



2017 Southern Region CRD Indicator Definitions

The indicators below will be collected from states in the Southern Region to enable us to show the collective impact of Extension programs to our regional and national stakeholders.

1. Dollar value of grants generated by organizations or community.

- ❖ This indicator includes the dollar value of grants received by organizations or communities **as a result of education or outreach provided by Extension.**
- ❖ It may also include **grants received by Extension to implement an activity, project or program as a result of a previous Extension program** (not original Extension program).
- ❖ The dollar value reported includes the total value of investment from all sources, including match received by partnering entities.

Example: Community gets a HUD grant to implement economic development strategies identified through the Stronger Economies Together program facilitated by Extension personnel.

2. Dollar value of other in-kind resources contributed by organization or community.

- ❖ This indicator includes the dollar value of in-kind resources received by organizations or communities **as a result of education or outreach provided by Extension.**
- ❖ It may also include **resources received by Extension to implement an activity, project or program as a result of a previous Extension program** (not original Extension program).

Example: County provides free use of a vacant building to be used as an entrepreneur resource center, which was an economic development strategy identified through the Stronger Economies Together program facilitated by Extension personnel. Market value rent for similar buildings in the area is estimated at \$9,600 annually.

Example: Kentucky Highlands contributed \$1.4 million (combination of funding and value of staff time contributed) towards the Promise Zone project which arose because of the SET process.

3. Number of plans (new or revised) adopted and that have begun to be implemented in community, agency, local government, business, and disaster.

- ❖ This includes action plans, strategic plans, land use plans, business plans, emergency preparedness plans, community plans, etc.

- ❖ “Implemented” means that they have initiated strategies identified in plan. It does not mean it must be complete. It may be a work in progress.
- ❖ You can count a plan previously reported if major modifications have been made and adopted.
- ❖ Do not separate by type of plan for this indicator; instead, report the aggregate number of all plans.

Example: Hospital implements their new Community Health Needs Assessment plan that Extension helped create.

4. Number of participants who report new leadership roles and opportunities undertaken.

- ❖ New leadership roles/opportunities are not limited to new formal leadership roles. The indicator may also include an expansion of current responsibilities, leading new activities, or serving the community in a new way based on increased capacity due to Extension training.

Example: An Extension leadership program alumnus has accepted a position on the chamber of commerce board.

Example: A county Extension advisory committee member who is also a local public health official now leads an assessment process that requires community input, something she learned based on her experience with county Extension programs.

Example: A Stronger Economies Together program participant runs for a new elected position because he realized the need for engaged elected officials based on his experience in the program.

5. Number of businesses created, retained, or expanded.

- ❖ This indicator includes a count of business created, retained or expanded as a result of education or outreach provided by Extension.

Example: An aging small business owner counseled by an Extension Small Business Development Center counselor developed a succession plan and was able to transfer ownership of the business to an employee rather than closing it down.

6. Number of jobs created/retained due.

- ❖ This indicator includes a count of jobs created or retained as a result of education or outreach provided by Extension.
- ❖ It could include the number of jobs reported by a program participant or be estimated based on a documentable conversion process (see example below).

Example: A business that received assistance from an Extension procurement counselor in responding to a bid to diagnose digital x-rays for the VA hospital received a contract valued at \$500,000. Extension has documentation from the federal government indicating the value of a job is \$50,000. Therefore, Extension's procurement assistance program resulted in 10 jobs being created or retained from this contract.

7. **Number of new alliances or networks formed through some type of formal agreement or MOU.**

- ❖ This indicator includes the number new partnerships, networks, collaborations, etc. created as a result of Extension programs and that are formalized through a memorandum or other formal document.

Example: Community-based organizations formalize a partnership or network/coalition to implement action ideas identified through the Turning the Tide on Poverty project facilitated by Extension personnel.