

North Central Extension Community Development Programs, 2013:

Over \$360M of Impacts

and 25,470 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 2013 Impact Indicators	Total	States Reporting
Number of participants reporting new leadership roles & opportunities undertaken	7,594	11
Number of community or organizational plans developed	1,887	11
Number of community & organizational, policies, plans adopted or implemented	1,678	11
Number of businesses created	1,059	8
Number of jobs created	8,116	10
Number of jobs retained	17,354	9
Dollar value of grants and resources leveraged/generated by communities	\$60,140,749	10

States reported value of volunteer hours, as well as dollar efficiencies and savings, bringing the total impact to \$360M. 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.


State Example Programs

 UNIVERSITY OF ILLINOIS
EXTENSION


University of Illinois Extension partnered with area high schools in Southern Illinois on an initiative aimed at helping our next generation of community leaders understand the correlation between spending money locally and the sustainability of their local economies.

 PURDUE
EXTENSION

Small business owners in Clinton County asked for a networking venue, so Purdue Extension's Learning Network of Clinton County invited small businesses to meet on a monthly basis, resulting in more than 100 referrals, and a buzz of interest around small business development. At each meeting, networkers introduce their market niche and make their "ask" for the month. They also receive professional development in accounting, financing, marketing, and social media.

 IOWA STATE UNIVERSITY
Extension and Outreach

ISU Extension specialist Frank Owens helped establish the Dallas County Local Housing Trust Fund, and was involved in starting and supporting 18 similar housing trust funds with a dollar value of \$10,029,720 in new and rehabilitation housing construction last year, generating approximately 140 jobs in Iowa (80 jobs due to direct effect and 60 jobs due to indirect and induced effects).

 K-STATE
Research and Extension

Kansas State Research and Extension strengthened public communication and problem solving by hosting conversations on: understanding and developing community food networks; advancing the creative arts industries; addressing mental health; gun control; and responding to climate change.



Michigan State University Extension, through the MSU Product Center, partnered with the Meijer supermarket chain in response to consumer demand for locally produced foods. Clients submit their products for inclusion in the Made in Michigan display. Selected products receive shelf space for a year. The program expanded to 102 stores in Michigan with sales of \$1M.



Extension partnered with Iowa State University to bring retail analysis to Minnesota. Extension maintains a retail trade analysis database for counties and many cities. Since 2008, reports have reached 217 communities (counting county reports for multiple cities). Investment in data has been successful for communities, such as Fairmont, Minnesota, which used the numbers to recruit new businesses.



After Pilot Grove (pop. 723) lost its sole grocery store, it was considered a “food desert.” Pilot Grove invited MU Extension community development specialist Connie Mefford to explore the possibility of opening a new grocery store. Mefford helped develop a plan and assisted with a community survey to measure interest. A group of 23 investors raised \$320,000 to build the store, which opened in November 2013.



The attraction and retention of population, increasing economic development and increasing well-being/quality of life are the long term goals of the Nebraska Broadband Initiative. Extension provided leadership in developing eight regional plans across the state. This effort has reached over 4,500 individuals through videos and webinars to increase the knowledge of the importance of broadband.



The Rural Leadership North Dakota (RLND) has 94 alumni representing 36 counties. Alumni completed over 90 projects with investments of over \$4M over the past ten years. Over 80% of alumni took leadership for additional community projects. The RLND mission, to prepare and develop leaders to strengthen rural North Dakota, has “come to life” over the past ten years as RLND alumni have lead efforts to enhance the quality of life for North Dakota communities.



THE OHIO STATE
UNIVERSITY

Wyandot County engaged in a Business Retention & Expansion (BR&E) program that identified public infrastructure improvements needed for two local business expansions. More than \$860,000 for public infrastructure improvements was obtained. As a result of the effort, two area manufacturers have committed to the combined creation of at least 50 new full-time jobs, the retention of 370 existing jobs and over \$7 million in local capital investments over the next three years.



The SDSU Extension completed a USDA Rural Development grant to fund the Grow SD Foods website (<http://igrowsdlocalfoods.org>). The grant also funded research on the economic impact of local foods in SE South Dakota, which determined that the local funds industry contributes \$7 million or more to the SE region per year. The project has led to discussions exploring the creation of food hubs and an increase in community and school gardens and farmers markets.



The UW-Extension natural resource educator for Sheboygan supported public processes that culminated in a \$90 million river cleanup. Her work led directly to an additional \$6.1 million grant to support shore restoration. Together these restoration investments revitalized the recent \$25 million investments in hotel and retail development along the lower Sheboygan River and Lake Michigan frontage that has resulted in new image for attracting new economic and community development in the Sheboygan area.



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.