

# Community and Economic Development

Work Group Names: North Region Community and Economic Development Data Summit Team\_

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Region: **North**

Circle which primary base program it addresses -

**CD**

## Section 1. Relevance

Relevance is included to provide the reason the educational program should be developed to address the identified issue. Within the relevance section, there are several questions that must be addressed. This section will seek to address these.

Where did this issue surface?

Texas Community Futures Forum

County Committees

Commodity / Industry / Special Interest Groups

What is the issue/problem?

Need for new expanded economic activity

Problem size and scope? (How many people does it affect? How wide spread?)

Extensive

**Problem severity? (How serious is this issue?)**

**High**

Description Rural Community Survival

Target Audience? (Who does the problem impact and how many?) General Population (1,000,000)

What are some general characteristics of the audience this program targets? How will you market this program to others?

- Counties losing population.

- Newsletter, media, word of mouth, networking.

## Section 2. Response

Response refers to how Extension intends to address the issue by developing an educational program.

State the goal of the program. This is a statement, usually general and abstract, of a desired state or outcome. It is usually one sentence. Example: To increase profits for beef cattle producers.

***To create and expand economic enterprises.***

**Objective #1 - Community Leadership and Viability**

| <b>Client Change</b>   | <b>At the end of this program, will....</b>   |
|------------------------|---|
| <i>Knowledge</i>       | increase knowledge on.... <ul style="list-style-type: none"> <li>• Increase knowledge in traditional and non-traditional economic opportunities.</li> <li>• Increase knowledge of changing economic markets due to cultural diversity.</li> </ul> |
| <i>Skills</i>          | develop skills.... <ul style="list-style-type: none"> <li>• In recognizing economic opportunities and evaluating alternatives.</li> <li>• In personal, business and community leadership.</li> </ul>  |
| <i>Attitude</i>        | change their attitudes pertaining to... <ul style="list-style-type: none"> <li>• Marketing in a culturally diverse population.</li> <li>• Acceptance of non-traditional economic opportunities.</li> </ul>  |
| <i>Behavior Change</i> | adopt.... <ul style="list-style-type: none"> <li>• Strategies to utilize non-traditional economic opportunities.</li> <li>• Business strategies to meet a culturally diverse population.</li> </ul>   |
| <i>New Technology</i>  | adopt.... <ul style="list-style-type: none"> <li>• New technology methods of marketing, record keeping and information gathering.</li> </ul>  |
| <i>Best Practice</i>   | adopt ..... <ul style="list-style-type: none"> <li>• An open mind in relation to research and evaluation of economic opportunities and strategies.</li> </ul>   |

### Program Design.

| <b>Topic (Subject Matter)</b>                      | <b>Strategy to Deliver Content (Method)</b>                        | <b>Existing Resource(s)</b>   | <b>Contact Person(s) (Includes CEA's Specialists, Commodity Reps)</b>             |
|--|--|---|---|
| Cultural Beliefs and Practices                     | - Seminars<br>- Newsletters  | - Community Cultural Leader<br>- Census Information<br>- Library Internet                                 | - Hispanic Chamber<br>- Minority Business Owners                                  |
| Personal, Business and Community Leadership Skills | - Meeting Series<br>- On-line Courses<br>- One-on-one Consultation | - Community Collaboration<br>- TRLP<br>-National Network Collaboration<br>- County Leadership Programming | - Chamber of Commerce<br>- Community Colleges<br>- Ext. CD Specialists<br>- SCORE |
| Current Economic Opportunities to be Expanded      | - Asset Mapping Workshop<br>- One-on-one Consultation              | - SBDC<br>- Trade Assoc<br>- SBA  | - Extension Specialists   |

|  |   |   |  |
|--|---|---|--|
| Knowing Your Market                    | - Seminar/Workshops<br>- One-on-one Consultation                      | - Community Colleges<br>- SBDC<br>- Enterprise Network<br>- Trade Association                               | - See Resources List                           |
| Existing Resources                     | - On-Line<br>- Seminar/Workshops<br>- One-on-one Consultation         | - Internet<br>- TDA<br>- Trade Magazines<br>- SBDC<br>- PRPC<br>- Library<br>- Council of Gov.              | - Extension Specialists<br>- See Resource List |
| How to Evaluate Alternatives           | - Seminar/Workshops<br>- One-on-one Consultation                      | - Community Colleges<br>- Leadership Training Programs  | - Extension Specialists<br>- See Resource List |
| What is a Viable Economic Opportunity? | - Seminar/Workshops<br>- One-on-one Consultation                      | - SBDC<br>- Enterprise Network<br>- Bankers<br>- Investors<br>- Trade Magazines<br>- Midwest TX Communities | - Extension Specialists<br>- See Resource List |
| Daily Record Keeping                   | - Seminars<br>- Newsletters<br>- One-on-one Consultation<br>- On-Line | - Community College<br>- SBDC<br>- Internet<br>- Software programs  |  |

