

Over \$283M of Impacts and 12,897 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. The States collectively developed this report based on in-state action. 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 2014 Impact Indicators	Total	States Reporting
Number of participants reporting new leadership roles & opportunities undertaken	3,635	10
Number of community or organizational plans developed	1,971	11
Number of community & organizational, policies, plans adopted or implemented	1,814	11
Number of businesses created	697	8
Number of jobs created	6,872	8
Number of jobs retained	6,025	8
Dollar value of grants and resources leveraged/generated by communities, volunteer hours, efficiencies and savings, and resources leveraged by businesses and communities	\$285,595,051	11

States reported value of volunteer hours, as well as dollar efficiencies and savings, bringing the total impact to \$283M. Full details broken down by state, are available at: http://ncrcrd.msu.edu/ncrcrd/state_extension_leader_section1. 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.

State Highlights



What do you do when some want to upgrade the rail line for freight and others want to convert it to a trail? Both. Extension educator Jenny Erickson helped to make the business case to purchase and improve a freight rail corridor, and then helped make the case for converting a secondary line into a recreational trail project. Businesses retained and expanded jobs and recreational use has energized and united communities that had previously been divided.



Since 2013, Extension has been working with groups to create food hubs for locally produced items. Currently, producers are taking the lead on receptions planned for potential clients. They relate to each other as collaborators, not as independent farmers with turf to protect. Cooperation will create a shared profit in a way that one producer cannot do on his/her own. The group is truly appreciative of Extension's work in forming the new "Dakota Fresh" food hub, which should be off the ground before 2016.



The Cleveland-Cuyahoga County Food Policy Coalition (convened by Extension), in partnership with local agencies, expanded the Produce Prescription program to connect one hundred eighty families to fresh and nutritious foods at local farmers' markets. The Double Value Produce Perks EBT Incentive program increased to 21 farmers' markets and farm stands in 2014. EBT sales surpassed 2013 totals, reaching over \$39,000.



Two North Dakota communities piloted the Marketing Hometown America program (developed by the University of Nebraska-Lincoln Extension, South Dakota State University Extension, North Dakota State University Extension and Everyday Democracy). The program helps participants discover overlooked local assets and implement marketing plans for their communities. Impacts include newcomer initiatives in the community, marketing local education, and arts tourism events for visitors.



Nebraska Broadband Initiative promotes broadband adoption to attract people and jobs. The Initiative is a partnership among the University of Nebraska-Lincoln, the Nebraska Public Service Commission, Nebraska Information Technology Commission, Nebraska Department of Economic Development and the AIM Institute. Community outreach is building awareness about broadband: Over 2,500 individuals and businesses participated in the annual broadband conference, webinars, and tech fairs.



The nine-county Old Trails Regional Partnership along the Missouri River boasts 94 members, obtained two operational grants and saw four new businesses and approximately 160 new jobs. Local businesses report \$580,000 in new investment.



In Hawley, Minnesota, a city councilperson attributes the location of a logistics company and a hotel to Extension's Market Area Profile (MAP). In both instances, the MAP report was the primary data given to those researching Hawley as a place to locate their businesses. The resulting new business investment was over \$1 million.



Extension worked with Detroit Public Schools to convert an abandoned school into a food production/teaching facility for the district. A summer workforce training program allowed high school youth to learn about vegetable production at the site, and elementary and middle school teachers learned how to start and sustain school gardens. Vegetables grown from the repurposed high school and the more than 70 school gardens were served in school cafeterias throughout the district.



In 2014 K-State Research and Extension partnered with the Dane G. Hansen Foundation to implement a community vitality program for 26 counties. The partnership supports the human resources needed to facilitate the process of working with communities in NW Kansas to increase their leadership capacity to improve community vitality in their region using best practices such as the Kansas PRIDE program, First Impressions, and Master Community facilitators.



Extension used two specialists to help 72 Latino entrepreneurs start or improve their own businesses, trained 15 Latino leaders and entrepreneurs, assisted with the creation of 15 jobs and the retention of 122 jobs for minority employees.



The "food insecurity" rate for northwest Indiana is 15.8%. Extension facilitated a planning process for the Food Bank of Northwest Indiana to increase the number of meals distributed by 2 million by 2018 and reduce the hunger gap in the region by 12%. The plan includes a capital campaign for a new \$3.5M facility, fundraising projections for \$1M increase in revenue by 2018 that will support an additional 8 new jobs.



Extension worked with the Illinois Association of Agricultural Fairs to conduct a study of the economic impact of county agricultural fairs. The study surveyed nearly 5,000 fair attendees across the state, conducted 33 key informant interviews, and reports that \$170M was spent as a result of the 104 fairs in Illinois. \$90 million of these transactions occurred directly in the state economy, demonstrating the significant impact of fairs on local communities.



Data for this report collected by Extension systems of 1862 land grant universities located in states highlighted in the NCRCRD logo. This report is compiled and published by the NCRCRD, a federally and regionally funded center hosted by Michigan State University. Michigan State University is an affirmative-action, equal-opportunity employer.