

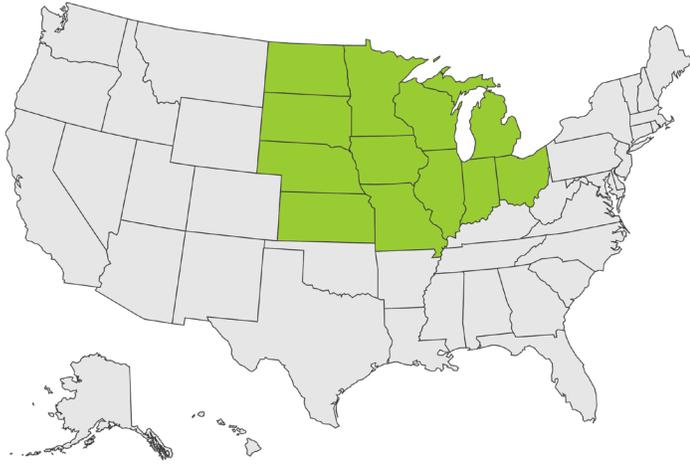
NORTH CENTRAL REGION



**COMMUNITY
DEVELOPMENT
EXTENSION**

2020

IMPACT REPORT



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2020 IMPACT REPORT

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ILLINOIS

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

Illinois Extension supports broadband development

Illinois Extension's Local Government Education program partnered with the State of Illinois Department of Commerce and Economic Opportunity's Illinois Office of Broadband in outreach aimed to extend critical high-speed internet access across the state. In June 2020, Lt. Governor Julianna Stratton joined the webinar to say, "When it comes to opportunity in America, digital equity reminds me of the tale of two cities -- the haves and the have nots -- this divide is now centered in a spotlight because of COVID-19, with issues relating to poverty, healthcare, education, and economic opportunity."

Through [Connect Illinois](#), the country's largest competitive matching grant program, the Illinois Office of Broadband partnered with Extension to announce funding opportunities, interact with potential grantees and awardees to build a robust approach in educational outreach, community planning, and infrastructure initiatives. Extension programs included the grant process, digital equity and inclusion, adoption and use, strategic planning, access, service assessments and community demand, broadband technology, feasibility studies, and project development. The 10 webinars garnered 869 participants and 466 views. Extension hosted four community planning sessions for the

[initial awardees](#), which include four school districts, two community-based organizations, two local governments, two county-level organizations, and two economic development groups. Through these partnerships and collaborations, our team will continue to build resources for community broadband development across the state as our partnership with the Illinois Office of Broadband continues to flourish.

“*When it comes to opportunity in America, digital equity reminds me of the tale of two cities -- the haves and the have nots -- this divide is now centered in a spotlight because of COVID-19, with issues relating to poverty, healthcare, education, and economic opportunity.*”



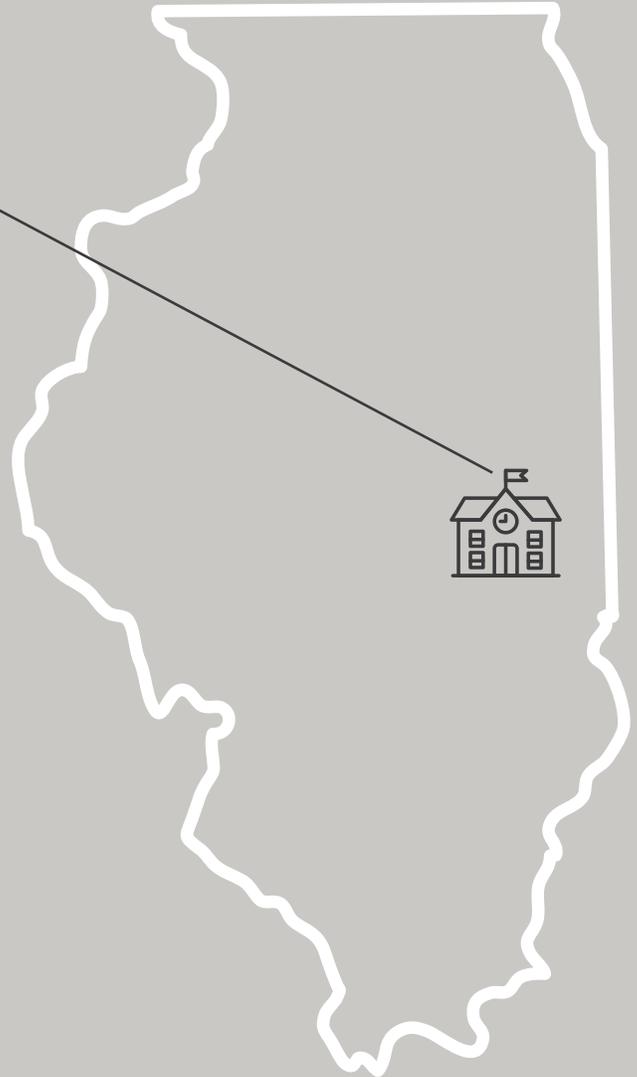
Illinois Extension

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

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IMPACT INDICATORS

Total program participants	15,025
BIPOC participants	4,473
Number of participants reporting new leadership roles and opportunities undertaken	66
Number of business plans developed	53
Number of community or organizational plans/policies developed	25
Number of community or organizational, plans/policies adopted and/or implemented	12
No. of jobs retained	91
Dollar value of volunteer hours leveraged to deliver programs (Independent Sector value)	\$105,876
Dollar value of organization and/or community-generated volunteer hours (based on Independent Sector hr value)	\$46,337
Number of volunteer hours for community generated work	788
Dollar value of efficiencies and savings	\$30,000
Dollar value of grants and resources leveraged/generated by communities	\$7,887,576
Dollar value of resources leveraged by businesses	\$560,822



INDIANA

PURDUE UNIVERSITY

Building an Equitable and Just Green Infrastructure Strategy and Workforce in the North Central Extension Region

Issue: Midwest communities are adopting green infrastructure (GI) practices as low-cost ways to update aging stormwater infrastructure and generate social and environmental co-benefits. While community challenges are similar, practices vary considerably. GI distribution throughout communities have major impacts on who benefits. When sited in disadvantaged communities, impacts on local property values lead to displacement of longtime residents. While experts project jobs within GI will grow, communities struggle to provide sustainable careers and build workforces matching population demographics.