### Section 3. Results

| <b>Client Change Level</b> | <b>Sample Questions (Review the objectives section to help place questions or statements in the space below)</b>  |
|----------------------------|---|
| <i>Knowledge</i>           | <ol style="list-style-type: none"> <li>1. Name a non-traditional economic opportunity that could be developed in your community.</li> <li>2. Name two cultural beliefs of culture that affects their spending habits.</li> <li>3. Name a way you could market to a different audience.</li> </ol>   |
| <i>Skills</i>              | <ol style="list-style-type: none"> <li>1. What is one criteria used to evaluate a new opportunity?</li> <li>2. Name one new practice you have used in dealing with employees.</li> <li>3. Name one new practice you have used in leadership in the community.</li> <li>4. List attributes of a good employer</li> <li>5. List attributes of a good community leader.</li> </ol> |
| <i>Attitude</i>            | <ol style="list-style-type: none"> <li>1. How have you changed your attitude regarding reaching different cultural clientele?</li> <li>2. How many people attended program over time?</li> <li>3. How many people recruited others to attend a program?</li> </ol>  |

|                        |   |
|------------------------|---|
| <i>Behavior Change</i> | <ol style="list-style-type: none"> <li>1. What new marketing strategy are you using?</li> <li>2. What new audiences are you marketing to?</li> <li>3. What new non-traditional business practice are you using?</li> <li>4. What new non-traditional resource are you using?</li> <li>5. What new business practice are you using?</li> <li>6. What new leadership roles have you taken?</li> </ol> |
| <i>New Technology</i>  | <ol style="list-style-type: none"> <li>1. What new technology are you now using?</li> <li>2. What new marketing strategies are you using with the help of technology?</li> <li>3. What new financial record keeping methods are you using?</li> <li>4. Where would you go to find new information?</li> </ol>   |
| <i>Best Practice</i>   | <ol style="list-style-type: none"> <li>1. How many people made changes in pre-post test?</li> <li>2. How many recruited others to come to a program?</li> </ol>   |

Economic Indicators. Are there economic indicators that can be measured concerning this issue?

NO

Please list them below.

Interpretation. The last step in the process is interpreting the results to our stakeholders. List internal and external stakeholders that would be interested in the results of this educational program. Do not forget to think about other state agencies and groups that would be interested in these outcomes.

| <b>Internal to Extension Stakeholders</b>   | <b>External Stakeholders</b>  |
|---|---|
| <ul style="list-style-type: none"> <li>• Specialists</li> <li>• Commissioners Court</li> <li>• Program Council</li> </ul> | <ul style="list-style-type: none"> <li>• Chamber of Commerce</li> <li>• Economic Development</li> <li>• SBDC</li> <li>• Enterprise Network</li> <li>• Community Colleges</li> <li>• Civic Clubs</li> <li>• New Media</li> </ul> |

Additional Resources. What additional resources are needed to address this issue? In other words, what is needed to design innovative programs that will impact our audiences? Use the space below or the back if needed.

## Objective #2 - Nature and Heritage Tourism

State the outcome objectives.

