

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

**Program #7**

**1. Name of the Planned Program**

Community Resource Development

**2. Brief summary about Planned Program**

Research and outreach will be targeted to municipal, county, state, and federal agencies, nongovernmental organizations, and citizens to provide information and analysis promoting community development. This will include community impact analysis of economic activity, community organization for progress, evaluation of the drivers of local development, and workforce professional and personal development.

**3. Program existence :** Mature (More than five years)

**4. Program duration :** Long-Term (More than five years)

**5. Expending formula funds or state-matching funds :** Yes

**6. Expending other than formula funds or state-matching funds :** Yes

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
601	Economics of Agricultural Production and Farm Management	0%		40%	
602	Business Management, Finance, and Taxation	10%		0%	
603	Market Economics	2%		0%	
604	Marketing and Distribution Practices	8%		0%	
605	Natural Resource and Environmental Economics	0%		30%	
608	Community Resource Planning and Development	75%		20%	
610	Domestic Policy Analysis	5%		0%	
803	Sociological and Technological Change Affecting Individuals, Families and Communities	0%		10%	
	<b>Total</b>	100%		100%	

**V(C). Planned Program (Situation and Scope)**

**1. Situation and priorities**

Communities struggle to develop and maintain resources (human, financial, physical, social, environmental, and political). They are also challenged in providing the needed organizational capacity to assess, plan, and implement activities to address resource development and management. A lack of critical mass in smaller rural areas exacerbates issues found in all areas of the state. More specifically, rural areas of the US and Colorado face challenges due to marked differences in economic, educational, health and social opportunities relative to more urban areas. Colorado has some unique needs due to more sparse populations, a high natural amenity base (and share of public lands), a more transitory population and relatively low public service provision. People in rural areas tend to be older, poorer, more likely to be uninsured, and less educated than their urban counterparts. Communities require knowledge to evaluate their resource base, their economic and social service alternatives, and their futures.

**2. Scope of the Program**

- Multistate Integrated Research and Extension
- Multistate Extension
- In-State Extension
- Multistate Research
- Integrated Research and Extension
- In-State Research

**V(D). Planned Program (Assumptions and Goals)**

**1. Assumptions made for the Program**

•The competencies of CRD have been around for a long time and are still appropriate. •Program planning is not always a one-time process. What is developed will need constant monitoring and adjustment. •CSU and Extension are experiencing financial and political stress that requires us to engage new and expanding audiences. •Extension has the organizational capacity to facilitate team building, situation assessment, and prioritize applied research needs in communities of Colorado.

**2. Ultimate goal(s) of this Program**

Colorado State University is in a strong position to assist with the economic development of Colorado’s agricultural and rural communities, as well as evolving industries related to these communities. Our role will be to educate professionals within communities with knowledge of community development and modern business practices, as well as researching technical and economic issues related to differentiated agricultural products in the ever-changing domestic and international market place. By being actively involved with agricultural industry personnel, rural communities, and governmental agencies, Extension and Research can assure that land managers, individual business owners, and community residents can evaluate a broad range of opportunities to enhance viability.

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

**1. Estimated Number of professional FTE/SYs to be budgeted for this Program**

Year	Extension		Research	
	1862	1890	1862	1890
2010	5.0	0.0	6.0	0.0
2011	5.0	0.0	6.0	0.0
2012	5.0	0.0	6.0	0.0
2013	5.0	0.0	6.0	0.0
2014	5.0	0.0	6.0	0.0

**V(F). Planned Program (Activity)**

**1. Activity for the Program**

•Internal training for Extension personnel in community mobilization, facilitation, economic development. •Working with rural communities on a regional approach to small town tourism including making optimal use of environmental resources, respecting the socio-cultural authenticity of host communities while conserving their built and living cultural heritage and traditional values, and ensuring viable, long-term economic operations, including stable employment and income-earning opportunities.  
 •Conduct basic and applied research in areas exploring the interface between agribusiness, rural development, and natural-resource-amenity-based opportunities. •Conduct workshops and other educational activities with community stakeholders.

**2. Type(s) of methods to be used to reach direct and indirect contacts**

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> <li>● Workshop</li> <li>● One-on-One Intervention</li> <li>● Education Class</li> <li>● Other 1 (Tourism rallies)</li> <li>● Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Public Service Announcement</li> <li>● Web sites</li> </ul>

**3. Description of targeted audience**

Community members, general public, consumers, community organizations.

**V(G). Planned Program (Outputs)**

**1. Standard output measures**

Target for the number of persons(contacts) to be reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2010	30000	3000	0	0
2011	30000	3000	0	0
2012	30000	3000	0	0
2013	30000	3000	0	0
2014	30000	3000	0	0

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

**Expected Patent Applications**

2010 :0                      2011 :0                      2012 :0                      2013 :0                      2014 :0

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2010	10	5	0
2011	10	5	0
2012	10	5	0
2013	10	5	0
2014	10	5	0

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

**1. Output Target**

- Training opportunities for community members

**2010 :10                      2011 :10                      2012 : 10                      2013 :10                      2014 :10**

- Technical publications related to economics, public policy, community development and related areas.

**2010 :10                      2011 :10                      2012 : 10                      2013 :10                      2014 :10**

- Amount of grant dollars garnered to support community development research and outreach.

**2010 :200000                      2011 :200000                      2012 : 200000                      2013 :200000                      2014 :200000**

- Number of agencies partnering in this effort.

**2010 :40                      2011 :40                      2012 : 40                      2013 :40                      2014 :40**

- Number of volunteers supporting this planned program.

**2010 :100                      2011 :100                      2012 : 100                      2013 :100                      2014 :100**

- Number of new technologies adopted by producers.