What Has Been Done: With funding from the North Central Regional Water Network, Extension and Sea Grant programs from the University of Illinois, Purdue University, Michigan State University, University of Nebraska-Lincoln, South Dakota State University, University of Wisconsin-Madison, and partners Think Big Strategies, Lake Superior National Estuarine Research Reserve, and Parkland College, identified the intersection of social justice, workforce development, and GI programs as a growth opportunity for the twelve-state region. The team completed a needs assessment gathering background data, conducting listening sessions in selected communities, and convening a summit to identify and prioritize successes, gaps, and opportunities. Eighteen listening sessions were held with representatives from over 30 communities across nine states, including Northwest Indiana. To synthesize all regional listening session results and prioritize next steps, the project team

coordinated a virtual Equitable GI Summit. Over 100 Summit attendees joined from Extension, Sea Grant, state and local government agencies, nonprofits, and private businesses.

Results: Needs assessment findings provided five recommendations for communities seeking to implement GI programs: 1) Keep it simple to lower installation and maintenance costs. 2) Emphasize co-benefits. 3) Design GI careers, not GI jobs, to create sustaining careers. 4) Provide GI education for multiple audiences, including local government staff, contractors, and youth. 5) Build relationships and establish partnerships. Following the Summit, most attendees reported they had increased their understanding and awareness of social justice and workforce practices and challenges related to GI. Additionally, the listening sessions and Summit discussions found that including societal aspects for planning/designing GI resulted in greater community and internal support, greater ability to secure additional funding through grant programs, and greater integration of GI and other community-benefit programs. Making co-benefits and the economic costs and benefits explicitly part of decision-making helped communities address multiple needs deriving more value from money already going to stormwater capital improvements.

Benefit: As a result, communities now have a guide for building an equitable and just green infrastructure strategy and workforce. A full report can be accessed via the North Central Region Water Network: <https://northcentralwater.org/green-infrastructure/>



Extension

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IMPACT INDICATORS

Total program participants	14,333
BIPOC participants	5,704
Number of participants reporting new leadership roles and opportunities undertaken	290
Number of business plans developed	357
Number of community or organizational plans/policies developed	307
Number of community or organizational, plans/policies adopted and/or implemented	144
No. of jobs created	14
No. of jobs retained	7
Dollar value of volunteer hours leveraged to deliver programs (Independent Sector value)	\$27.
Dollar value or organization and/or community-generated volunteer hours (based on Independent Sector hr value)	\$73,270
Number of volunteer hours for community generated work	2961
Dollar value of grants and resources leveraged/generated by communities	\$5,499,080



IOWA STATE UNIVERSITY

Northeast Iowa Business Network Workforce and Housing Study

The Community and Economic Development (CED) Unit of Iowa State University Extension and Outreach was contacted by the Northeast Iowa Business Network (NIBN) to conduct a five-county housing and workforce study in order to better understand the housing needs, commuting patterns, and housing preferences of employees of area firms, and of those employed elsewhere but living in the study area. NIBN is a stakeholder group comprised of businesses, local governments, and not-for-profit organizations in northeast Iowa. CED engaged a local steering committee comprised of economic development professionals from all six counties to plan a three-part project: (1) conducting meta-analysis of existing plans and studies to identify information gaps; (2) an on-line survey of area workers; and (3) direct interviews of employers and workers. The project resulted in a report with several recommended action steps. Despite the pandemic-driven slowdown, the following actions have resulted:

- A housing summit was planned for March 2021.
- Leadership training is underway on an on-going basis with 70 workshops/courses offered in conjunction with Northeast Iowa Community College. Thus far 188 people have participated in one or more classes.
- The communities of Waukon, Guttenberg, Decorah, West Union, Strawberry Point, Oelwein, and Lansing have applied for CDBG exterior housing grants, with \$253,000 in grants awarded thus far.

- A revolving loan fund for home rehabilitation has been established.
- The city of Oelwein has collaborated with Homes for Iowa to embark on a multi-year home-building venture.

Municipal Professionals Institute and Academy

For two weeks every July for almost five decades, the Iowa Municipal Professionals Institute and Academy (MPI/A) has brought approximately 250 municipal professionals from across Iowa to Ames to attend 44 courses that municipal employees rely on for the successful operation of their cities. Preparation for MPI/A begins as soon as the previous event ends so when the COVID-19 pandemic struck, the 2020 event was in the final planning stages. Rather than cancel, the two-person team consisting of Sara Shonrock – in her second year as MPI Director, and Amanda Eggers – the new Program Coordinator in her first week on the job, chose to move the entire Institute and Academy virtual. They researched and found a cloud-based learning management system that could be built and maintained themselves for their specific needs. Three hundred-one people successfully completed MPI/A just as if they had attended in-person. The experience was so well-received that the 2021 MPI/A and beyond will be delivered to attendees as a hybrid virtual/in-person experience, ensuring that city employees across the state will gain necessary educational components they need.