| <b>Client Change</b>   | <b>At the end of this program, will....</b>   |
|------------------------|---|
| <i>Knowledge</i>       | increase knowledge on.... <ul style="list-style-type: none"> <li>• Existing operation options (case studies)</li> <li>• Marketing methods/utilizing existing interest groups.</li> </ul>  |
| <i>Skills</i>          | develop skills.... <ul style="list-style-type: none"> <li>• Resource interpretation (guiding) and hospitality.</li> <li>• Use of computers.</li> <li>• Wildlife identification (ecology) and history (culture).</li> </ul>  |
| <i>Attitude</i>        | change their attitudes pertaining to... <ul style="list-style-type: none"> <li>• Utilizing existing resources.</li> <li>• Diversifying traditional Crop/Livestock Operations into Nature Tourism.</li> <li>• Allowing strangers on property for Nature Tourism Enterprise.</li> </ul> |
| <i>Behavior Change</i> | adopt.... <ul style="list-style-type: none"> <li>• The idea of creating a business plan.</li> <li>• Seize the opportunity to increase Ag awareness among Nature Tourism clientele.</li> </ul>   |
| <i>New Technology</i>  | adopt.... <ul style="list-style-type: none"> <li>• Utilizing internet to market new enterprise (i.e. use of internet marketing site "TexasINFRONT" offered through TCE @ <a href="http://naturetourism.tamu.edu">http://naturetourism.tamu.edu</a> )</li> </ul>                       |
| <i>Best Practice</i>   | adopt ..... <ul style="list-style-type: none"> <li>• Develop and implement a wildlife management plan that includes monitoring of both consumptive (hunting) and non-consumptive (non-hunting) impacts.</li> </ul>  |

Program Design.

| <b>Topic (Subject Matter)</b> | <b>Strategy to Deliver Content (Method)</b>   | <b>Existing Resource(s)</b>   | <b>Contact Person(s) (Includes CEA's Specialists, Commodity Reps)</b>  |
|-------------------------------|---|---|--|
| (Everything on Previous Page) | <ul style="list-style-type: none"> <li>- Meetings/ Conferences</li> <li>- Mass Media</li> <li>- Newsletter/ Publications</li> </ul> | <ul style="list-style-type: none"> <li>- Nature Net Newsletter</li> <li>- Nature Tourism Handbook (B-6147)</li> <li>- Nature Tourism Ranch Opportunities for Today DVD</li> <li>- <a href="http://naturetourism.tamu.edu">http://naturetourism.tamu.edu</a></li> <li>- <a href="http://www.lacopita.com">www.lacopita.com</a></li> <li>- Panhandle tourism newsletter (Prairie Rivers Tourism Assoc)</li> </ul> | <ul style="list-style-type: none"> <li>- Miles Phillips/Andy Skadberg</li> <li>- Dale Rollins/Ken Cearsy</li> <li>- Stan Meador (Successful Eco-Tourism Entrepreneur)</li> </ul> |

|  |                                |   |  |
|--|--------------------------------|---|--|
| -Wildlife Management Plan<br>- Business Plan<br>- Internet Use   | - Workshop/Clinic              | - Quail appreciation day<br>- Deer appreciation day             | - TCE Specialists<br>- TP&WD, TFS, NRCS, nutritionists, interest groups (Nature Conservancy), outfitters |
| - Resource Interpretation<br>- Guiding<br>- Hospitality<br>- Operation Options<br>- Utilize existing resources | - Tour/Field day/Demonstration | - Successful operations to tour<br>• Canadian<br>• Elkins Ranch | - All of the above<br>- Remelle Fahrer   |
| - Leadership Development   | - Youth Camp                   | - Bobwhite Brigade<br>- Buckskin Brigade<br>- Bass Brigade      | - TCE Specialists  |

### Section 3. Results

| <b>Client Change Level</b> | <b>Sample Questions (Review the objectives section to help place questions or statements in the space below)</b>   |
|----------------------------|--|
| <i>Knowledge</i>           | <ul style="list-style-type: none"> <li>• Are you aware of Nature Tourism operations that have been successfully established?</li> <li>• What components of those operations were key to their success?</li> <li>• What marketing strategies would you incorporate into your operation to make it a successful enterprise?</li> <li>• What special interest groups/organizations would you work with to help insure successful establishment of a nature tourism operation?</li> </ul>                                  |
| <i>Skills</i>              | <ul style="list-style-type: none"> <li>• What are key elements of hospitality to consider when developing a nature tourism operation?</li> <li>• How can computers be utilized to enhance establishment of a nature tourism enterprise?</li> <li>• How would you highlight the heritage/history of your farm/ranch/community/county for your nature tourism clientele?</li> <li>• Who are some resource people/agencies that can be utilized in identifying wildlife resources at your nature tourism site?</li> </ul> |
| <i>Attitude</i>            | <ul style="list-style-type: none"> <li>• Are resources on operation being utilized?</li> <li>• Is operation being diversified from traditional?</li> <li>• Are strangers being allowed on operation?</li> </ul>  |

