

Full Report

North Central Extension Community Development Programs, 2010: Over \$700M of Impacts and 13,000 Jobs Created



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. Each partner university selected a subset of the indicators for reporting. Thus, the impacts of our educational programs reported here, while impressive, are **conservative estimates**.

Indicator (total across reporting states – percentages are averages) *=New indicator for 2010		# of States
Dollar value of grants and resources leveraged/generated by communities	\$236M	9
Dollar value of programs and activities initiated/completed	\$307M	9
Jobs created	13,517	9
Businesses created	439	9
Community & organizational, policies, plans adopted or implemented	315	9
Community or organizational plans developed	477	9
Participants reporting new leadership roles	6,791	9
Programs and activities initiated/completed	3,239	8
Number of business plans developed	5,562	7
Percentage of racial minorities participating in programs	8%	6
No. of jobs retained	3,014	6
Dollar value of program-generated volunteer hours (Independent Sector value)	\$1M	6
Dollar value of organization and/or community-generated volunteer hours (based on Independent Sector value)	\$2M	6
Number of volunteer hours for community generated work	145,148	6
Percentage of Hispanics participating in programs	7%	5
Dollar value of efficiencies and savings	\$22M	4
Minority participation: Increased no. of minorities participating	2760	3
*Hours of program participation	340,556	3
*Number of businesses expanded	351	2
*Dollar value of resources leveraged by businesses	\$205M	2
*Average hourly wage for jobs created	11	1

A state-by-state breakdown of the impacts is provided in the appendix to this document.

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.

Community Planning – University of Missouri

After facilitation by MU Extension, Herculaneum and Hillsboro implemented their master plans and obtained more than \$10 million in grants during the past three years. As Herculaneum celebrated its bicentennial, it has moved from a destiny of depression to one of progress and hope—the latest being the planning for a port on the Mississippi River estimated to equate to 9,500 jobs—a great boon to the county and region.

Converting Schools - North Dakota State University

Through Extension educational programs, three communities have recently re-purposed closed school buildings for local economic development activities. One community converted its school to a fitness center, a satellite health clinic, the local economic developer, and an expanding audio business that employs 14 people. Another community has renovated their school building into a hunting lodge, thrift store, storage rental unit, and community gathering space. Volunteers run these businesses which are utilized by many locals and travelers. The third community has received multiple grants to re-design their closed school to be LEED certified and used for lodging, a fitness center, a community kitchen and other activities and businesses, adding to their economic base.

Growing Demand for Entrepreneurship – University of Nebraska-Lincoln

Nebraskans are taking note of the University of Nebraska-Lincoln's offerings in entrepreneurship, increasing demand for training by over 20% in the past year. Extension entrepreneurship clients started or transitioned 57 businesses over a two year period, while another 2,000 received help with their current business structure.

Developing Leaders – University of Minnesota

In Minnesota, Extension program development staff in the Southwest area of the state responded to city requests to help involve the long-term Latino population in planning the area's future. As a result of Minnesota Extension Service programming, Latinos accepted new leadership positions to serve the Airport Commission, advocacy and justice organizations, social service organizations and other groups. One Latino participant was elected as County Commissioner.



Funding Community Improvement – Purdue University

A two-day grant writing program, offered by Purdue Extension in Indiana is a great skill builder for the beginner or intermediate grant writer. Today, Indiana is home to new community playgrounds, expanded libraries, improved businesses, schools, and community agencies that are meeting the needs of Indiana residents through newly-funded programs and services. Organizations across the state have received over \$7M from proposals developed in the program. As examples, less than one year after completing the workshop, the Girl Scouts

received \$98,000 to expand programs and volunteer training, while Greene County schools raised \$135,000 for infrastructure.

Job Creation and Retention – The Ohio State University

Engaging community partners in Wyandot County, Extension has enabled the retention of several businesses, new business attraction, and expansion projects. In total, these community-based efforts have accounted for the creation or retention of roughly 200 jobs representing over \$4.9 million in payroll and over \$45 million in new investment into the rural community.

Preparing Local Officials for Today’s Challenges – University of Illinois

During the 2010-2011 Local Government Information and Education Networking Tele-Institute Series eight programs were offered. Topics included: Legislative Update; Regionalism: An Approach to Economic Development; Orientation for Newly Elected Officials, two parts; and a four-part series highlighting Census Data and the impact that changing demographics is having on local government. Over 235 individuals from around the state of Illinois took part in the programs, with over 154 individuals currently serving as county officials throughout the state. Also, attendees enrolled in the Certified County Officials (CCO) Program were eligible to receive two bronze level credit hours for each session. More than 300 local officials are active participants in this educational programming series.

Redeveloping Facilities – The Ohio State University

When Noble County’s largest employer shut its doors, county leaders responded with the help of the OSU Extension Community Development program. The county Community Development educator marshaled leadership and obtained nearly \$1M in financial resources to plan and execute re-use of the facility. The new Emerging Technology Advancement Center opened on April 1, 2011, and has secured its first tenant.

Building Community Capacity through Broadband – University of Wisconsin

University of Wisconsin Extension has implemented a broadband service expansion initiative with more than \$45 million in grants received last year. All but \$2.4 million is now being invested in infrastructure development in five regions of the state in and around Superior, the Chippewa Valley, Platteville, Central Wisconsin and the Menominee Nation. The population of the impacted infrastructure area is 427,000 and will include culturally sensitive outreach to over 10,000 Hmong, 6,500 Native Americans and nearly 5,000 Hispanics. The two-year project has created approximately 35 jobs directly and is anticipated to generate or save an additional 8,100 jobs with increased broadband penetration.



Data for this report collected by Extension systems of 1862 land grant universities located in states highlighted in the NCRCRD logo. This report is 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.

Appendix: State by State breakdown of community development educational program impacts.

Indicator	IL	IA	KS	MI	MN	MO	NE	ND	OH	IN	SD	WI
Dollar value of grants and resources leveraged/generated by communities	75M	30M	0.3M	11M	105M	0.8M		3M		0M		4M
Dollar value of programs and activities initiated/completed	252M	4M		14M		31M	0.2M	2M	1M		0.5M	1M
No. of jobs created	202	111		204	14	12,771		18	100	66		31
No. of businesses created	4	41		28	3	272	58	10	20			3
Number of community and organizational, policies, plans adopted or implemented	27	14	15	31		92		34	7		7	88
Number of community or organizational plans developed	25	35	15	144	25	104		45			27	57
Number of participants reporting new leadership roles and opportunities undertaken	11	1365		688	86	360		112		3,835	93	241
Programs and activities initiated/completed	86	845	1050		257	588		67			42	304
Number of business plans developed		15		242		5,153		4	100		44	4
Percentage of racial minorities participating in programs		2%		23%				14%		9%	23%	7%
No. of jobs retained		84	12	263		2,316		19	320			
Dollar value of program-generated volunteer hours (Independent Sector value)				166458	126937	242894		63083		362587	11000	
Dollar value of organization and/or community-generated volunteer hours (based on Independent Sector hr value)	132K	330K	1074K			209K		181K				326K
Number of volunteer hours for community generated work	6K		60K	6K	47K				1K			25K
Percentage of Hispanics participating in programs		8%				11%				6%	1%	3%
Dollar value of efficiencies and savings	18M					0.2M			3M			0.5M
Increased no. of minorities participating				2578		149		33				
*Hours of program participation				34K					4K		1K	
*Number of businesses expanded				24		327						
*Dollar value of resources leveraged by businesses				1M		204M						
*Average hourly wage for jobs created								\$11				