

V(A). Planned Program (Summary)

Program #7

1. Name of the Planned Program

Community Resource Development

2. Brief summary about Planned Program

Research and outreach will be targeted to municipal, county, state, and federal agencies, nongovernmental organizations, and citizens to provide information and analysis promoting community development. This will include community impact analysis of economic activity, community organization for progress, evaluation of the drivers of local development, and workforce professional and personal development.

3. Program existence : Mature (More than five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

● 601	40%	Economics of Agricultural Production and Farm Management
● 605	30%	Natural Resource and Environmental Economics
● 608	20%	Community Resource Planning and Development
● 803	10%	Sociological and Technological Change Affecting Individuals, Families and Communities

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Communities struggle to develop and maintain resources (human, financial, physical, social, environmental, and political). They are also challenged in providing the needed organizational capacity to assess, plan, and implement activities to address resource development and management. A lack of critical mass in smaller rural areas exacerbates issues found in all areas of the state. More specifically, rural areas of the US and Colorado face challenges due to marked differences in economic, educational, health and social opportunities relative to more urban areas. Colorado has some unique needs due to more sparse populations, a high natural amenity base (and share of public lands), a more transitory population and relatively low public service provision. People in rural areas tend to be older, poorer, more likely to be uninsured, and less educated than their urban counterparts. Communities require knowledge to evaluate their resource base, their economic and social service alternatives, and their futures.

2. Scope of the Program

- In-State Research
- Multistate Research
- Integrated Research and Extension
- In-State Extension
- Multistate Extension
- Multistate Integrated Research and Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

- The competencies of CRD have been around for a long time and are still appropriate.
- Program planning is not always a one-time process. What is developed will need constant monitoring and adjustment.
- CSU and CE are experiencing financial and political stress that requires us to engage new and expanding audiences.
- CE has the organizational capacity to facilitate team building, situation assessment ,and prioritize applied research needs in communities of Colorado.

2. Ultimate goal(s) of this Program

Colorado State University is in a strong position to assist with the economic development of Colorado's agricultural and rural communities, as well as evolving industries related to these communities. Our role will be to educate professionals within communities with knowledge of community development and modern business practices, as well as researching technical and economic issues related to differentiated agricultural products in the ever-changing domestic and international market place. By being actively involved with agricultural industry personnel, rural communities, and governmental agencies, Extension and Research can assure that land managers, individual business owners, and community residents can evaluate a broad range of opportunities to enhance viability.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	9.0	0.0	4.0	0.0
2009	9.0	0.0	4.0	0.0
2010	9.0	0.0	4.0	0.0
2011	9.0	0.0	4.0	0.0
2012	9.0	0.0	4.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- Internal training for CE personnel in community mobilization, facilitation, economic development.
- Working with rural communities on a regional approach to small town tourism including making optimal use of environmental resources, respecting the socio-cultural authenticity of host communities while conserving their built and living cultural heritage and traditional values,and ensuring viable, long-term economic operations , including stable employment and income-earning opportunities.
- Conduct basic and applied research in areas exploring the interface between agribusiness, rural development, and natural-resource-amenity-based opportunities.
- Conduct workshops and other educational activities with community stakeholders.

2. Type(s) of methods to be used to reach direct and indirect contacts

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> ● Workshop ● Education Class ● Group Discussion ● One-on-One Intervention 	<ul style="list-style-type: none"> ● Web sites ● Newsletters ● Public Service Announcement

● Other 1 (Tourism rallies)	
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3. Description of targeted audience

Community members, general public, consumers, community organizations.

V(G). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons(contacts) to be reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2008	1500	3000	0	0
2009	1500	3000	0	0
2010	1500	3000	0	0
2011	1500	3000	0	0
2012	1500	3000	0	0

2. (Standard Research Target) Number of Patent Applications Submitted

Expected Patent Applications

2008 :0 2009 :0 2010 :0 2011 :0 2012 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2008	0	0	0
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0

V(H). State Defined Outputs

1. Output Target

- The number of training opportunities for CE staff

2008 :2 2009 :3 2010 :3 2011 :4 2012 :4

- Training opportunities for community members

2008 :5 2009 :7 2010 :7 2011 :10 2012 :10

- Tourism rallies held

2008 :2 2009 :2 2010 :3 2011 :3 2012 :3

- Technical publications related to economics, public policy, community development and related areas.

2008 :10

2009 :10

2010 :10

2011 :10

2012 :10

V(I). State Defined Outcome

O. No	Outcome Name
1	Number of staff increasing knowledge of sustainable community development principles, facilitation, and economic development strategies.
2	Percent of community residents, businesses and leaders who increase their understanding of sustainable community development and tourism and economic development principles.
3	The number of communities which evaluate tourism potential and prioritize to target specific interests, increase action around tourism issues ,and identify valued community resources to maintain.
4	The number of communities which experience increased economic gain from tourism, including increased tax revenues, tourism-related employment, and retention of community valued resources.

Outcome #1

1. Outcome Target

Number of staff increasing knowledge of sustainable community development principles, facilitation, and economic development strategies.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :10 2009 : 10 2010 : 10 2011 :10 2012 : 10

3. Associated Institute Type(s)

{No Data Entered}

4. Associated Knowledge Area(s)

- 605 - Natural Resource and Environmental Economics
- 608 - Community Resource Planning and Development
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #2

1. Outcome Target

Percent of community residents, businesses and leaders who increase their understanding of sustainable community development and tourism and economic development principles.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :35 2009 : 45 2010 : 55 2011 :65 2012 : 65

3. Associated Institute Type(s)

{No Data Entered}

4. Associated Knowledge Area(s)

- 605 - Natural Resource and Environmental Economics
- 608 - Community Resource Planning and Development
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #3

1. Outcome Target

The number of communities which evaluate tourism potential and prioritize to target specific interests, increase action around tourism issues ,and identify valued community resources to maintain.

2. Outcome Type : Change in Action Outcome Measure

2008 :10 2009 : 20 2010 : 20 2011 :30 2012 : 30

3. Associated Institute Type(s)

{No Data Entered}

4. Associated Knowledge Area(s)

- 605 - Natural Resource and Environmental Economics
- 608 - Community Resource Planning and Development

Outcome #4

1. Outcome Target

The number of communities which experience increased economic gain from tourism, including increased tax revenues,

tourism-related employment, and retention of community valued resources.

2. Outcome Type : Change in Condition Outcome Measure

2008 :5

2009 : 7

2010 : 7

2011 :10

2012 : 10

3. Associated Institute Type(s)

{No Data Entered}

4. Associated Knowledge Area(s)

- 605 - Natural Resource and Environmental Economics
- 608 - Community Resource Planning and Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

- Appropriations changes
- Government Regulations
- Competing Programatic Challenges
- Natural Disasters (drought,weather extremes,etc.)
- Economy

Description

Individuals' and communities' ability to attend fee-for-service programs may be impacted by economic downturns. Extension's ability to provide programming and scholarships for these programs may be impacted if appropriations continue to decrease and staff is lost. Immigration reform may change the nature of the audience. Weather conditions may discourage tourism in some communities (severe drought, heavy snowfalls).

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Case Study
- After Only (post program)
- Before-After (before and after program)
- During (during program)

Description

Regular pre-post evaluations are used. Formative evaluations are often used during the program to adjust focus and direction. Case studies are used to clearly demonstrate impact.

2. Data Collection Methods

- Tests
- Observation
- Sampling
- Case Study

Description

Pre-post tests. Standard survey methods.