number of businesses created	696	9
Number of jobs created	7,168	10
Number of jobs retained	11,159	9
Dollar value of grants and resources leveraged/generated by communities	\$173,861,082	9

States reported value of volunteer hours, as well as dollar efficiencies and savings, bringing the total impact to \$183M. 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.

Summaries by State



Illinois - University of Illinois Extension & the Small Business Development Center at Black Hawk College organized the Henry and Stark Counties Fast Pitch Competition. Results included seven businesses receiving business consultation, six new start-ups initiated, three new business loans, and 10 jobs created or retained.



Indiana - Participants in the Beginner's Guide to Grant Writing Program report funds awarded to program participants indicate over \$9.0 million in funded proposals. Grants supported building renovations, infrastructure development, small business funding, environmental protection projects, health & human resource projects, and youth programs.



Iowa - Specialists trained 32 Latino business leaders & entrepreneurs, assisted 18 minority entrepreneurs start or improve their businesses, assisted with the creation of 13 jobs and the retention of 100 jobs for minority employees. Extension specialist Himar Hernández' work with Latino entrepreneurs in the City of Ottumwa was featured on NBC's TODAY Show, Wall Street Journal and The Chronicle of Higher Education. (TODAY Show video: <http://www.today.com/video/today/51515671#51515671>)



Kansas - The Kansas PRIDE program organized volunteer groups in 66 communities. Volunteers invested 94,833 hours on local improvement initiatives, completing 1,178 projects, including park development, community gardens, community arts, storefront restoration, fitness and health programs, and much more.

Michigan - MSU Extension's financial literacy and housing education programs help inform consumers' decision-making to reduce marketplace fraud and help families save and spend to fuel the economy. The courses help reduce mortgage defaults. Of the 116 post-foreclosure cases counseled by Extension staff members, 58 retained homeownership.

Minnesota - Using the University of Minnesota Extension's Business Retention and Expansion program, Marshall Minnesota expanded the number of businesses & geographic region they surveyed. The community adopted projects to retain college students in the area, recruit newcomers, centralize communications, and help people start businesses.

Missouri - The Old North St. Louis Restoration Group, University of Missouri Extension & University of Missouri–St. Louis developed housing revitalization tools, capacity building and strategic planning support resulting in a bike/walking tour, neighborhood DVD and community museum, new home construction, a farmer's market, and a \$35 million redevelopment project.

Nebraska - The Gallup Entrepreneurial Acceleration System is a partnership between Gallup, Nebraska Depart. of Economic Development, University of Nebraska-Lincoln Institute of Agriculture and Natural Resources, and the Greater Omaha Chamber. During 2012, 145 companies and 1,023 managers participated. Participants apply Gallup's growth principles to their business. As an example of outcomes, one business owner reported that the program helped his workforce go from 18 to 65 full-time employees.

University of Nebraska and North Dakota State University - The UNL and NDSU Extension programs partnered to provide education to help businesses with online marketing. Direct Marketing Food Specialty Products Online, provides businesses with online strategies and tools to sell directly to consumers. Marketing Agritourism Online, helps entrepreneurs identify how they can attract customers and encourage them to return and spread the word. eTailing – Taking Charge of Your Online Presence – targets retailers. Participants indicated the program useful for their business (3.68 on a 4-point scale).

Ohio - As a result of a community-wide strategic planning process with Ohio State University Extension, Gallia County leaders raised \$195,000 in public and private donations to launch a comprehensive county marketing campaign. Through the economic development efforts outlined in the strategic plan, county leaders worked with a local university to create and offer a new technology-based curriculum and degree to support the growth of a high-tech company that had recently located in the community.

South Dakota - The SDSU Extension created a marketing/civic engagement program with the Dept. of Sociology and Rural Studies and Dept. of Political Science. Attendees participated in a structured discussion to identify strategies for improving the skills of graduates who stayed in the community and to enhance the likelihood of attracting returners. Actions included: bringing technical education classes to the community, creating scholarships for those who would fill lacking technical skill needs, organizing a farmer's market and starting a community garden.

Wisconsin - The Town of Mercer suffered years of neglect in the decades following mine closures. The Extension community development educator helped form the Mercer Downtown and Community Development Group. Extension helped build grant writing capacity that led to six grants totaling \$3 million. The construction phase began in 2011 and was completed in 2013. Mercer is being transformed into a wonderful place for residents and an attractive tourist destination in the heart of Wisconsin tourist country.