

Finding the Focus of Extension CRED Programming

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2016 ANREP/NACDEP CONFERENCE

BACKGROUND

- ▶ Extension programming in Community Development started in 1950s
- ▶ Community Resource Development formalized mid-1960s
- ▶ Extension CD professionals in different units, organizations
- ▶ CD thought to be important but never becomes universal
- ▶ Initial CRED Conference held 2002, NACDEP formed circa 2004
- ▶ USDA CSREES listed it as one of six major areas of Extension work
- ▶ Need to show program value [Beaulieu & Cordes, *JOE*, Oct. 2014]



RECENT STUDIES:

Urbanowitz and Wilcox

- ▶ Surveyed Extension Directors
- ▶ 35 of 42 institutions reported spending LT10% of budget for CRED
- ▶ Leadership/Engagement top programming, faculty specialization
- ▶ Economic Development next programming, faculty specialization
- ▶ Sustainable Development top research topic, emerging issue
- ▶ [JOE, Oct. 2013]



RECENT STUDIES: Dougherty

- ▶ Extension website review
- ▶ 39 states some level of activity, 11 limited/no activity
 - ▶ 21 states primary activity, 18 secondary activity
 - ▶ 26 states CD focus, 13 states ED focus
- ▶ Part of study on programmatic impact
 - ▶ Biggest finding was states with programs had lower income
 - ▶ Counter-intuitive – but not really (programs exist where needed)
- ▶ NACDEP Presentation [2015 Conference]



CURRENT STUDY

- ▶ Unit of analysis: State/Institution
- ▶ Type of research: Web-based survey (Qualtrics)
- ▶ Questions: Programming, Priorities, Resources, Needs, Changes
- ▶ Study is on-going. Preliminary (current) results reported.
- ▶ Current response rate: 46.4% (26/56) [as of June 23, 2016]



STUDY QUALITIES

- ▶ Study sent to *de facto* State Program Leaders
 - ▶ Total of 56 surveys distributed
 - ▶ All 1862s received survey, regardless of CRED program effort
 - ▶ Six 1890s distinguishable as separate Extension units
 - ▶ 32 persons from “State Program Leader” email list
 - ▶ 25 persons – only person from state/institution
 - ▶ 7 persons – identified person from state/institution
 - ▶ 24 persons from website review
 - ▶ 10 persons found to be doing CRED-type work
 - ▶ 14 administrators (2 in allied units, 12 for Extension overall)