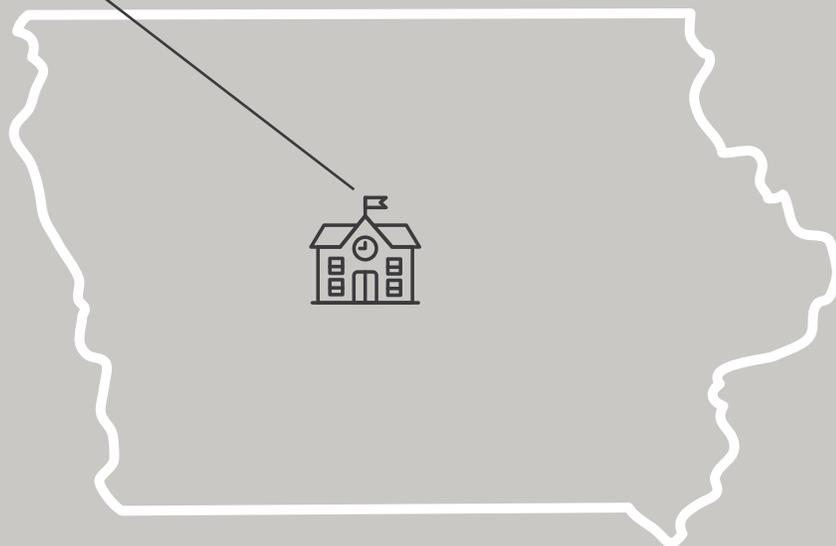
IOWA STATE UNIVERSITY

Extension and Outreach

Iowa State University Extension and Outreach
2150 Beardshear Hall
Ames, IA 50011
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Online: <https://www.extension.iastate.edu/>

IMPACT INDICATORS

Total program participants	5325
Number of participants reporting new leadership roles and opportunities undertaken	178
Number of business plans developed	19
Number of community or organizational plans/policies developed	168
Number of community or organizational, plans/policies adopted and/or implemented	14
No. of businesses created	7
No. of jobs created	19
No. of jobs retained	17
Dollar value or organization and/or community-generated volunteer hours (based on Independent Sector hr value)	\$1,686
Number of volunteer hours for community generated work	62
Dollar value of efficiencies and savings	\$258,325
Dollar value of grants and resources leveraged/generated by communities	\$253,752
Dollar value of resources leveraged by businesses	\$645,000



KANSAS

KANSAS STATE UNIVERSITY

Changing the future of communities one grant at a time

The Situation: According to Candid (formerly Foundation Center), foundation dollars available for all subjects in Kansas increased 462% from 2014 to 2018. K-State Research and Extension developed grant writing workshops to help communities find funders to create change.

What We Did: From January - March 2020, local agents hosted 7 grant writing workshops in all four quadrants of the state to 234 people. Participants ranged from extension agents, volunteer fire departments, childcare centers, public libraries, history museums, educators, and every kind of non-profit. Participants learn about new sources of data to document their community's need, sources of grant funding, how to develop a grant budget and how to evaluate and report their success. By working together in groups, they gain new support networks, lose their fear about asking for money and get feedback to sharpen their skills. Fifty percent of grant workshop participants have never written a grant before; 29% have written local grants, 14% have written federal grants, 7% identified as "other experience."

Outcomes: Participants at grant workshops reported:

- 95% have greater confidence to write a successful grant.
- 99% learned new sources of data to document community need.
- 99% learned new sources for finding grants.
- 93% have greater confidence to evaluate and measure their grant success.
- 89% gained confidence at writing a grant budget.

Participants are sent a follow-up survey 6-12 months after their grant workshop. In 2020, over the 3 months in-person workshops were held (January-March), \$6.9 million of successful grants were reported by the respondents (38% response) to fund leadership, education, prevention, emergency assistance to low income families and non-profits, art programs, health and nutrition programming, parenting classes, rent assistance, park improvements, child care, and CARES Act. Almost half (48%) of the respondents reported making new partnerships as a result of the workshop. In total, K-State Grant workshop respondents (36% response) reported \$24.8 million of successful grants written for workshops held from November 2016-March 2020.

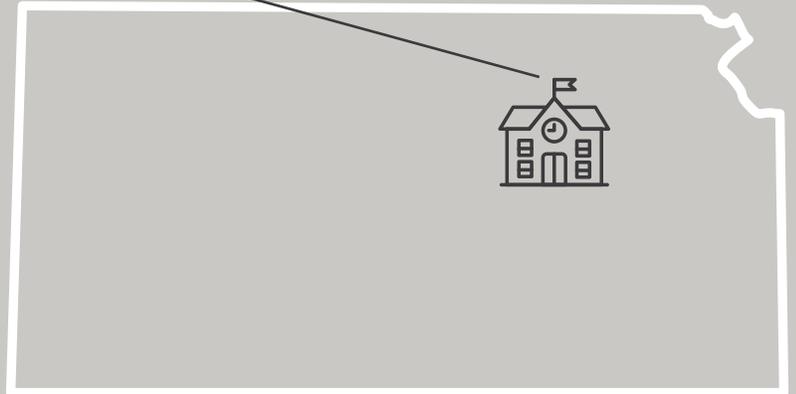
K-STATE

Research and Extension

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123 Umberger Hall
Manhattan, KS 66506
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Online: <https://www.ksre.k-state.edu/>

IMPACT INDICATORS

Number of community or organizational plans/policies developed	75
Number of community or organizational, plans/policies adopted and/or implemented	877
Dollar value of organization and/or community-generated volunteer hours (based on Independent Sector hr value)	\$1,291,429
Number of volunteer hours for community generated work	47,479
Dollar value of grants and resources leveraged/generated by communities	\$7,229.498



MICHIGAN

MICHIGAN STATE UNIVERSITY

Michigan State University Extension builds entrepreneurial networks

The Connecting Entrepreneurial Communities (CEC) program was created to educate local community members on the value of entrepreneurship and to create an environment conducive to entrepreneurial growth. A key part of this program is the annual CEC Conference, a community development initiative that brings together entrepreneurs, business leaders, economic development professionals, and decision makers to strengthen and broaden regional entrepreneurial networks.

Due to COVID-19, MSU Extension pivoted to a virtual conference which provided an opportunity to collaborate with Extension services in other states. MSU Extension provided leadership to seven other Extension systems (Missouri, Nebraska, South Dakota, North Dakota, Minnesota, Pennsylvania, and New Hampshire) as they came together to plan this week-long virtual conference.

- 314 individuals participated from 28 states, with high concentrations from Missouri (93), Nebraska (56), Michigan (55), Minnesota (35), South Dakota (16), and North Dakota (15)
- 37 sessions were offered during the week
- Each day concluded with a “Community Connections” session where attendees could debrief and reflect on what they learned and network with others

Venture Development:

MSU Extension offers new and growing businesses counseling services in concept development, business planning, navigating regulations, and accessing the supply chain. Clients are connected to specialized services offered by campus staff and faculty, such as product classification and process authority review, nutritional labeling, food science, food processing and safety, and packaging assistance.

