

## 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**

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

**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**

Community Resource Development Programs and expertise will provide tools so that citizens can make informed decisions to increase tax revenues, maintain and/or increase employment, and maintain and/or grow valued community resources.

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
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

Year	Extension		Research	
	1862	1890	1862	1890
2014	5.0	0.0	6.0	0.0
2015	5.0	0.0	0.0	0.0

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

### 1. Activity for the Program

- 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.
  - Conducting basic and applied research in areas exploring the interface between agribusiness, rural development, and natural-resource-amenity-based opportunities.
  - Conducting workshops and other educational activities with Extension professionals and 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>• Education Class</li> <li>• Workshop</li> <li>• Group Discussion</li> <li>• One-on-One Intervention</li> <li>• Other 1 (Tourism rallies)</li> </ul>	<ul style="list-style-type: none"> <li>• Public Service Announcement</li> <li>• Newsletters</li> <li>• Web sites</li> </ul>

### 3. Description of targeted audience

Community members, general public, consumers, community organizations. The intuitive success of Extension professionals in community/economic development will be enhanced for formalized training and opportunities to accurately report these on-going efforts.

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

### 1. Standard output measures

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

	Direct Contact Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2011	2000	6000	200	0
2012	2000	6000	200	0
2013	20000	6000	200	0

	Direct Contact Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2014	2000	6000	200	0
2015	2000	6000	200	0

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

2011:0                      2012:0                      2013:0                      2014:0                      2015:0

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2011	10	1	0
2012	10	1	0
2013	10	1	0
2014	10	1	0
2015	0	1	0

## V (H). State Defined Outputs

### 1. Output Target

- Number of training opportunities for community members

<b>2011:50</b>	<b>2012:50</b>	<b>2013:50</b>	<b>2014:50</b>	<b>2015:50</b>
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- Amount of grant dollars garnered to support community development research and outreach.

<b>2011:1000000</b>	<b>2012:1000000</b>	<b>2013:1000000</b>	<b>2014:1000000</b>	<b>2015:1000000</b>
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- Number of agencies partnering in this effort.

<b>2011:25</b>	<b>2012:25</b>	<b>2013:25</b>	<b>2014:25</b>	<b>2015:25</b>
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- Number of volunteers supporting this planned program.

<b>2011:200</b>	<b>2012:200</b>	<b>2013:200</b>	<b>2014:200</b>	<b>2015:200</b>
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- Number of new technologies adopted by participants/communities.

<b>2011:20</b>	<b>2012:20</b>	<b>2013:20</b>	<b>2014:20</b>	<b>2015:20</b>
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- Number of collaborative projects implemented

<b>2011:12</b>	<b>2012:15</b>	<b>2013:20</b>	<b>2014:25</b>	<b>2015:25</b>
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- Number of community capacity-building activities, such as meetings, presentations, committee meetings, needs assessments, etc.

<b>2011:60</b>	<b>2012:60</b>	<b>2013:60</b>	<b>2014:60</b>	<b>2015:60</b>
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**V (I). State Defined Outcome**

O. No	Outcome Name
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 that 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	Percent of program participants reporting changing an attitude as a result of Community Resource Development programs.
5	Percent of participants reporting intent to change behavior and/or changing behavior as a result of these programs.
6	Percent of participants reporting increase in knowledge as a result of these programs.
7	Number of Colorado communities that have improved their built environment, while demonstrating stewardship of natural resources for future generations.
8	Number of communities in which Colorado youth and adults actively influence the development of their communities through skillful and informed engagement in planning, decision making, and implementation efforts.
9	Number of communities where citizens make informed decisions that sustain the integrity of natural resources while improving quality of life.

## 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

2011:65                      2012:65                      2013:65                      2014:65                      2015:65

### 3. 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

### 4. Associated Institute Type(s)

- 1862 Extension
- 1862 Research

## Outcome # 2

### 1. Outcome Target

The number of communities that 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

2011:40                      2012:40                      2013:40                      2014:40                      2015:40

### 3. 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

### 4. Associated Institute Type(s)

- 1862 Extension
- 1862 Research

**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

**2011:5**                      **2012:5**                      **2013:5**                      **2014:5**                      **2015:5**

**3. 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

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

- 1862 Extension
- 1862 Research

**Outcome # 4**

**1. Outcome Target**

Percent of program participants reporting changing an attitude as a result of Community Resource Development programs.

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

**2011:50**                      **2012:50**                      **2013:50**                      **2014:50**                      **2015:50**

**3. 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

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

- 1862 Extension



**Outcome # 5**

**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**

**2011:75                      2012:75                      2013:75                      2014:75                      2015:75**

**3. 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

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

- 1862 Extension

**Outcome # 6**

**1. Outcome Target**

Percent of participants reporting increase in knowledge as a result of these programs.

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

**2011:55                      2012:0                      2013:0                      2014:0                      2015:0**

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

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

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

- 1862 Extension

**Outcome # 7**

**1. Outcome Target**

Number of Colorado communities that have improved their built environment, while demonstrating stewardship of natural resources for future generations.

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

**2011:2**                      **2012:2**                      **2013:2**                      **2014:2**                      **2015:2**

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

- 605 - Natural Resource and Environmental Economics
- 608 - Community Resource Planning and Development

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

- 1862 Extension

**Outcome # 8**

**1. Outcome Target**

Number of communities in which Colorado youth and adults actively influence the development of their communities through skillful and informed engagement in planning, decision making, and implementation efforts.

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

**2011:5**                      **2012:5**                      **2013:5**                      **2014:5**                      **2015:5**

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

- 608 - Community Resource Planning and Development

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

- 1862 Extension

**Outcome # 9**

**1. Outcome Target**

Number of communities where citizens make informed decisions that sustain the integrity of natural resources while improving quality of life.

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

**2011:3**                      **2012:3**                      **2013:3**                      **2014:3**                      **2015:3**

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

- 605 - Natural Resource and Environmental Economics
- 608 - Community Resource Planning and Development

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

- 1862 Extension

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

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

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

#### **Description**

Community Resource Development, and its partner, Economic Development, are highlighted by the Office of the Vice President for Engagement. With efforts to focus CSU Extension programming, we may consider CRD as a process rather than an issue. The goal is to intentionally integrate CRD into all issues work. A proposed model includes:

Built capital (human-made material = buildings, equipment, information, infrastructure)

Human and Social capital (people = skills, health, abilities, education; and connections = family, neighbors, community, and government)

Natural capital (natural resources -- food, water, metals, wood, and energy; ecosystem services = fisheries, fertile soil, water filtration, and CO<sub>2</sub>-Oxygen; beauty of nature = mountains, seashores, sunlight, rainbows, and bird songs)

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

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

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

#### **Description**

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

### **2. Data Collection Methods**

- Sampling
- Case Study
- Observation
- Tests

#### **Description**

Pre-post tests. Standard survey methods. Some evaluation conducted through class projects in various CSU departments.