|                        |   |
|------------------------|---|
| <i>Behavior Change</i> | <ul style="list-style-type: none"> <li>• Has a business plan been developed for the operation with strategic goals?</li> <li>• Have groups/opportunities been utilized to increase Ag awareness among clientele?</li> </ul>   |
| <i>New Technology</i>  | <ol style="list-style-type: none"> <li>1. Have you listed your operation on TexasINFRONT? Yes/No</li> <li>2. Have you utilized TexasINFRONT for finding new ideas (i.e. market research)?</li> <li>3. How much additional revenue would you attribute to utilization of TexasINFRONT?</li> </ol>  |
| <i>Best Practice</i>   | <ol style="list-style-type: none"> <li>1. Have you created a wildlife management plan? Yes/No</li> <li>2. Have you created a monitoring/evaluation program to supplement your management plan?</li> <li>3. Do you feel your operation has improved due to use of your wildlife management plan?</li> <li>4. How much additional annual revenue would you attribute to utilization of your wildlife management plan?</li> <li>5. How many acres has been put under the wildlife plan?</li> </ol> |

Economic Indicators. Are there economic indicators that can be measured concerning this issue?

YES

Please list them below.

- Increase in landowner income.
- Increase in community/business economic activity.
- Web site hits.
- Value of advertising for public relation stories (field days, tours, etc) on successful operations.

Interpretation.

| <b>Internal to Extension Stakeholders</b>   | <b>External Stakeholders</b>  |
|---|---|
| <ul style="list-style-type: none"> <li>• TCE agents, Specialists, departments, Ag communications</li> </ul> | <ul style="list-style-type: none"> <li>• County Commissioners Courts</li> <li>• City Councils/Chamber of Commerce</li> <li>• Economic Development Board</li> <li>• USDA-NRCS, TFS, TP&amp;WD, FSA, RC&amp;D, TTIA (Texas Travel Industry Association)</li> <li>• Legislators</li> <li>• Other Universities</li> </ul> |

Additional Resources. What additional resources are needed to address this issue? In other words, what is needed to design innovative programs that will impact our audiences? Use the space below or the back if needed.

- Grants, Sponsorship for Workshops/Tours
- More demonstration ranches deeded to TCE/TAMU

## Objective #3 - Jobs and Business Development

State the outcome objectives.

| <b>Client Change</b>   | <b>At the end of this program, will....</b>   |
|------------------------|---|
| <i>Knowledge</i>       | increase knowledge on.... <ul style="list-style-type: none"> <li>• Best practices for business success.</li> <li>• Marketing (research, cost)</li> <li>• Financial Management (record keeping, statements)</li> <li>• Management vs Work</li> </ul> |
| <i>Skills</i>          | develop skills.... <ul style="list-style-type: none"> <li>• Interpret financial statements.</li> <li>• Record keeping.</li> <li>• Executive management skills.</li> <li>• Using technology.</li> </ul>  |
| <i>Attitude</i>        | change their attitudes pertaining to... <ul style="list-style-type: none"> <li>• Business planning.</li> </ul>  |
| <i>Behavior Change</i> | adopt.... <ul style="list-style-type: none"> <li>• Executive/management behaviors (vs worker).</li> </ul>   |
| <i>New Technology</i>  | adopt.... <ul style="list-style-type: none"> <li>• Computers/internet as <u>productivity tools</u>.</li> </ul>  |
| <i>Best Practice</i>   | adopt ..... <ul style="list-style-type: none"> <li>• Utilize and coordinate resources for success (case studies).</li> </ul>  |

Program Design.

| <b>Topic (Subject Matter)</b> | <b>Strategy to Deliver Content (Method)</b>                                   | <b>Existing Resource(s)</b>   | <b>Contact Person(s)<br/>(Includes CEA's<br/>Specialists,<br/>Commodity Reps)</b> |
|-------------------------------|---|---|---|
| Business Planning             | - Group methods<br>- Individual contact<br>- Distance education<br>- Internet | - SBDC<br>- EDIS  | - PJ Pronger  |
| Business Resources            | - Group methods<br>- Individual contact<br>- Distance education<br>- Internet | TDA, WTAMU,<br>Texas Tech, TPWD,<br>TxDOT, NRCS,<br>TEEX, TWC, TDCJ | - Bob Robinson  |
| Employee Skills               | - Group methods<br>- Individual contact<br>- Distance education<br>- Internet | - Hospitality & NG<br>- Festival & NG<br>- Guide & NG               | - Pam Brown   |