Michigan State University Extension Product Center supports food business entrepreneurs

The goal of the MSU Product Center is to accelerate innovation and growth for businesses, industries, and entrepreneurs in the food, agriculture, and natural resources sectors of the Michigan economy. The Product Center partners with the MSU Center for Regional Food Systems, the Michigan Good Food Fund, USDA Rural Development, and the Michigan Department of Agriculture and Rural Development.

Food Processing and Innovation Center (FPIC):

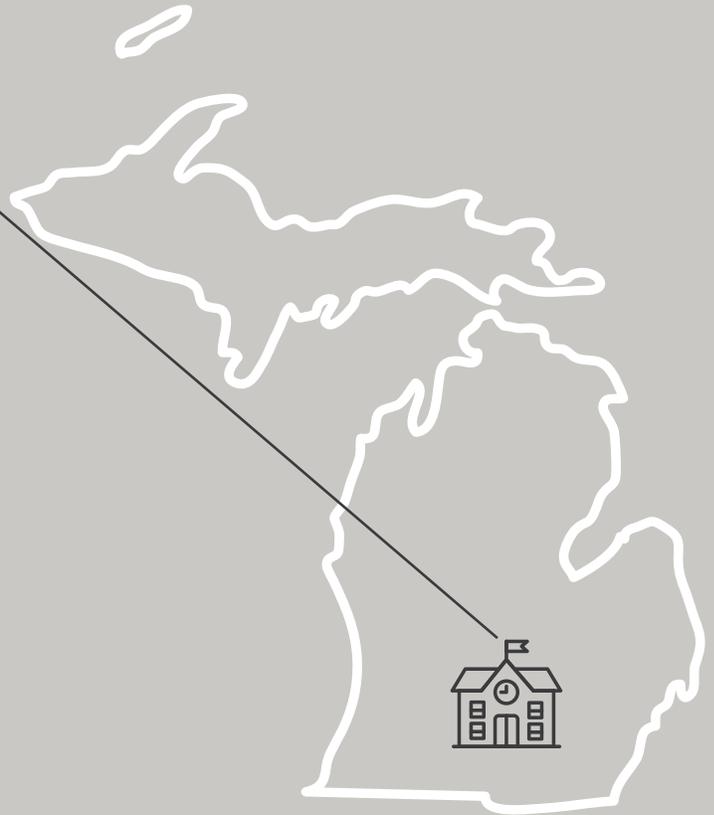
The Michigan State University Food Processing and Innovation Center (FPIC) is Michigan’s leading independent commercial food development, processing, packaging, and research facility. Businesses of all sizes rent the state-of-the-art facility featuring the latest in processing and packaging technology to create and commercialize new food and drink product lines for the marketplace. The FPIC provides customized processing options to meet the needs of existing food businesses and larger-scale startups in Michigan, the Great Lakes region and beyond. Products made in the FPIC are FDA and USDA compliant.

MICHIGAN STATE UNIVERSITY | Extension

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IMPACT INDICATORS

Number of participants reporting new leadership roles and opportunities undertaken	107
Number of business plans developed	25
Number of community or organizational plans/policies developed	76
Number of community or organizational, plans/policies adopted and/or implemented	69
No. of businesses created	34
No. of jobs created	403
No. of jobs retained	1954
Dollar value of volunteer hours leveraged to deliver programs (Independent Sector value)	\$184,470
Number of volunteer hours for community generated work	6782
Dollar value of efficiencies and savings	\$30,000
Dollar value of grants and resources leveraged/generated by communities	\$6,012,562
Dollar value of resources leveraged by businesses	\$3,650,000



MINNESOTA

UNIVERSITY OF MINNESOTA

A focus on welcoming workers

The Region Nine Development Commission, which coordinates economic development activity for nine rural southern Minnesota counties, is working with Extension and other partners to help communities become more welcoming of BIPOC (Black, Indigenous and People of Color) residents. The regional team has convened learning and action cohorts, piloted a community-level racial equity assessment tool known as the Welcoming Communities Assessment, and launched an annual Equity Summit for the region, as well as a Ripple Effects Mapping (REM) evaluation of the impacts of the Summit.

The REM evaluation documented how the Rural Equity Summit is deepening learning, expanding equity and justice work in rural communities and creating a regional support network.

Communities that participated in the Welcoming Communities Assessment have learned that schools and health care organizations are often leading the way in equity and inclusion, while local government was often lagging. The learning and action cohorts have inspired changes such as the St. Peter Islamic Center now marching with the community in the Fourth of July Parade and Fairmont's local newspaper publishing its first Spanish-translated documents.

Supporting the tourism sector during the pandemic

To help the tourism industry respond to and recover from the pandemic, the University of Minnesota Tourism Center offered four weekly webinars that

synthesized findings from national research and industry leaders. The webinars hosted 245 industry and community leaders from all sectors of the travel and tourism industry.

The webinars examined COVID-19's impact on tourism, explored recovery strategies, discussed ways to retain tourism businesses, and introduced basic market research methods to help industries understand what guests want. A survey of webinar participants showed that the timely webinar series had impacts in all categories of community capital. For example:

Human: Participants gained key knowledge and skills to keep tourism businesses afloat.

Social: Participants focused effort on maintaining relationships with tourism entrepreneurs and consumers.

Political: A participant convened a task force of local agencies to work on COVID-19 issues.

Cultural: A community focused on arts, culture and heritage activities as a cornerstone of tourism development.

Financial: A community amended financing plans for a hotel construction project, applying for grant funds to support tourism development.

Built and natural: A community focused on trail development and marketing in response to consumers' desire for outdoor activities.