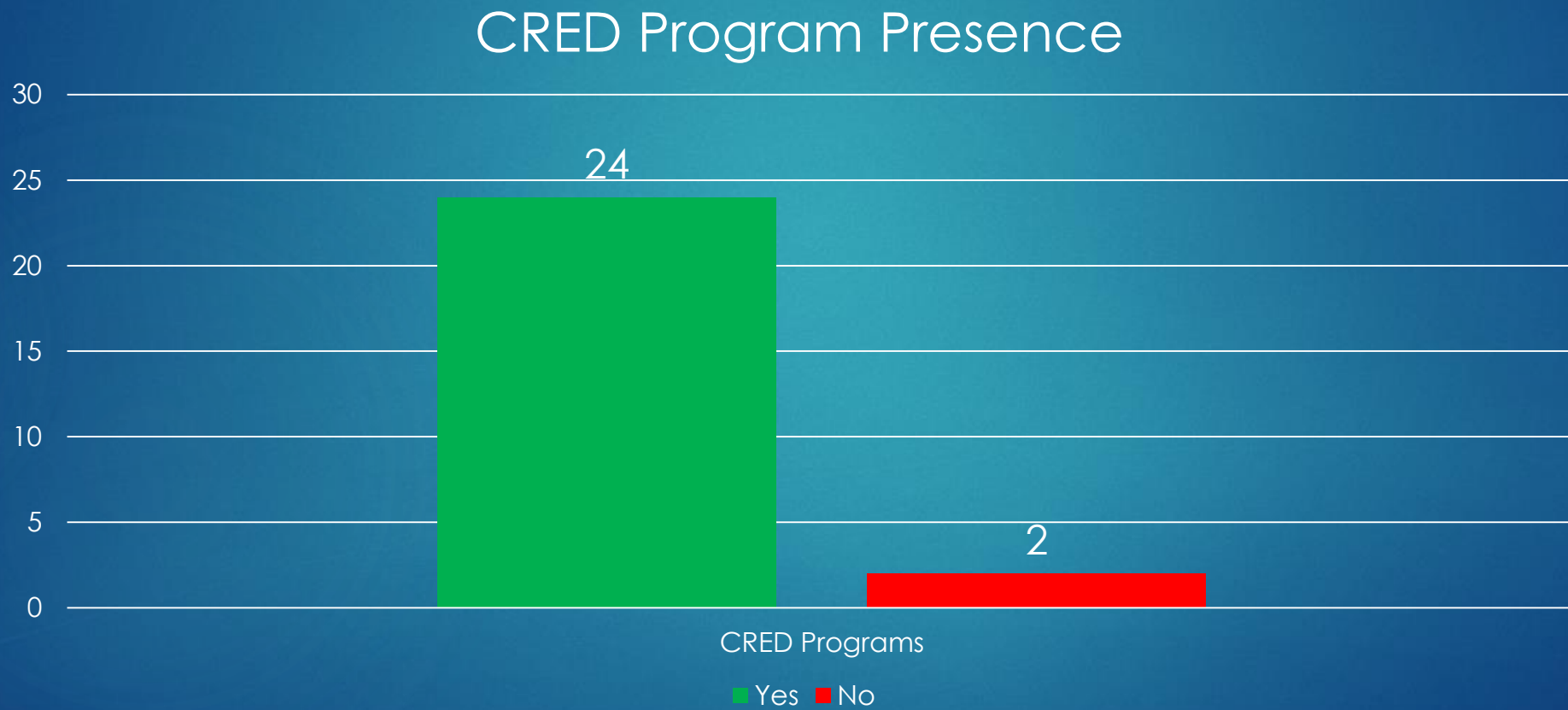


STUDY QUALITIES

- ▶ Program/function areas derived from USDA CSREES description
 - ▶ “Community and Economic Development – helps local governments investigate and create viable options for economic and community development, such as (1) improved job creation and retention, (2) small and medium-sized business development, (3) effective and coordinated emergency response, (4) solid waste disposal, (5) tourism development, (6) workforce education, and (7) land use planning.”
 - ▶ [www.csrees.usda.gov/qlinks/extension.html] (Accessed Jan. 2015)
[Numbers added for emphasis]

