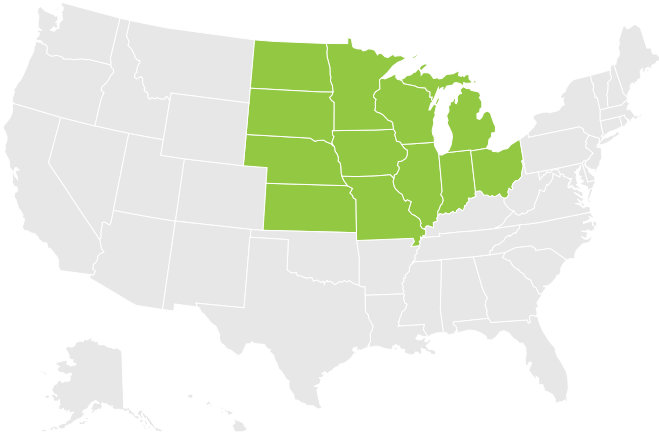


# 2021 Executive Summary



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

**173,064\***  
TOTAL

*\* 10 of 12 states reporting*

**23,965\***  
BIPOC

*\* 9 of 12 states reporting*

**1,343\***

Number of participants reporting **new leadership roles and opportunities undertaken!**



*\* 9 of 12 states reporting*



Number of **community or organizational plans/policies developed**

**537\***

*\* 11 of 12 states reporting*

**\$29.9 MILLION\***

Dollar value of **grants and resources** generated by communities

*\* 10 of 12 states reporting*

Number of **VOLUNTEER HOURS** for community generated work



**158,805**

*\* 10 of 12 states reporting*

**DOLLAR VALUE OF VOLUNTEER HOURS** leveraged to deliver programs

**\$1.62 MILLION\***

*\* 9 of 12 states reporting*



Number of **JOBS CREATED**



**2,622\***

*\* 7 of 12 states reporting*

Number of **BUSINESS PLANS DEVELOPED**

**111\***

*\* 8 of 12 states reporting*

Number of **BUSINESSES CREATED**

**482\***

*\* 8 of 12 states reporting*



Number of **JOBS RETAINED**

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

**31,987\***

*\* 7 of 12 states reporting*

# COOPERATIVE EXTENSION MAKES A DIFFERENCE



**Illinois Extension**  
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

## How Strengthening Partnerships helped Enhance Extension Community Broadband Outreach ●

University of Illinois Extension partners with the Benton Institute of Broadband and Society and the Illinois Office of Broadband to help communities plan for broadband. Extension hosted 35 broadband webinars, and 25 virtual workshops with leaders from 12 counties and 13 communities across the state. This outreach provided information on funding and grants, infrastructure planning, project management, and broadband adoption, inclusion, and use. Extension Educators help communities build collaborations and conduct surveys, to strengthen their proposals for infrastructure deployment. Extension Specialist Nancy Ouedraogo works with Illini Science Policy Scholars to help communities address digital equity, mapping, grant writing, and more.



## American Citizen Planner - Indiana ●

Indiana plan commissions, city and town councils, boards of zoning appeals, and county commissions make land-use planning decisions that impact their communities. Therefore, these decision-makers need to grasp federal, state, and local regulations, community values, land use decision-making, and economic, social, and environmental considerations. In partnership with the Extension Foundation, Michigan State University, and the Purdue Land Use Team, Purdue Extension adapted the *American Citizen Planner* curriculum for Indiana audiences. The program's goal is to prepare citizens to serve their communities by building an understanding of planning processes, land-use regulations, zoning, decision-making with the public, and incorporating public input. Since 2020, over 100 people have received the Master Citizen Planner certificate in 14 Indiana counties.

## IOWA STATE UNIVERSITY Extension and Outreach

### Rural Housing Readiness Assessment ●

The Rural Housing Readiness Assessment (RHRA) program is targeted to Iowa cities that recognize the importance of adequate and affordable housing to the well-being of the community and its residents. Communities participate in workshops on data for housing decision-making and housing best practices. A local committee also surveys residents to gather opinions on housing needs. The program concludes with strategic planning workshops to develop housing vision statements and action plans. Forty-four communities have participated in RHRA, collectively receiving \$180,000 worth of technical assistance and putting in more than 3,800 hours of volunteer time.



## Kansas PRIDE Program ●

Kansas PRIDE communities came out of the pandemic stronger than ever. A record 80 communities enrolled, completing 1,078 projects (314 that included youth), sustained 617 partnerships, contributed 68,447 volunteer hours (valued at \$1,744,715 based on the Independent Sector calculations for the value of volunteer time in Kansas), and raised nearly \$465,000 to reinvest back into their communities for local community projects. Kansas PRIDE staff created updated educational modules for communities (the Kansas PRIDE Community Toolkit) to provide updated education on fiscal responsibility, developing a vision and mission, as well as volunteer nature, motivation and maintenance, which is growing in popularity.