UNIVERSITY OF MINNESOTA EXTENSION

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IMPACT INDICATORS

Total program participants	16,138
BIPOC participants	3,090
Number of participants reporting new leadership roles and opportunities undertaken	117
Number of business plans developed	6
Number of community or organizational plans/policies developed	25
Number of community or organizational, plans/policies adopted and/or implemented	19
Dollar value of organization and/or community-generated volunteer hours (based on Independent Sector hr value)	\$567,397
Number of volunteer hours for community generated work	19,273
Dollar value of grants and resources leveraged/generated by communities	\$31,000



MISSOURI

UNIVERSITY OF MISSOURI

Missouri Economy Indicators

Responding to the need for timely economic information at the start of the COVID-19 pandemic, MU Extension's Exceed team began producing bi-weekly Missouri Economy Indicators in March 2020. Nineteen two-page briefs were published in 2020, sharing insights from real-time data sources on trends in: *consumer spending, business openings and revenue, unemployment, remote work, business financial health, e-commerce and business applications/startups* - and more. The briefs have informed local leaders, policy-makers and businesses owners across the state and attracted attention from media and the Federal Reserve system. They were accessed over 3,400 times in 2020 and created 5,300 social media impressions.

Neighborhood Leadership Program

In 2020 the long-standing Neighborhood Leadership Program, a collaboration between MU Extension and the University of Missouri St. Louis, was redesigned to utilize a virtual delivery mode and expanded to a statewide offering. Regional cohorts of participants (540) were organized and facilitated by County Engagement Specialists across the state with educational content provided by (10) Zoom conference meetings. Evaluation responses were strongly positive with specific focus on engagement and collaboration with student projects to serve the community.

The Missouri Small Business Development Center (SBDC) for Agriculture, Food and Forestry

The Missouri Small Business Development Center (SBDC) for Agriculture, Food and Forestry has been

established as a new partnership between Missouri SBDC and MU's Agricultural and Environment Extension Program working to double the value of Missouri agriculture by 2030 and already seeing positive results. The recent COVID-19 pandemic has revealed how important local meat processors are to all Missourians. When large processors across the country had to shut down and meat availability came into question, small processors across the state were inundated with processing requests. Our new center quickly put together a rapid response team to help identify, engage, and provide technical assistance to over 35 processors across the state, helping them leverage Extension resources to navigate business expansions, increase meat processing capacity and increase direct marketing opportunities for Missouri's livestock producers.

Homegrown: Entrepreneurship in Your Community

With a grant from the North Central Regional Center for Rural Development, county and campus faculty at University of Missouri and University of Wisconsin partnered to develop and pilot a new curriculum, Homegrown: Entrepreneurship in Your Community, in 2020. The Pls' research and outreach efforts indicated weak entrepreneurial networks in much of rural America. This was problematic because entrepreneurship is a critical component of economic development as a key source of job creation, income growth, and poverty alleviation.



Extension

University of Missouri

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IMPACT INDICATORS

Total program participants	43,800
BIPOC participants	4,894
Number of participants reporting new leadership roles and opportunities undertaken	85
Number of community or organizational plans/policies developed	27
Number of community or organizational, plans/policies adopted and/or implemented	33
No. of businesses created	282
No. of jobs created	8428
No. of jobs retained	9750
Dollar value of volunteer hours leveraged to deliver programs (Independent Sector value)	\$30,429
Number of volunteer hours for community generated work	1270
Dollar value of grants and resources leveraged/generated by communities	\$1,500,000
Dollar value of resources leveraged by businesses	\$157,430,000



NEBRASKA

UNIVERSITY OF NEBRASKA

Supporting Latino Business Start-Ups in 2020

“Nebraska Extension helped me create my own business, in my own language, easily and at no cost. Thank you for supporting dreamers like me!”- Rodelsy Mirabal - Owner of Day & Rod Transportation LLC.

The pandemic forced many people to seek new sources of income to survive. This was the case for Rodelsy Mirabal, originally from Cuba, who came five years ago looking for a better life. He was previously a commercial truck driver, so it was easy for him to see himself owning his own trucking business. Rodelsy contacted Nebraska Extension and started attending their informal “Coffee Table” discussions. Nebraska Extension helped him form an LLC and assisted him in building a business plan and applying for a loan. With help from the Nebraska Trucking Association, he is now an independent business owner.

Mr. Mirabal’s story is just one example of how Nebraska Extension supported the business community in 2020. In addition:

- 60 start-ups were created in 2020 with each business being provided with 6 hours of technical training.
- Overall 185 hours of training supported 156 Latino businesses in the state.

- Over 1,000 members networked as they shared information through the Nebraska Latino Small Business Facebook group

“The Nebraska Extension Latino Small Business Program reaches out to welcome, network, and support Latino businesses and potential entrepreneurs. Working together we create prosperous communities.” -Sandra Barrera Fuentes, Extension Educator

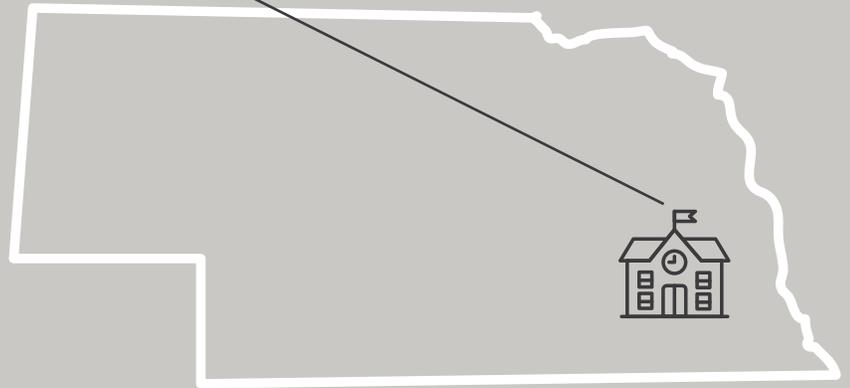
“*Nebraska Extension helped me create my own business, in my own language, easily and at no cost. Thank you for supporting dreamers like me!*”



Nebraska Extension
 211 Agricultural Hall
 Lincoln, NE 68583
 Phone: (402) 472-2966
 Online: <https://extension.unl.edu/>