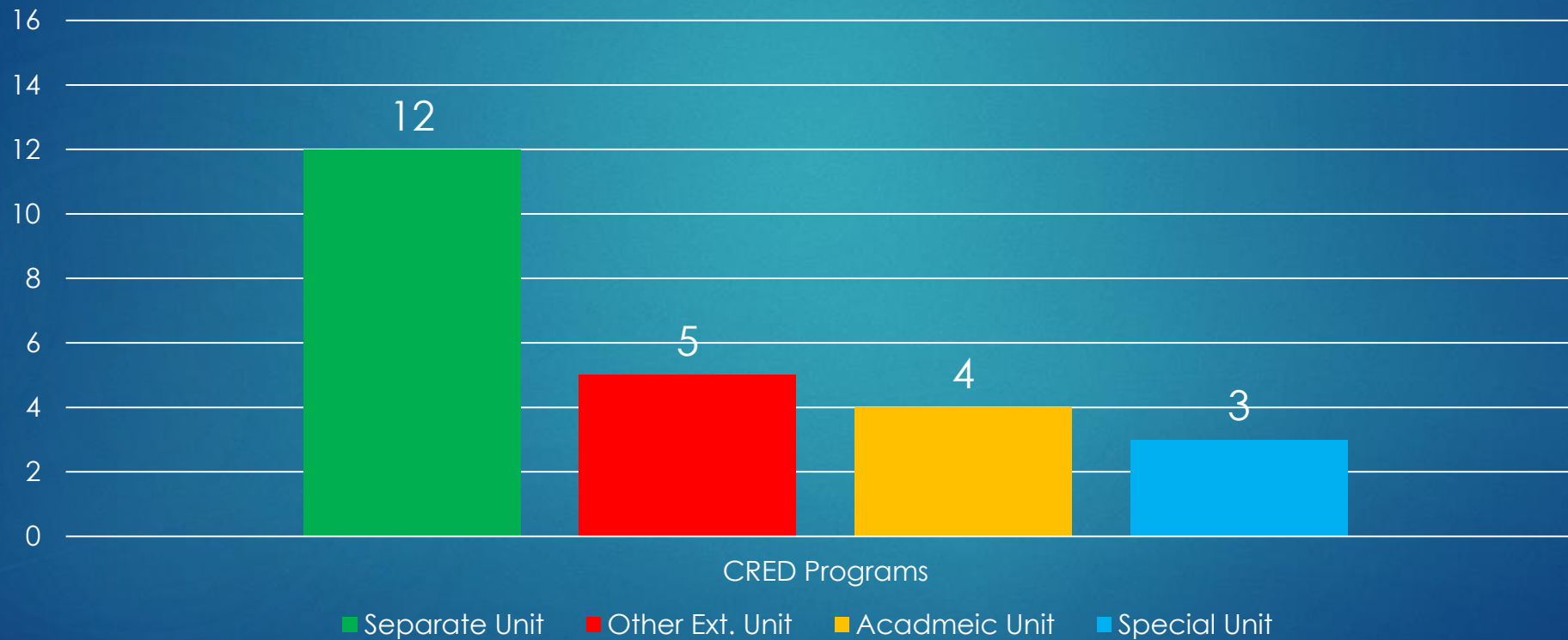


SURVEY RESULTS



SURVEY RESULTS

CRED Program Structure



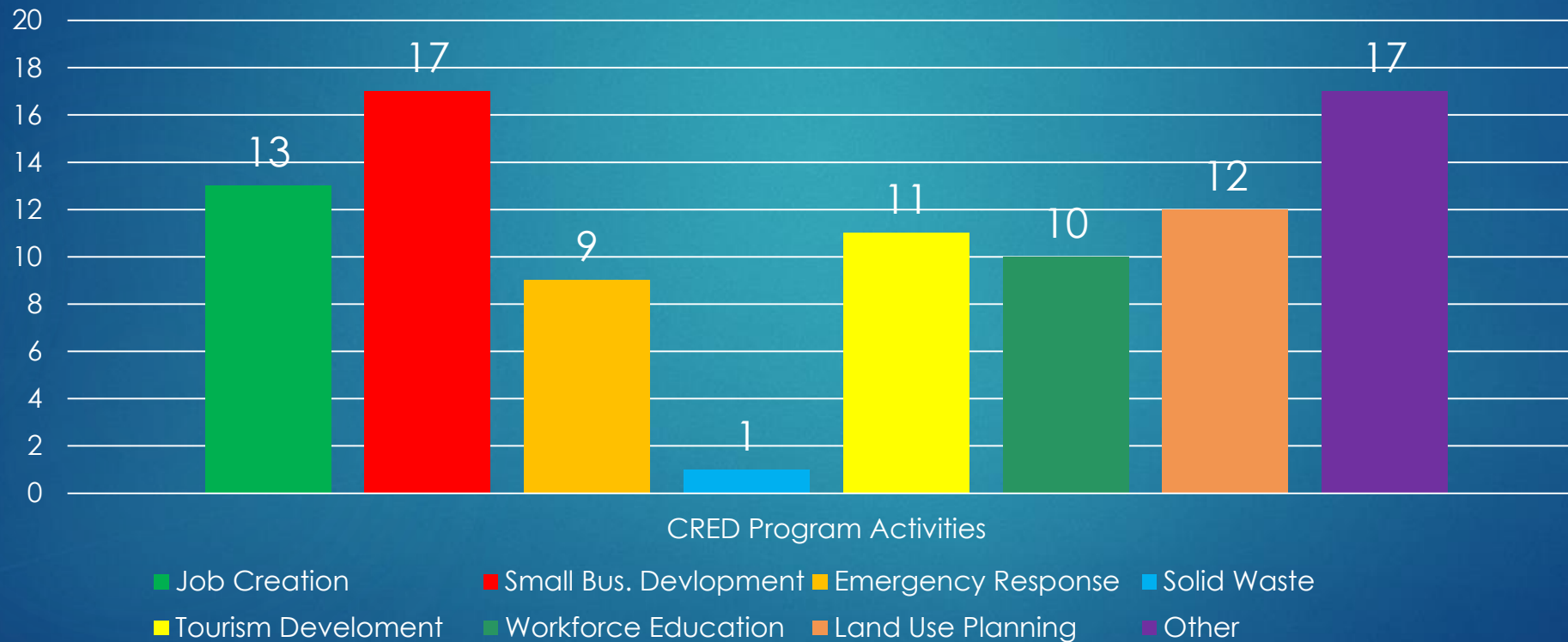
SURVEY RESULTS

- ▶ CRED Program “Other” Unit Notes
 - ▶ Extension Units included CD, Planning and Reporting Unit (CDPRE); Ag. & Natural Resources; Extension; Community & Agricultural Resource Dev. (CARD); Community Economic and Workforce Dev. (CEWD).
 - ▶ Academic Units included Human Ecology; Consumer Sciences; Applied Social Sciences & School of Public Affairs; Cooperative Extension.
 - ▶ Special Units included Stand Alone Center (not in Extension); Related Institute (Ext. focus area only); Multiple (Extension) units.