|   |   |   |   |
|---|---|---|---|
| Customer Service  | <ul style="list-style-type: none"> <li>- Group methods</li> <li>- Individual contact</li> <li>- Distance education</li> <li>- Internet</li> </ul> | - Ca\$hing Chapter  | - Pam Brown   |
| Business Management <ul style="list-style-type: none"> <li>• Record keeping</li> <li>• Marketing</li> </ul> | <ul style="list-style-type: none"> <li>- Group methods</li> <li>- Individual contact</li> <li>- Distance education</li> <li>- Internet</li> </ul> | <ul style="list-style-type: none"> <li>- SBDC</li> <li>- WTAMU Enterprise Network</li> <li>- Community College</li> </ul> | <ul style="list-style-type: none"> <li>- PJ Pronger</li> <li>- David</li> <li>- As Appropriate</li> </ul> |
| Market Research   | <ul style="list-style-type: none"> <li>- Group methods</li> <li>- Individual contact</li> <li>- Distance education</li> <li>- Internet</li> </ul> | <ul style="list-style-type: none"> <li>-TEEX</li> <li>- Center Enterprise Studies WTAMU</li> </ul>                        | <ul style="list-style-type: none"> <li>- Gary ???</li> <li>- David</li> </ul>                             |
| Executive Development   | - One-on-one mentoring  | - WTAMU Enterprise Network  | - David   |

### Section 3. Results

| Client Change Level    | Sample Questions (Review the objectives section to help place questions or statements in the space below)  |
|------------------------|--|
| <i>Knowledge</i>       | <ul style="list-style-type: none"> <li>• # of Programs</li> <li>• # of Participants</li> <li>• Post Test - "Are you better prepared to make a decision regarding starting a business?"</li> </ul>  |
| <i>Skills</i>          | Quarterly reviews of incubator participants <ul style="list-style-type: none"> <li>• Correct interpretation of financial statements?</li> <li>• Adequate, accurate record keeping?</li> <li>• Demonstrated executive skills?</li> <li>• Appropriate productive use of technology?</li> </ul> |
| <i>Attitude</i>        | <ul style="list-style-type: none"> <li>• # of program participants? (Over time)</li> </ul>   |
| <i>Behavior Change</i> | <ul style="list-style-type: none"> <li>• # completing business plan?</li> <li>• # applicants for incubator?</li> <li>• # SBDC clients?</li> </ul>  |
| <i>New Technology</i>  | Quarterly reviews incubator participants <ul style="list-style-type: none"> <li>• Productive use of technology?</li> </ul>   |
| <i>Best Practice</i>   | Use of resources in business development/expansion. <ul style="list-style-type: none"> <li>• Yes/No, how many, which?</li> </ul>   |

Economic Indicators. Are there economic indicators that can be measured concerning this issue?

YES

Please list them below.

- # of businesses
- # of jobs

Interpretation. The last step in the process is interpreting the results to our stakeholders. List internal and external stakeholders that would be interested in the results of this educational program. Do not forget to think about other state agencies and groups that would be interested in these outcomes.

| Internal to Extension Stakeholders   | External Stakeholders   |
|--|---|
| <ul style="list-style-type: none"><li>• Administration</li><li>• Other Regions</li></ul> | <ul style="list-style-type: none"><li>• Community Leaders</li><li>• State Legislature</li><li>• Partner Organizations and Agencies</li><li>• Commissioners Courts</li></ul> |

Additional Resources. What additional resources are needed to address this issue? In other words, what is needed to design innovative programs that will impact our audiences? Use the space below or the back if needed.

- Funding, staff, administrative support/prioritization (time limitations), physical facilities, marketing resources