IMPACT INDICATORS

Total program participants	4,169
BIPOC participants	1,301
Number of participants reporting new leadership roles and opportunities undertaken	78
Number of business plans developed	3
Number of community or organizational plans/policies developed	8
Number of community or organizational, plans/policies adopted and/or implemented	27
No. of businesses created	66
No. of jobs created	120
No. of jobs retained	234
Dollar value of volunteer hours leveraged to deliver programs (Independent Sector value)	\$33,945
Dollar value of organization and/or community-generated volunteer hours (based on Independent Sector hr value)	\$3,264
Number of volunteer hours for community generated work	120
Dollar value of efficiencies and savings	\$978,739
Dollar value of grants and resources leveraged/generated by communities	\$210,000
Dollar value of resources leveraged by businesses	\$38,000



NORTH DAKOTA

NORTH DAKOTA STATE UNIVERSITY

Soil and Water Conservation Leadership Academy

The [Soil and Water Conservation Leadership Academy](#) was developed to increase leadership capacity among Soil Conservation District supervisors and employees. This program is specifically designed to help SCDs improve their planning, partnering, outreach, and conflict resolution skills. The academy also emphasizes the role that diversity plays in increasing the effectiveness, creativity, and adaptability of an organization. Since 2018, this academy has increased the leadership capacity of over 250 conservation leaders in North Dakota. These academies have reached participants from 51 of North Dakota's 54 soil conservation districts across the state, including elected or appointed supervisors of 47 districts.

In 2020, SCDs in North Dakota:

- Presented conservation and ag-literacy educational programs to over 9,600 K-12 students and 900 college students.
- Seeded over 7,300 acres of cover crops and nearly 4,000 acres of grasslands for soil health, livestock forage, and wildlife habitat.
- Provided conservation-based workshops, programs, and field days to more than 4,000 attendees.
- Planted over 700 miles of erosion-reducing windbreaks, including over 32,000 hand-planted trees.

Helping North Dakotans Build Community Through Virtual Connections

ND Citizens were facing unprecedented times when the Pandemic reached the state. There was great uncertainty about the future of main street and small business. Community members were reaching out for resources and information to support their communities and business community. Extension staff offered and facilitated two virtual town hall meetings to connect citizens with resources and each other. We followed the town hall meetings with "Community Highlights" where we featured a community partner, local Extension staff and the positive examples of how they were working to support each other through the pandemic. We have also continued to post several economic resources for small business and communities. By shifting to utilizing virtual formats, citizens were still able to utilize Extension resources, connect and share together and support one another. The positive energy shared during the town hall meeting helped reassure community leaders that their communities were resilient enough to get through the changes.

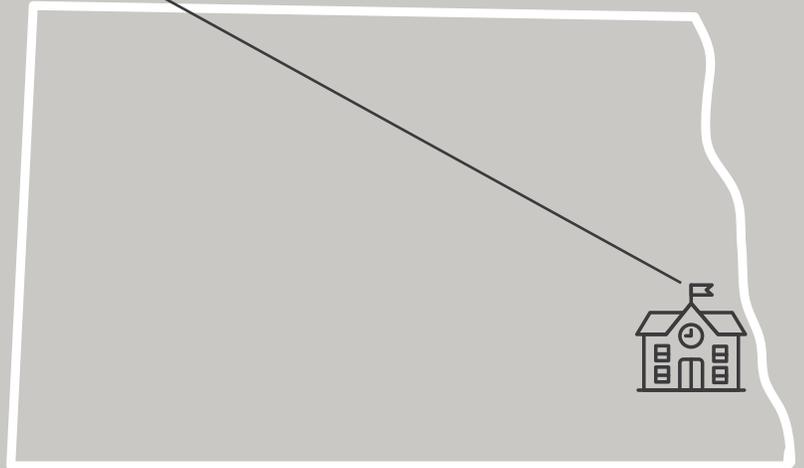
NDSU

EXTENSION

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Online: <https://www.ndsu.edu/agriculture/extension>

IMPACT INDICATORS

Total program participants	4,309
BIPOC participants	42
Number of participants reporting new leadership roles and opportunities undertaken	34
Number of community or organizational plans/policies developed	1
Dollar value of volunteer hours leveraged to deliver programs (Independent Sector value)	\$150,171
Number of volunteer hours for community generated work	5,521





THE OHIO STATE UNIVERSITY

Utility Scale Solar Development

While Photovoltaic (PV) solar energy production has a brief history in Ohio, “utility-scale” production is on the rise. As a result of the new development trends, farmers across Ohio are now being approached to lease large tracks of ground for solar development. Although solar energy is “green” and “renewable,” large scale solar energy development is not without conflict. Leasing land for a solar energy development raises both positive and negative implications for the land, family, farm operation, and community.

The *Farmland Owner’s Guide to Solar Leasing* publication was made available to the public in August 2019 as a free download on the OSU Extension Farm Office and Energize Ohio websites. To date, we have delivered 14 workshops on solar leasing reaching 551 participants. Of the 52 completed program evaluations, 87% indicated that they found the workshop valuable and will use the information presented while making future decisions on utility scale solar development. In addition, the OSU Extension utility scale solar energy development webpage experienced 455 unique viewers who spent an average of 8 minutes and 27 seconds on the webpage. The [*Farmland Owner’s Guide to Solar Leasing*](#) bulletin was also received 478 additional downloads. Furthermore, we have presented three solar leasing sessions at Farm Science Review and distributed over 200 additional copies of the publication.

Ohio Business Retention and Expansion Program (BRE)

Communities that actively implement an on-going BRE

program focusing on the retention and expansion of local businesses will:

- Improve the business climate of the community
- Help to make local businesses remain competitive
- Increase employment
- Stabilize the local economy

The Ohio BRE Program provides the resources, training, and tools to develop the capacity of the community to better understand its economy. In addition to enhanced community capacity to address critical community issues, other outcomes of such community engagement include a streamlined BRE process that enables local leaders to focus on planning, action, and results; a database of local information; and a more robust local economy.