SURVEY RESULTS

CRED Program Activities



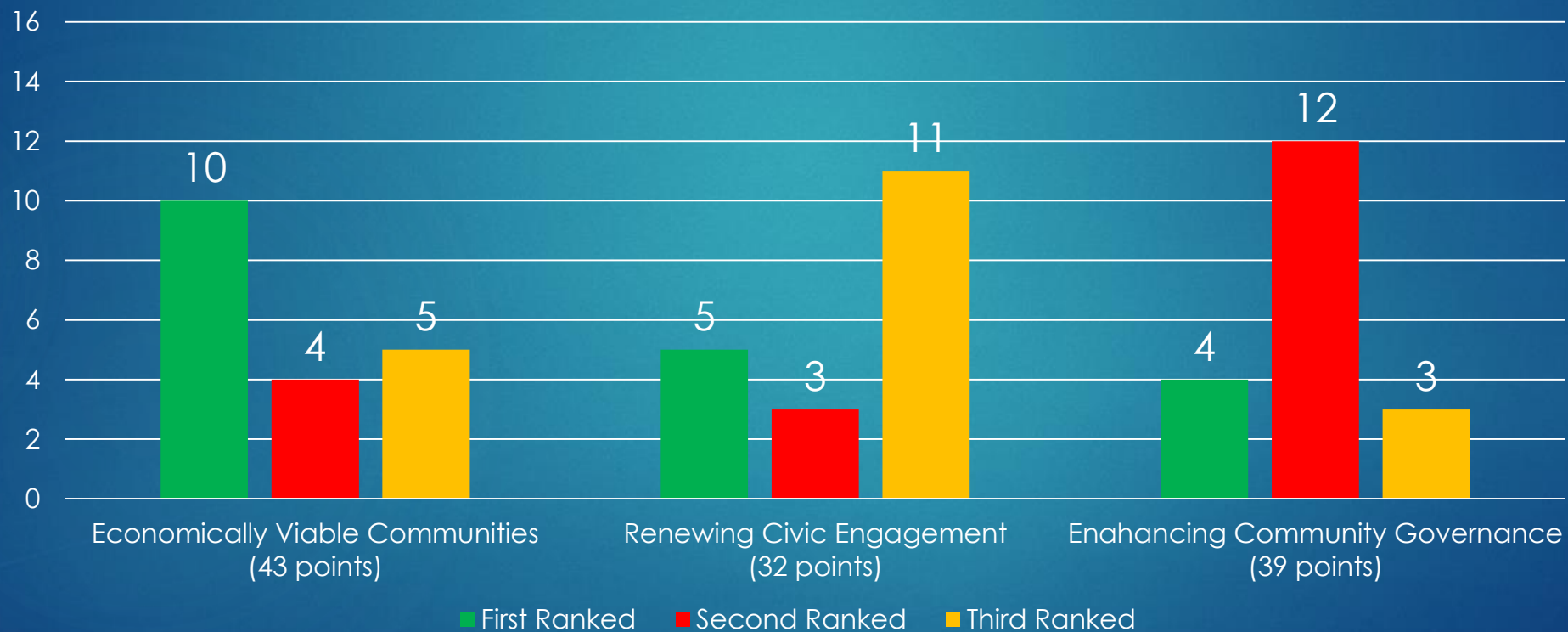
SURVEY RESULTS

- ▶ CRED Program Activities Notes (Summarized)
 - ▶ Leadership development; Facilitation; Human capital development
 - ▶ Strategic planning; Economic planning; Community assessments
 - ▶ Economic analysis; Impact analysis; Policy implementation
 - ▶ Community design; Public arts; Inclusive communities; Sustainability
 - ▶ Worker safety; Labor education; Broadband access
 - ▶ Food processing; Small land owner assistance; Renewable energy
 - ▶ Varies depending upon County



