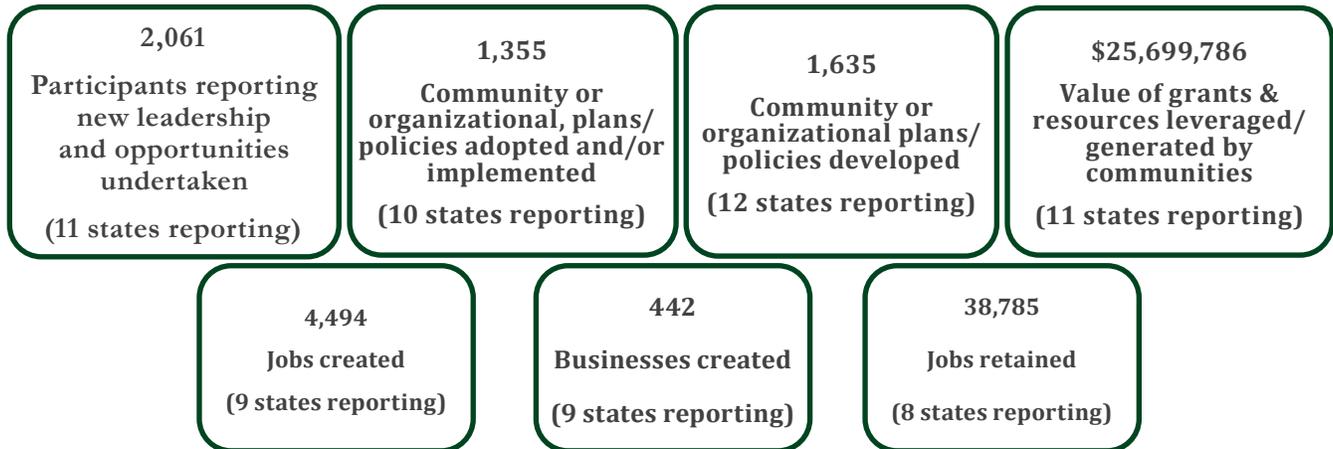




North Central Regional Center for Rural Development

Extension Makes a Difference 2019

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 \$267M. Details 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.

More than \$267M+ of impacts and 43,279 jobs created or saved



Loss of community grocery stores in rural communities has become a nagging issue in many small towns, and Nebraska is no exception. In the village of Stapleton, Nebraska Extension coordinated a development project for the community's Cooperative Market and Deli. A \$10,000 market research grant provided by a faith-based group was matched with a \$15,000 co-op membership campaign to save one grocery store and to help the owner consider purchasing another store in a nearby community. A Nebraska Extension Community Vitality Educator helped the owner with deal-flow considerations and market research and put the owner in touch with other resources that were useful to business and market development.



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 FY19, Leading Communities was taught to 231 individuals in 12 communities (11 counties and 1 city).



When the federal Opportunity Zone program was created to spur investment in targeted economically distressed communities in the United States, MSU Extension quickly developed a three-hour interactive workshop that was delivered at six locations across rural Michigan. Nearly 700 local leaders and business leaders attended the trainings which included maps and demographic data customized for the attending communities. MSU Extension's rapid response was lauded by state agencies, who used Extension information to populate a state website on the program.



The Ohio Business Retention and Expansion (BR&E) 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 BR&E process that enables local leaders to focus on planning, action and results; a database of local information; and a more robust local economy. Nearly nine out of ten members have rated the program as 'HIGH VALUE.'



Wisconsin's Brown Deer Farmers Markets saw sales increase by over 750% with a targeted effort that benefited SNAP, WIC, and SFMNP recipients with more fresh fruits and vegetables. With guidance from the UW-Madison Extension team that created the Farm2Fact Toolkit, the Village of Brown Deer used data to secure a grant aimed at building relationships in the community. The Farm2Fact Toolkit helps farmers market organizations and managers understand how their markets are performing across a variety of indicators, including average years in farming per vendor, average number of visitors per market day, and total dollar amount of sales through incentive programs.



Missouri EATS is a new program that connects local stakeholders to build and strengthen their community's food system. Missouri EATs is a community development process designed to engage people to identify local assets and needs; help them develop a plan to act on their top priorities; and make lasting changes to transform their local food system.



In response to regional workforce shortages, U of M Extension is offering Making it Home programs to recruit and retain residents in rural communities throughout Minnesota. Spring Valley in southeastern Minnesota is creating a dynamic website featuring their community's assets and amenities. The site will give newcomers all the information they need to move to Spring Valley and work throughout the region. Evaluations of Making it Home programs show that projects created as a result of the program are leveraging new social capital, generating financial capital, creating built capital, and supporting local natural and cultural assets.



NDSU Extension works to support the demand for leaders by providing multiple capacity-building programs such as Rural Leadership North Dakota, Lead Local, Building Tomorrow's Leaders and the Soil and Water Leadership Academy. More than one thousand local organizations have been impacted through participation in Extension leadership programs, leading to newly elected officials and more than \$7 million raised for community projects.



Nonprofits, educational and government organizations struggle to find the resources they need to fund priority projects. According to The Foundation Center, foundation dollars available for all subjects in Kansas increased 462% from 2009 to 2015. Grant writing workshops were created to help communities and funders with the same priorities find each other to create change. Individuals and organizations in every Kansas community want to make a difference; when they come together in grant writing workshops, they discover shared goals and untapped resources to make miracles happen. By working together in groups, they gain new support networks, lose their fear about asking for money and get feedback to sharpen their skills. Of the participants who responded to the survey 6-12 months after their grant workshop \$11.9 million of grants were written with \$6.7 million of successful grants.



Purdue Extension developed and implemented INWork – INnovate, INvest, INspire – Skills for Tomorrow's Workforce which teaches high school youth life skills for the working world. Purdue Extension joined forces with local educational institutions to offer INWork throughout Indiana. There were 180 youth who completed the program offered in 10 counties. Youth participated in a minimum of 6 hours of hands-on career readiness activities.



The Small Business Basics Program connects entrepreneurs to resources that help them succeed in achieving their personal business goals while contributing to local economic development. Small Business Basics is a customized workshop series designed to help entrepreneurs and existing business owners create or update their business and marketing plan while incorporating local community, business or organizational needs.



Extension
COLLEGE OF AGRICULTURAL, CONSUMER
& ENVIRONMENTAL SCIENCES

In 2019, more than 1600 county, township and municipal employees, agency staff, and officials elected and appointed to local offices across the state of Illinois attended University of Illinois Extension webinars on issues including state and federal legislative updates, economic development, disaster preparedness, minimum wage, economic diversification and renewable energy, and broadband infrastructure funding. Information is at <https://go.illinois.edu/LGE>.



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.