## Citizen Planner Program ●

MSU Extension's Citizen Planner Program provides a unique program to learn the fundamentals of planning and zoning. Thousands of Michigan residents have graduated from the MSU Extension Citizen Planner Program since 1999. In 2021, 91 people participated in the Citizen Planner Program via Zoom and 206 individuals completed the self-paced Citizen Planner Online (CPO) program. Citizen Planner is a 6-week program with approximately 18 hours of instruction led by MSU Extension educators. CPO is an online, self-paced version of the program that takes approximately 15 hours to complete.



## Local Conversations Form Conservation Priorities ●

The Extension Center for Community Vitality facilitated trainings in 2021 for Minnesota SWCD and NRCS staff, focusing on the review of existing plans and devising a Conservation Action Plan to identify opportunities and strategies to address local priorities. Going forward, these Plans will be evaluated by the extent to which they generate real benefits for local conservation needs. Aside from the potential benefits to natural resources, conservation programs can have positive economic impacts as well, with effects often seen in the areas of production, recreation, jobs, taxes, and spending.

For more impact stories see the full 2021 Impact Report at <https://ncrcrd.ag.purdue.edu/>

North Central Regional Center for Rural Development  
403 West State Street, West Lafayette, Indiana 47907

Color Coding: Recognizing the thematic areas of NCRCD's mission.

- Creating Resilient Communities & Economies
- Developing Leadership & Civic Engagement
- Promoting Community Health & Wellness

# COOPERATIVE EXTENSION MAKES A DIFFERENCE



## 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 (MEI) in March 2020. The MEI series celebrated its 2nd anniversary in March 2022 and through these two years there has been 42 issues over three volumes. In 2021, these two-page briefs shared insights related to *migration patterns, rural healthcare access, broadband availability and adoption, transfer payments to individuals, supply chain delays, the animal processing industry, and remote work trends*, among others. The briefs have informed local leaders, policy-makers and businesses owners across the state and attracted attention from media and the Federal Reserve system.



## Latino Small Business Conference ●

Vibrant rural communities that encourage entrepreneurship, diversity, innovation and investment are essential to the economic health of the entire state. In 2021, Nebraska Latino entrepreneurs attended the first Latino Small Business conference, offered in both Omaha and Grand Island. The conference was specifically designed so that participants could receive information in Spanish with plenty of time to network and learn from each other. Topics included accessing resources, bookkeeping, marketing and retirement planning.



## Transition Planning for Small Businesses ●

There is a need for succession planning for North Dakota small business, especially in rural communities. As business owners look at retiring, it is important that their essential businesses remain viable in the communities that depend on them. A proper succession plan can ensure that the owner's retirement needs are met and the business can continue to flourish in the community for years to come. Design Your Succession Plan for Business emphasizes the importance of getting started on a succession plan. It also describes how to communicate with your family, mentor a successor and choose legal, tax and financial professionals.



## Opioid Outreach in Rural Ohio ●

Opioid misuse and abuse continue to be a challenge in Ohio. Researchers have been involved in developing prevention and outreach programs designed to target students and their families. In addition, farm stress continues to be a problem for rural and farm families. Outreach efforts are developed and underway. In many ways the health challenges around opioids and farm and rural stress are quite similar. The programs used for these education and outreach efforts benefit both public health challenges. Mental Health First Aid for youth, teens, and adults targets schizophrenia, anxiety, depression, and suicide concerns. Other programs that are effective in helping to address these challenges include Trauma Informed Care and Generation Rx.



## AgritourismSD Class Focuses on Growth ●

*AgritourismSD* kicked off its first two-year class, May 2021, providing an intensive educational program to help South Dakota ag producers think through new lines of revenue for their farms and ranches. *AgritourismSD* focuses on five areas including tours, accommodations, education, events, and local foods. Participants learn through study trips, interactive workshops, case studies, web-based interaction, and networking.

Halfway into the class, participants from the Black Hills region wrote and received grant funds focused on group marketing of their enterprises. SD Department of Tourism, an integral partner, is ready to add these new agritourism enterprises to statewide promotional materials.



## Supporting Child Care Providers ●

Extension partnered with Wisconsin Small Business Development Center, the Wisconsin Early Childhood Association, the nine Wisconsin Child Care Resource & Referral Agencies, and several local economic development partners to support business development opportunities for existing and pre-venture childcare providers in an effort called the *Wisconsin Child Care Business Initiative*. The project aimed to improve or grow existing childcare business operations and help new owners chart their course to success. Nearly 650 people from 63 Wisconsin counties participated in the program, many of whom were new to childcare businesses and were interested in opening one. Participants often identified that these opportunities led to greater confidence in several aspects of business operations such as the legal implications of business startup, financial planning, recordkeeping, accounting, policy and procedures development, staff hiring, training, and professional service contracting.

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