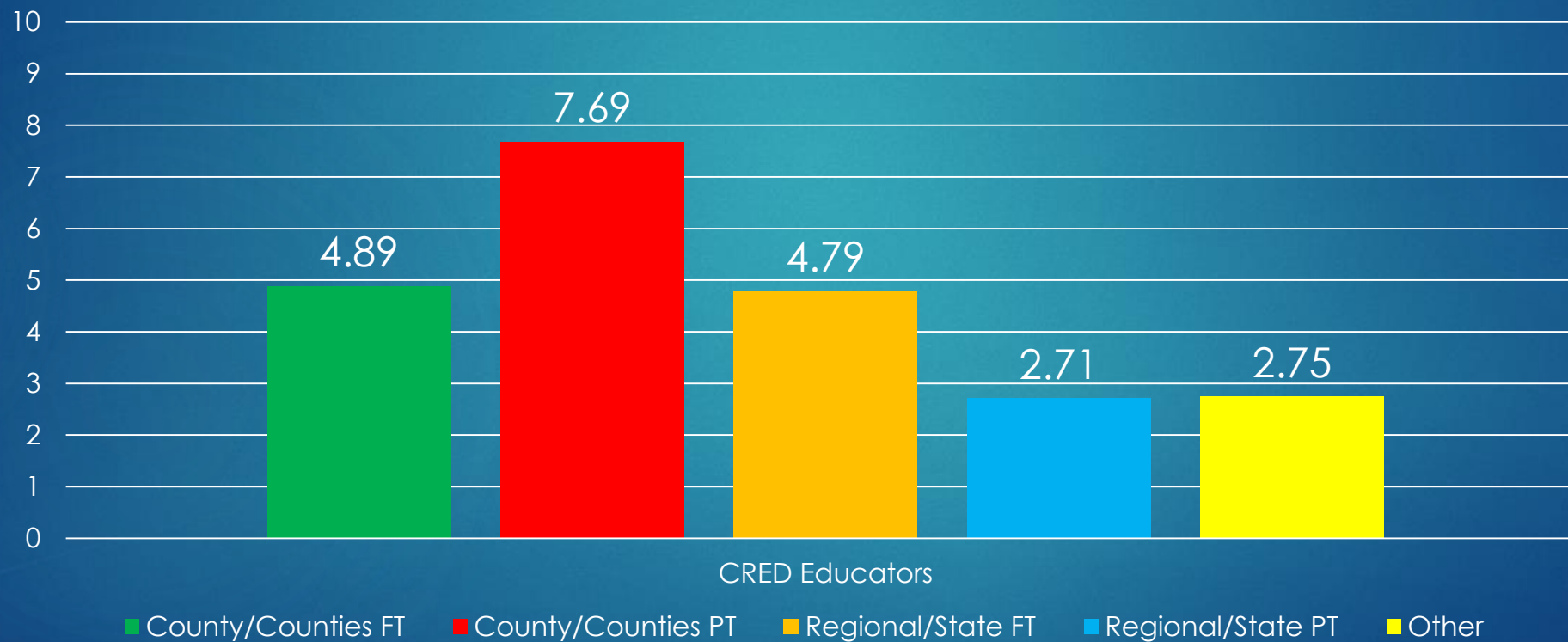
SURVEY RESULTS

CRED Program Overarching Theme



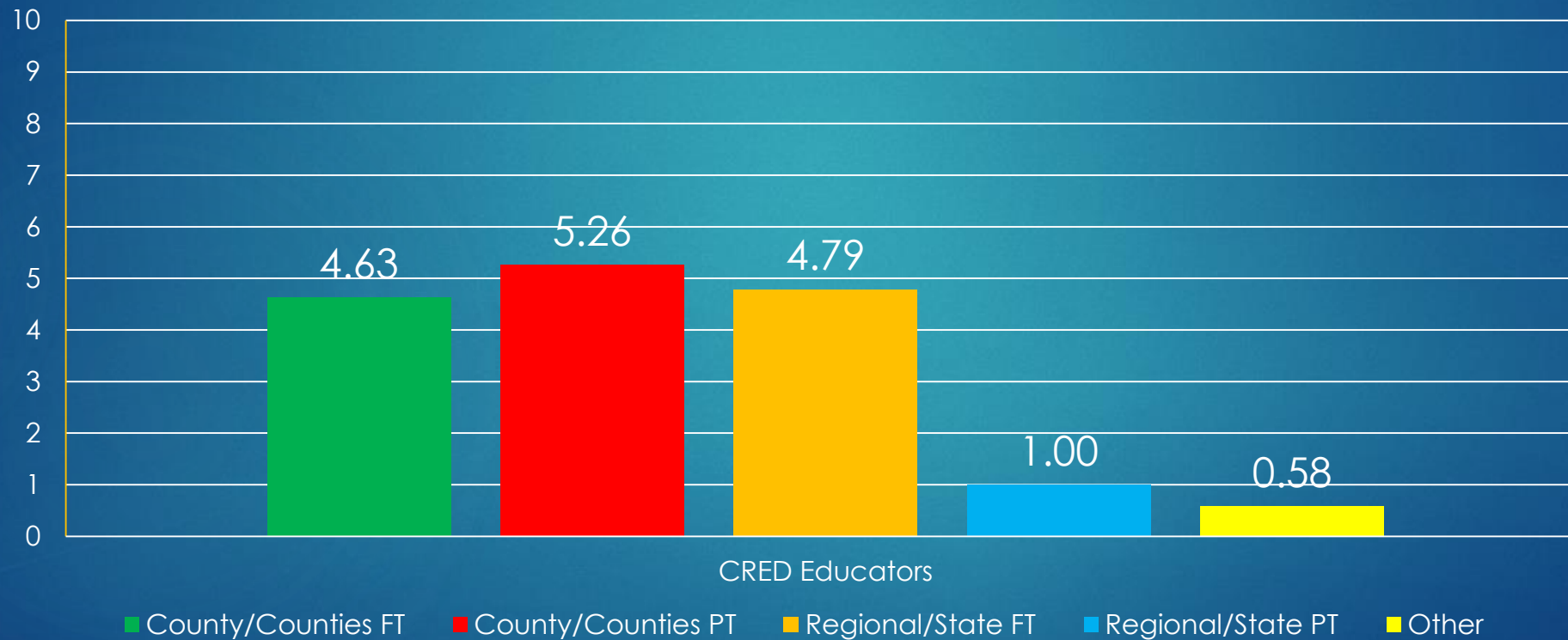
SURVEY RESULTS

CRED Extension Educators (Reported)