In 2020, four community surveys and one regional survey were conducted. Combined and as a result of the program, 12 new business plans were developed, 178 fulltime jobs were created, and over 3800 jobs were retained.



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

**OHIO STATE
UNIVERSITY
EXTENSION**

OSU Extension
2120 Fyffe Road
Room 3 Ag Admin Building
Columbus, Ohio 43210
Phone: (614) 292-6181
Online: <https://extension.osu.edu/>

IMPACT INDICATORS

Total program participants	109,576
BIPOC participants	942
Number of participants reporting new leadership roles and opportunities undertaken	554
Number of business plans developed	3
Number of community or organizational plans/policies developed	14
Number of community or organizational, plans/policies adopted and/or implemented	86
No. of businesses created	5
No. of jobs created	510
No. of jobs retained	209,000
Dollar value of volunteer hours leveraged to deliver programs (Independent Sector value)	\$4,860
Dollar value of organization and/or community-generated volunteer hours (based on Independent Sector hr value)	\$66,780
Number of volunteer hours for community generated work	2,000
Dollar value of efficiencies and savings	\$205,000
Dollar value of grants and resources leveraged/generated by communities	\$1,135,600
Dollar value of resources leveraged by businesses	\$30,000



SOUTH DAKOTA

SOUTH DAKOTA STATE UNIVERSITY

Building Grant Writing Skills in Communities

Local food initiatives have bubbled up in South Dakota in a variety of ways over the past decade. In 2011 an informal group, *South Dakota Local Foods Collaboration*, was started by SDSU Extension Community Vitality. The group brought together resource providers and producers with an interest in collaborating on local food efforts. Throughout the years, that collaboration has planned and hosted nine annual South Dakota Local Foods Conferences and a Lakota Food Summit, as well as deepened communication between the entities working with producers and consumers.

In 2020, the network heard local food producers struggling with how to address the pandemic in their operations. Led by SDSU Extension, two listening sessions were set up in May for producers and consumers to join a casual conversation about needs in local food efforts, ideas, and adaptations for the pandemic. The Zoom sessions were attended by over 60 people, moderated by a nonprofit network member, and highly regarded as a way for voices to join together in discussing and sharing ideas.

As a result of the listening sessions and other conversations, the Governor has appointed a member from the SD

Department of Ag & Natural Resources to the group, and SDSU has hired a Field Specialist focused on work with small meat processors. Strong commitment from producers and resource providers has now led to conversation about formalizing the network into the South Dakota Local Foods Coalition. SDSU Extension Community Vitality is excited to be facilitating the planning for that new organization.

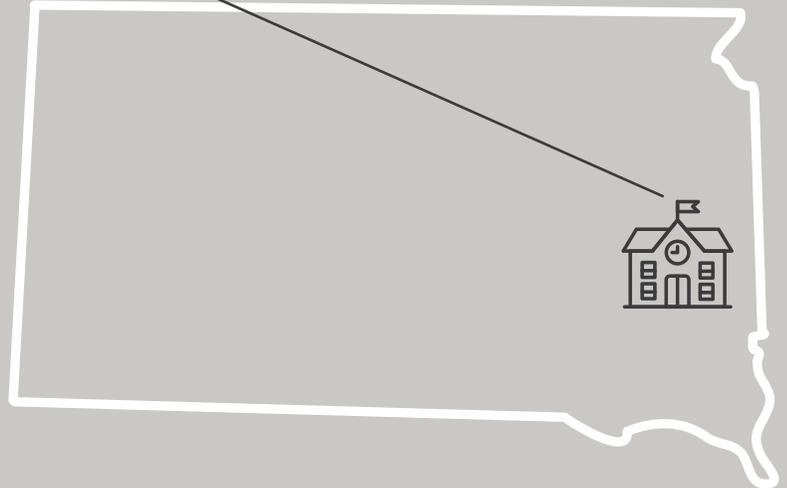


**SOUTH DAKOTA STATE
UNIVERSITY EXTENSION**

SDSU Extension
1148 Medary Avenue
Brookings, SD 57007
Phone: (605) 688-6729
Online: <https://extension.sdstate.edu/>

IMPACT INDICATORS

Total program participants	2,450
BIPOC participants	293
Number of participants reporting new leadership roles and opportunities undertaken	36
Number of business plans developed	14
Number of community or organizational plans/policies developed	6
Number of community or organizational, plans/policies adopted and/or implemented	6
No. of businesses created	18
No. of jobs created	35
No. of jobs retained	450
Dollar value of volunteer hours leveraged to deliver programs (Independent Sector value)	\$11,900
Dollar value of organization and/or community-generated volunteer hours (based on Independent Sector hr value)	\$35,360
Number of volunteer hours for community generated work	1,738
Dollar value of grants and resources leveraged/generated by communities	\$126,000



WISCONSIN

UNIVERSITY OF WISCONSIN-MADISON

Supporting Entrepreneurs - Food Entrepreneurship Ecosystem Development Initiative

Business ownership serves as an important vehicle for wealth creation, especially for members of economically disadvantaged communities. Research shows that, in Wisconsin, Black, Indigenous and People of Color (BIPOC) have disproportionately low levels of business ownership and have demonstrably weaker relationships with key people and institutions such as lenders. Additionally, language barriers and the lack of in-house legal and accounting expertise make it difficult for BIPOC business owners to take advantage of federal assistance programs such as the Paycheck Protection Program. These challenges make BIPOC entrepreneurial ventures more vulnerable, particularly during economic downturns.

In Wisconsin the food sector has some of the highest representation of BIPOC business ownership and continues to be an arena in which BIPOC entrepreneurs pursue opportunities to develop new businesses and products. Because food businesses are subject to unique regulatory requirements, food business entrepreneurs require training in food safety protocol, licensing, and regulations that are not typically covered by traditional small business assistance providers. This, then, creates another layer of challenges which BIPOC entrepreneurs may face.

