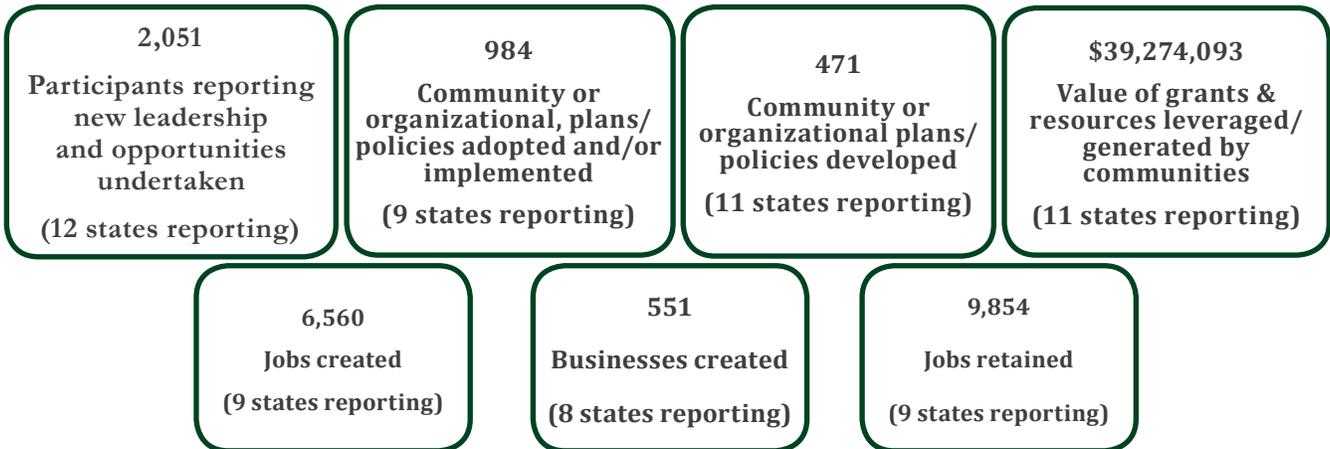




# North Central Regional Center for Rural Development

## Extension Makes a Difference 2018

State Extension leaders from the twelve North Central 1862 Land-Grant universities developed common indicators for reporting impacts of community and economic development educational programs, and compiled this summary based on state reports. Each partner university reported on a subset of the indicators. The impacts of our educational programs reported here, while impressive, are conservative estimates.



The value of volunteer hours, as well as dollar efficiencies and savings, brings the total impact to \$222M. Details by state are available at: [http://ncrcrd.msu.edu/ncrcrd/state\\_extension\\_leader\\_section1](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.

**More than \$222M+ of impacts and 16,414 jobs created or saved**



The Wisconsin Food Business Roadmap, <https://www.startafoodbiz.org>, provides links to resources and information for all aspects of food business development. Dane County UW-Extension convened partner organizations (DATCP, FEED Kitchens, WWBIC, Law & Entrepreneurship Clinic) to develop the roadmap and to identify resources on how to start a food business. Funding for website development was provided by the UW Extension Food System Team. FEED Kitchens was contracted to host, develop, and manage the site. The web site contains the roadmap and a calendar of training events.



To help local leaders gain a better understanding of issues related to their economy, the Ohio Business Retention and Expansion (BR&E) program provides a structured approach to assessing and addressing business needs. Community input was collected and compiled and formatted as a reference to better inform local decision making. Participants have indicated improved working relationships as a result of meeting more regularly to discuss community and economic development issues.



Small Business Basics Program connects entrepreneurs to resources to help them succeed and add to community economic development. Classes are customized to the needs of the community, organization or business. Small Business Basics is a workshop series designed to help entrepreneurs and existing business owners create or update their business & marketing plan.



The need continues for leaders to serve in communities and organizations across North Dakota. There are over 8,000 non-profit and government organizations in the state, so NDSU Extension created the 18-month Rural Leadership North Dakota (RLND) Program in 2003 to prepare and develop effective leaders to strengthen North Dakota. Over the past 15 years, more than 160 North Dakotans have completed the RLND Program and are providing leadership locally, regionally and at the state level.



Demographic renewal, economic opportunity, and place making were highlighted in the new initiative, Community Prosperity. Five pilot communities in different regions of the state were identified for the intensive two-year community coaching experience. Extension Educators in each community recruited a core group of champions in each town and brought in both university and non-university resources to help them identify key priorities and connect with providers who offered technical and financial assistance. The Educators facilitated town hall meetings and discussions centered around key data.



Creating Economic Viability – Extension in Missouri is focused on challenges of economic opportunity, educational excellence, and healthy futures. Goals to address these challenges include working with collaborators across the state to more than double the economic impact of MU Extension to \$2 billion, increase the number of high school graduates participating in post-secondary education to 60%, and improve the national health ranking of Missouri from 40th to 25 by 2028.

## UNIVERSITY OF MINNESOTA EXTENSION

Extension’s research has inspired rural leaders. They are actively marketing their rural communities and are intentionally welcoming newcomers. “Rural leaders are ready to try new things,” says Ben Winchester, an Extension educator who researched rural migration trends and spread the word that rural places are attracting 30-49 year olds. In response, 21 initiatives throughout the state are focused on resident recruitment and retention, including local recruitment initiatives developed through Extension’s Making it Home program.



When a 2017 policy change by the Michigan Public Service Commission made utility-scale solar projects more profitable, a team from MSU Extension representing community development, land-use, and agriculture disciplines, developed a comprehensive education program targeting rural land owners, community leaders and alternative energy developers. The program addresses community planning and zoning, legal contract land leasing, tax issues and other topics. The program provided Michigan residents and leaders with a unique and timely opportunity to better understand their rural landscapes, personal finances, the local economy, and the role of local policy development in helping to shape the state’s energy future.

## K-STATE Research and Extension

What started as a statewide partnership between KSU Research and Extension, Kansas Department of Commerce, and Kansas PRIDE, Inc., by the Kansas Legislature in 1970 continues to expand, as it works to be the “backbone” organization on a state and local level to improve the quality of life in Kansas communities with populations of 50 to 50,000! Kansas Masons, the newest partner, has pledged support to local communities.



The Conservation through Community Leadership (CCL) program serves as a roadmap for communities tackling complex land use and natural resource management challenges. Following discovery activities, the community begins an action planning process, and results in a local or regional action plan. The plan includes strategies for implementation projects for use with invasive species management working groups, county or municipal comprehensive plan updates, watershed management plans, and fundraising initiatives for specific projects.

## IOWA STATE UNIVERSITY Extension and Outreach

Leading Communities: A Place-Based Leadership Program was developed by ISU Extension and Outreach CED and the University of Wisconsin-Extension. Based on cutting-edge community leadership research, it is designed to simultaneously provide participants with community-based skills while meeting the specific needs of the places where they live and work. In FY18, Leading Communities was taught in Buena Vista, Henry, Kossuth, and Lee Counties.



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When two neighborhood grocery stores closed in Peoria, the Regional Fresh Food Council initiated a study to examine the impact on local residents. University of Illinois Extension used secondary data to conduct a retail market analysis providing demographic, socio-economic and health data at the neighborhood and regional levels, and used ESRI’s Business Analyst to analyze consumer spending patterns, market potential, and consumer profiles using tapestry segmentation. Understanding the impact of the store closures was explored through a residential survey. The information will be useful in designing a response in Peoria.



Data for this report was collected by Extension systems of 1862 Land-Grant universities in Illinois, Iowa, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio State, South Dakota and Wisconsin. 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.