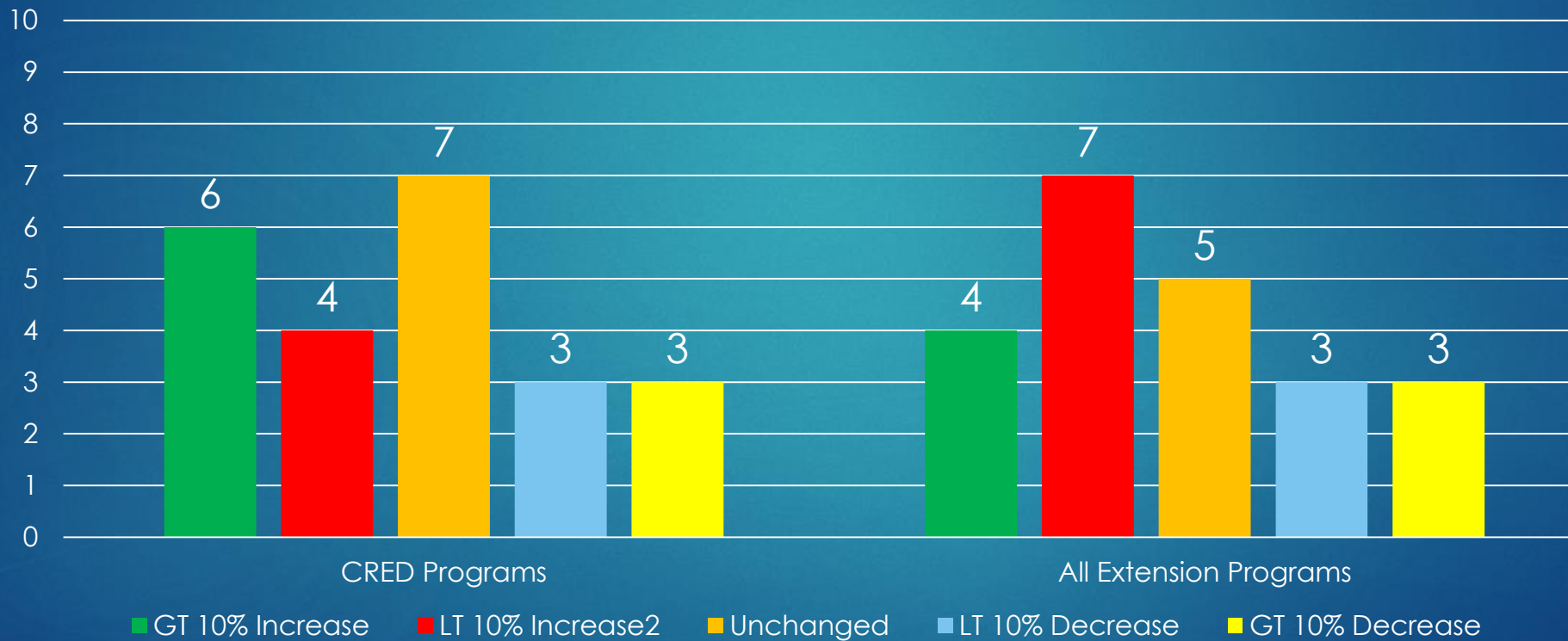
SURVEY RESULTS

CRED Extension Educators (Adjusted)