**2010 :5                      2011 :5                      2012 : 5                      2013 :5                      2014 :5**

- Number of newsletters developed in support of this plan.

**2010 :5                      2011 :5                      2012 : 5                      2013 :5                      2014 :5**

- Number of newsletters distributed in support of this plan.

**2010 :10                      2011 :10                      2012 : 10                      2013 :10                      2014 :10**

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Percent of community residents, businesses and leaders who increase their understanding of sustainable community development, tourism and economic development principles.
2	The number of communities which evaluate the potential for sustainable community development, tourism and economic development and prioritize to target specific interests, actions, and valued community resources to maintain and grow.
3	The number of communities which experience increased economic gain from sustainable community development, tourism, and economic development efforts including increased tax revenues, employment, and retention of community valued resources.
4	Planning, development and implementation of bio-based, renewable energy projects (such as processing plan, wind farm).
5	Percent of program participants reporting changing an attitude as a result of these programs.
6	Percent of participants reporting intent to change behavior and/or changing behavior as a result of these programs.

**Outcome #1**

**1. Outcome Target**

Percent of community residents, businesses and leaders who increase their understanding of sustainable community development, tourism and economic development principles.

**2. Outcome Type :** Change in Knowledge Outcome Measure

**2010 :55**                      **2011 : 65**                      **2012 : 65**                      **2013 :65**                      **2014 : 65**

**3. Associated Institute Type(s)**

- 1862 Extension
- 1862 Research

**4. Associated Knowledge Area(s)**

- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 605 - Natural Resource and Environmental Economics
- 608 - Community Resource Planning and Development
- 610 - Domestic Policy Analysis
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

**Outcome #2**

**1. Outcome Target**

The number of communities which evaluate the potential for sustainable community development, tourism and economic development and prioritize to target specific interests, actions, and valued community resources to maintain and grow.

**2. Outcome Type :** Change in Action Outcome Measure

**2010 :5**                      **2011 : 5**                      **2012 : 5**                      **2013 :5**                      **2014 : 5**

**3. Associated Institute Type(s)**

- 1862 Extension
- 1862 Research

**4. Associated Knowledge Area(s)**

- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 605 - Natural Resource and Environmental Economics
- 608 - Community Resource Planning and Development
- 610 - Domestic Policy Analysis

**Outcome #3**

**1. Outcome Target**

The number of communities which experience increased economic gain from sustainable community development, tourism, and economic development efforts including increased tax revenues, employment, and retention of community valued resources.

**2. Outcome Type :** Change in Condition Outcome Measure

2010 :5                      2011 : 5                      2012 : 5                      2013 :5                      2014 : 5

**3. Associated Institute Type(s)**

- 1862 Extension
- 1862 Research

**4. Associated Knowledge Area(s)**

- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 605 - Natural Resource and Environmental Economics
- 608 - Community Resource Planning and Development
- 610 - Domestic Policy Analysis

**Outcome #4****1. Outcome Target**

Planning, development and implementation of bio-based, renewable energy projects (such as processing plan, wind farm).

**2. Outcome Type :** Change in Knowledge Outcome Measure

2010 :1                      2011 : 1                      2012 : 1                      2013 :1                      2014 : 0

**3. Associated Institute Type(s)**

- 1862 Extension
- 1862 Research

**4. Associated Knowledge Area(s)**

- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 605 - Natural Resource and Environmental Economics
- 608 - Community Resource Planning and Development
- 610 - Domestic Policy Analysis
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

**Outcome #5****1. Outcome Target**

Percent of program participants reporting changing an attitude as a result of these programs.

**2. Outcome Type :** Change in Knowledge Outcome Measure

2010 :50                      2011 : 50                      2012 : 50                      2013 :50                      2014 : 50

**3. Associated Institute Type(s)**

- 1862 Extension

**4. Associated Knowledge Area(s)**

- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 605 - Natural Resource and Environmental Economics

- 608 - Community Resource Planning and Development
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

### **Outcome #6**

#### **1. Outcome Target**

Percent of participants reporting intent to change behavior and/or changing behavior as a result of these programs.

#### **2. Outcome Type :** Change in Knowledge Outcome Measure

2010 :75

2011 : 75

2012 : 75

2013 :75

2014 : 75

#### **3. Associated Institute Type(s)**

- 1862 Extension

#### **4. Associated Knowledge Area(s)**

- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 608 - Community Resource Planning and Development
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

### **V(J). Planned Program (External Factors)**

#### **1. External Factors which may affect Outcomes**

- Public Policy changes
- Competing Programatic Challenges
- Government Regulations
- Natural Disasters (drought,weather extremes,etc.)
- Appropriations changes
- Populations changes (immigration,new cultural groupings,etc.)
- Economy
- Competing Public priorities

#### **Description**

Individuals' and communities' ability to attend fee-for-service programs may be impacted by economic downturns.Extension's ability to provide programming and scholarships for these programs may be impacted if appropriations continue to decrease and staff is lost.Immigration reform may change the nature of the audience.Weather conditions may discourage tourism in some communities (severe drought, heavy snowfalls).Relevant data may be excluded due to the complexity of multiple reporting mechanisms.

### **V(K). Planned Program (Evaluation Studies and Data Collection)**

#### **1. Evaluation Studies Planned**

- During (during program)
- Case Study
- After Only (post program)
- Before-After (before and after program)

#### **Description**

Regularpre-post evaluations are used.Formativ evaluations are often used during the program to adjust focus and direction.Case studies are used to clearly demonstrate impact.



## 2. Data Collection Methods

- Observation
- Tests
- Case Study
- Sampling

### Description

Pre-post tests. Standard survey methods.