



# North Central Extension Community Development Programs, 2011: Over \$180M of Impacts and 16,090 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. 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 2011 Impact Indicators	Total	States Reporting
Number of participants reporting new leadership roles and opportunities undertaken	8,330	9
Number of community or organizational plans developed	2,005	9
Number of community and organizational, policies, plans adopted or implemented	1,780	11
Number of businesses created	604	8
Number of jobs created	8,512	9
Number of jobs retained	7,578	7
Dollar value of programs and activities initiated/completed	\$50,584,275	6
Dollar value of grants and resources leveraged/generated by communities	\$64,765,267	10

Five states reported a total of over \$66M in business leveraging, bringing the overall dollar impact across three indicators to over \$181M. Full details broken down by state, are available at: [http://ncrcrd.msu.edu/ncrcrd/state\\_extension\\_leader\\_section](http://ncrcrd.msu.edu/ncrcrd/state_extension_leader_section)

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.

## Summaries by State



### Illinois

Extension partnered with others to create the Entrepreneurial Support Network to build and support businesses in four counties through a variety of actions including a “green business incubator.”



### Indiana

Purdue Extension helped Medora create the National Maple Syrup Festival. Medora-branded syrups have received national media coverage and Medora-area producers report margins on their products that are over 600% of the margins of other producers in the state.



#### Michigan

Extension has been a leader in creating Edible Flint, an initiative to support over 300 food gardens on vacant land in the troubled city. Total sales of cooperative market gardens increased by 41% in one season.



#### Minnesota

Extension partnered with the Blandin Foundation & others in the Minnesota Intelligent Rural Communities initiative. The Extension MIRC team provided service to 2,082 businesses, and technical assistance to 117 businesspeople. As an example of impact, by adopting social media tools, the Elk River Campground experienced dramatic increase in revenues.



#### Missouri

Extension worked with members of the Old North St. Louis Restoration Group nutrition and community engagement techniques, and provided community education to support purchase and use of healthier options in two pilot inner city grocery stores.



#### Nebraska

Extension's Cooperative Development Center provided training in feasibility, planning, and organizational development. In 2011 NCDC estimated its efforts helped clients create 10 new jobs and save 15 jobs. A conservative estimate on the economic impact of these businesses in rural Nebraska communities is \$430,000.



#### North Dakota

Extension's involvement in the Horizons leadership development program helped participants acquire over \$2.4M in gifts, grants and loans for community improvement projects, expand tourism in 13 communities, and set up community gardens in 12 communities.



#### Ohio

The Extension Economic Development Strategies and Tools program helped communities create or retain roughly 200 jobs representing over \$4.9 million in payroll, over \$45 million in new investment in the community, and attract over \$250,000 in grant funds.



#### Wisconsin

Extension helped three counties merge their economic development efforts to gain critical mass. The merged unit resulted in \$2 million in business assistance grants, more than \$15 million in private investments in local businesses, and more than 450 new jobs.