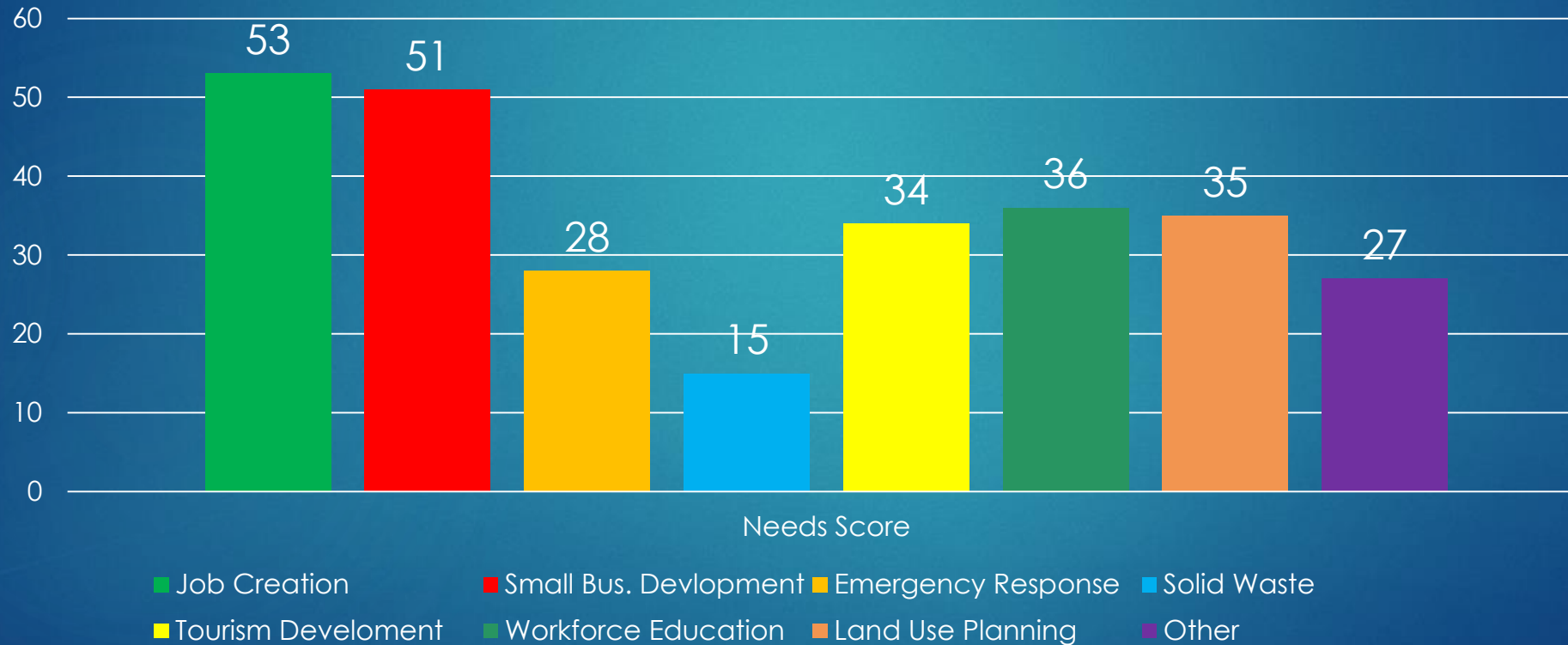
SURVEY RESULTS

CRED Program & Extension Resources



SURVEY RESULTS

CRED Program Relative Need Score



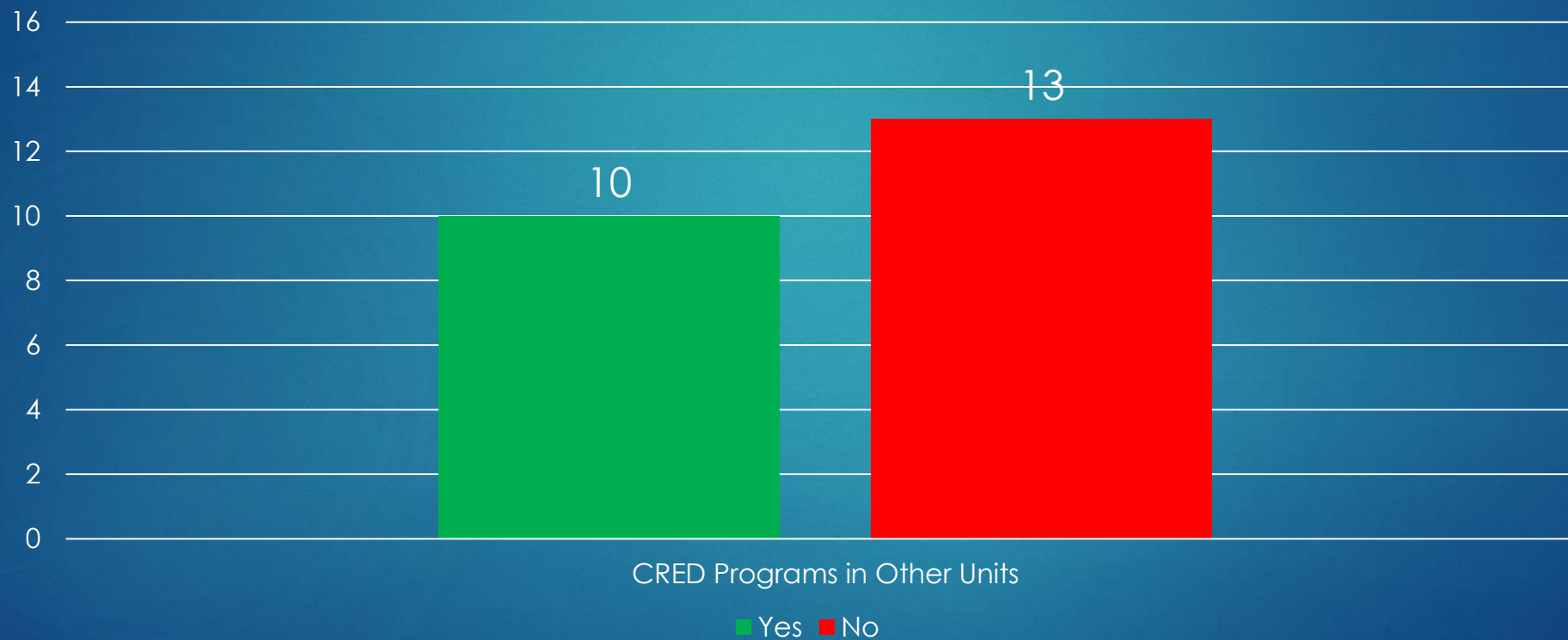
SURVEY RESULTS

- ▶ CRED Program Activities Needs Notes (Summarized)
 - ▶ Leadership development/education/training; Facilitation
 - ▶ Human capital development; Civic engagement
 - ▶ Government/Public Policy; Community planning/visioning
 - ▶ Innovation support; Sustainability; Small land owner assistance
 - ▶ Community economic development; Economic development planning
 - ▶ Community decision support; Capacity building, practitioner skills
 - ▶ New resident recruitment