Given these challenges, UW-Extension launched its Food Entrepreneurship Ecosystem Development Initiative in 2020. The goal of this effort is to increase the proportion and success of entrepreneurs who are: 1) from BIPOC communities, 2) limited English

speakers, 3) recent immigrants, and 4) others experiencing structural barriers to food business entrepreneurship in Wisconsin. This initiative works with partners across Extension and the state to support food entrepreneurs in Wisconsin by creating spaces for them to connect with a wide range of resources, such as: each other, existing infrastructure, expertise, and markets in culturally, technologically, and linguistically accessible ways. In 2020, this initiative supported [three major efforts](#) that reached over 650 entrepreneurs and technical assistance providers.

Non-Profit Support

In 2020, Wisconsin's nonprofits, like many organizations, were impacted by the COVID-19 pandemic. Early impacts included: 1) reduction in volunteerism, funding, programs and services; 2) changes in programs and services to address increased demand for basic needs and mental health support; and, 3) concerns about long-term sustainability. In response, Extension educators taught nonprofit leaders how to use scenario planning and facilitated processes to help non-profits update strategic priorities. As a result, participating non-profits adopted flexible plans for different "COVID-19 realities" impacting their organization. This allowed these nonprofits to be more effective at responding to local needs, providing services and programs, and addressing complex community issues ranging from homelessness and social justice, to water quality and mental health.

This work reached 171 nonprofits in 33 counties in Wisconsin, totaling over 10,000 direct educational contacts in safe in-person settings or virtual settings.



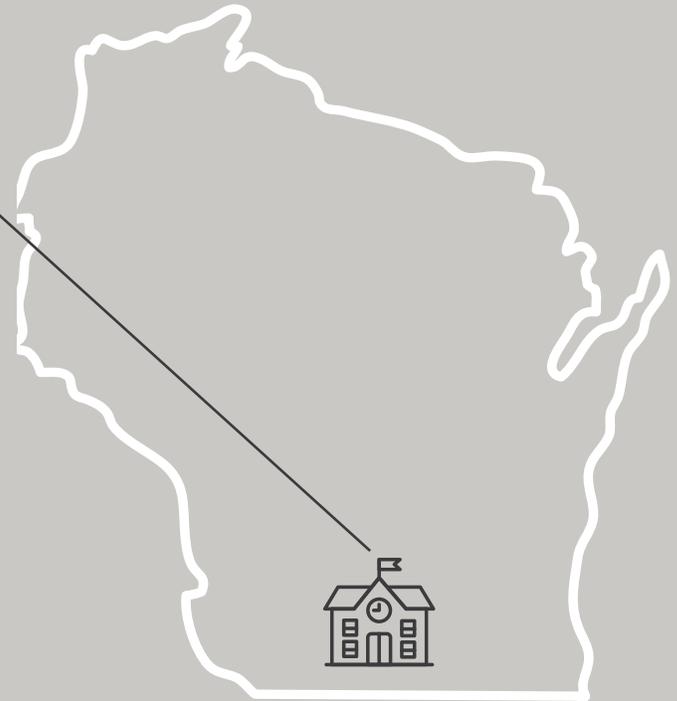
Extension

UNIVERSITY OF WISCONSIN-MADISON

University of Wisconsin-Madison
Division of Extension
432 N Lake Street
Madison, WI 53706
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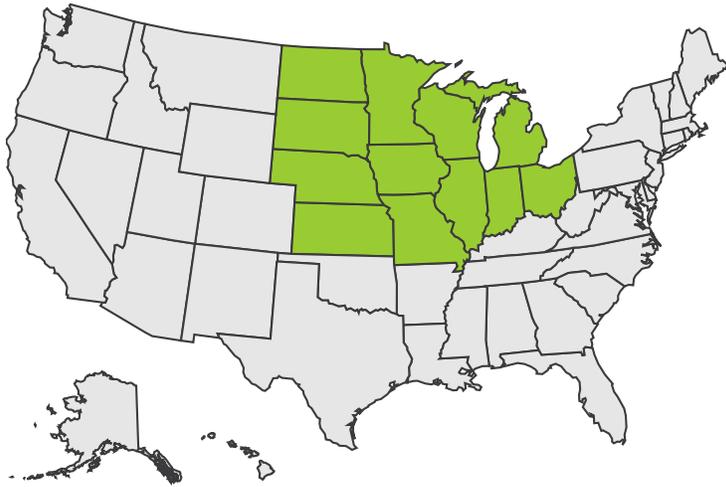
IMPACT INDICATORS

Total program participants	32,241
BIPOC participants	2,969
Number of participants reporting new leadership roles and opportunities undertaken	210
Number of business plans developed	10
Number of community or organizational plans/policies developed	113
Number of community or organizational, plans/policies adopted and/or implemented	83
No. of businesses created	10
No. of jobs created	46
No. of jobs retained	1,418
Dollar value of volunteer hours leveraged to deliver programs (Independent Sector value)	\$274,085
Dollar value of efficiencies and savings	\$196,600
Dollar value of grants and resources leveraged/generated by communities	\$19,643,372





NORTH CENTRAL REGION



University Extension leaders from the twelve North Central 1862 Land-Grant universities developed common indicators for reporting the impacts of community and economic development educational programs. The states collectively developed this report based on in-state action.



Number of Community Development Extension program participants

247,366
TOTAL

23,708
BIPOC

\$162 Million

Dollar value of resources leveraged by businesses



\$2.1M

Dollar value of organization and/or community-generated volunteer hours



\$50M

Dollar value of grants and resources generated by communities



Existing jobs that were **at risk**, protected by programs

35,000
JOBS RETAINED



NUMBER OF
JOBS
CREATED

9.6K

490
BUSINESS
PLANS
DEVELOPED



NUMBER OF
BUSINESSES
CREATED

422

1,755

NUMBER OF
PARTICIPANTS
reporting new
leadership roles
and opportunities
undertaken



845

NUMBER OF
COMMUNITY
or organizational
plans/policies
developed



PERSISTENT INNOVATION.

**NORTH CENTRAL REGIONAL CENTER
FOR RURAL DEVELOPMENT**

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