SURVEY RESULTS

CRED Programming Elsewhere



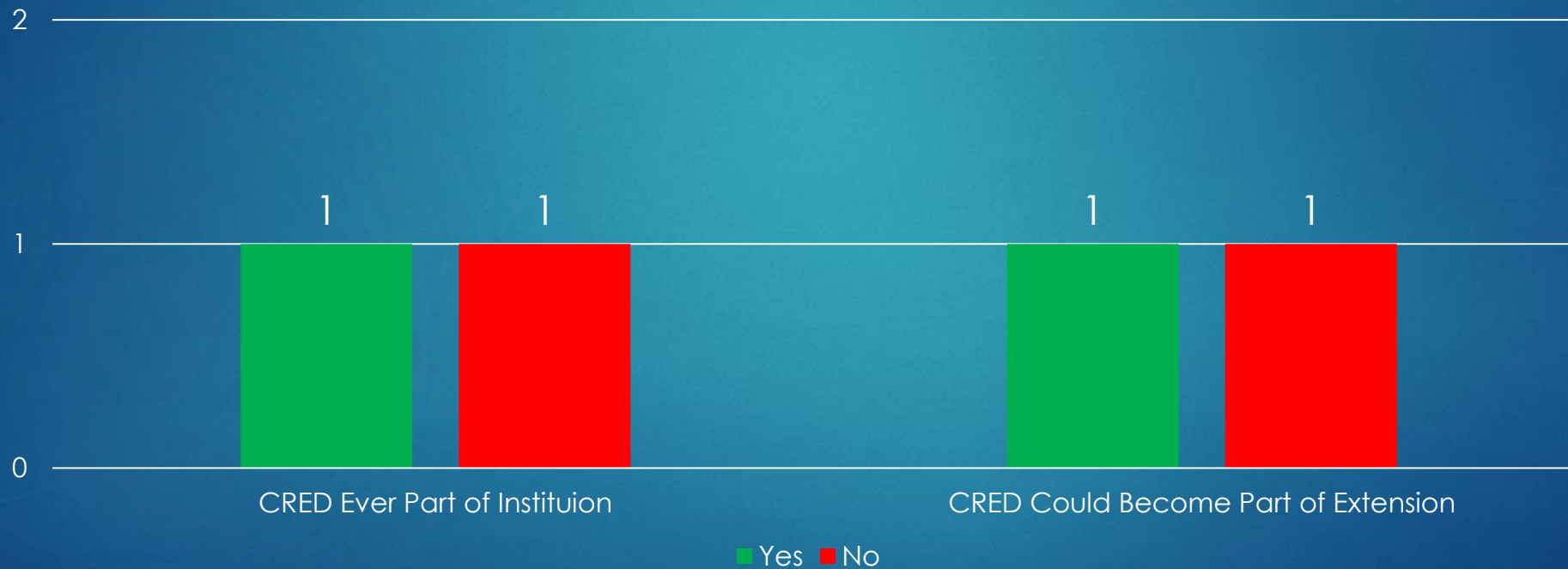
SURVEY RESULTS

- ▶ Others Doing CRED-Related Work (Summarized)
 - ▶ Small Business Development Centers; Business Development Extension
 - ▶ School/College of Architecture – Landscape Architecture, Planning
 - ▶ Law Schools – National Agricultural Law Center, Land Use Clinics
 - ▶ Ag. Schools – Ag. Economics, Agribusiness, Landscape Architecture
 - ▶ Human Environmental Sciences Programs (in Housing)
 - ▶ Public Policy Schools; Brownfields Clinics



SURVEY RESULTS

Program History & Future (Where no CRED Program Exists)



SURVEY DISCUSSION

- ▶ “Program Leader” difficult to quantify
 - ▶ National list only had 25 “unique” entries
 - ▶ Feedback from respondents that others should be respondent
 - ▶ Feedback that regional lists may be more inclusive, comprehensive
 - ▶ Need to resolve issues related to unit of analysis focus
- ▶ Self-selection bias evident
 - ▶ Majority of places with point person/interested person answering
 - ▶ Few responses from places without CRED programming



SURVEY DISCUSSION

- ▶ CRED programming varies widely
 - ▶ Disconnect between Urbanowitz & Wilcox findings, USDA/CSREES list
 - ▶ CRED topics list should include Leadership
 - ▶ CRED topics list should have more broad (i.e., planning, development)
 - ▶ CRED topics list should not include Solid Waste Disposal
- ▶ Location of CRED activities highly variable
 - ▶ Sometimes paired with other activities within Extension
 - ▶ CD/ED work goes beyond Extension at many places



SURVEY DISCUSSION

- ▶ CRED Resources
 - ▶ Staffing levels influenced by few outlier institutions
 - ▶ Funding allocations appear linked to general Extension funding
 - ▶ Examination of paired data needed to confirm
 - ▶ Maintenance of funding does not address adequacy issues
- ▶ More study of CRED needed
 - ▶ Still seeking Extension system wide answers
 - ▶ Comparative information absent
 - ▶ Information on local/regional initiatives vs. state programs lacking



CONTACT INFORMATION

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