## Objective #4 - Home-Based Micro and Youth Business Development

| Client Change          | At the end of this program, will....  |
|------------------------|---|
| <i>Knowledge</i>       | increase knowledge on.... <ul style="list-style-type: none"> <li>• Services available through all business consulting organizations throughout the region.</li> <li>• Tools and resources of TCE's Banner programs including Ca\$hing; youth Eship curriculum.</li> </ul> |
| <i>Skills</i>          | develop skills.... <ul style="list-style-type: none"> <li>• To locate and utilize the resources within their region.</li> <li>• Accessing and assessing the resources applying one concept.</li> </ul>  |
| <i>Attitude</i>        | change their attitudes pertaining to... <ul style="list-style-type: none"> <li>• About utilizing the services business consultants.</li> <li>• Educational programs from these resources can be beneficial in developing your business.</li> </ul>                        |
| <i>Behavior Change</i> | adopt.... <ul style="list-style-type: none"> <li>• Utilize and visit the resources available through regional business consulting organizations.</li> <li>• Adopt a technique that they learn in educational program (such as Ca\$hing).</li> </ul>                       |
| <i>New Technology</i>  | adopt.... <ul style="list-style-type: none"> <li>• Take an on-line course available through resources.</li> <li>• Take an on-line course Mainstreet Texas Online.</li> </ul>  |
| <i>Best Practice</i>   | adopt .....   |

| Topic (Subject Matter) | Strategy to Deliver Content (Method) | Existing Resource(s) | Contact Person(s) (Includes CEA's Specialists, Commodity Reps) |
|------------------------|--------------------------------------|----------------------|--|
|                        |                                      |                      |  |

|  |  |  |   |
|--|--|--|---|
| <p>Development of Entrepreneurial Businesses</p> <p>(All 23 chapters of COB, marketing, pricing, etc.)</p> | <ul style="list-style-type: none"> <li>- Demonstration Website</li> <li>- Workshops</li> <li>- School Based</li> <li>- Speaking "tour" to organization "Lunch and Learn Series"</li> <li>- On-line Courses</li> <li>- On site store/business visits</li> <li>- Result demonstration with small businesses</li> </ul> | <ul style="list-style-type: none"> <li>- Main Street TX On-line</li> <li>- Child Care Businesses</li> <li>- TCRE</li> <li>- COB</li> <li>- Micro-enterprise Res</li> </ul> | <ul style="list-style-type: none"> <li>- Sheila Martin (TDA)</li> <li>- SBDC</li> <li>- Enterprise Networks</li> <li>- Council on Gov</li> <li>- Chambers of Commerce</li> <li>- EDC</li> <li>- Board of Economic Dev</li> <li>- Banks</li> <li>- Micro Lenders</li> <li>- Miles Phillips</li> <li>- Greg Clary</li> <li>- Pam Brown</li> </ul> |
|--|--|--|---|

### Section 3. Results

| <b>Client Change Level</b> | <b>Sample Questions (Review the objectives section to help place questions or statements in the space below)</b>  |
|----------------------------|---|
| <i>Knowledge</i>           | <ol style="list-style-type: none"> <li>1. Did you evaluate your reason for being in business?</li> <li>2. Can you identify resources that can assist you in developing or improving your businesses?</li> <li>3. Can you identify outside and non-traditional resources?</li> <li>4. What TCE programs are available to help you in development of Enterprise Business?</li> </ol>  |
| <i>Skills</i>              | <ol style="list-style-type: none"> <li>1. Did you compare your business to other similar businesses in the community?</li> <li>2. Do you know and work with your competition?</li> <li>3. Have you conducted market research to create niche markets?</li> <li>4. Do you market on a regional basis?</li> </ol>   |
| <i>Attitude</i>            | <ol style="list-style-type: none"> <li>1. How many different types of businesses have you learned about through these workshops?</li> <li>2. Do you now network with other businesses?</li> <li>3. Name one way your business contributes to the community's economic climate.</li> <li>4. Did you visit your area SBDC office?</li> <li>5. Did you attend any other workshops in this area?</li> <li>6. Do you read a business journal?</li> </ol> |
| <i>Behavior Change</i>     | <ol style="list-style-type: none"> <li>1. Did you put a marketing plan in place?</li> <li>2. Do you run a profit/loss statement monthly?</li> <li>3. Do you do cash flow statements?</li> <li>4. List changes you implemented as a result of a Ca\$hing in business?</li> <li>5. Have you conducted a feasibility study?</li> </ol>   |

|                       |   |
|-----------------------|---|
| <i>New Technology</i> | <ol style="list-style-type: none"> <li>1. Do you use the internet in your business?</li> <li>2. Do you have a web-site?</li> <li>3. Did you take an on-line business course?</li> <li>4. Can you market via E-Commerce?</li> <li>5. Do you have an E-Commerce business plan?</li> </ol> |
| <i>Best Practice</i>  | <ol style="list-style-type: none"> <li>1. Did you complete your business plan?</li> <li>2. Did you implement it?</li> <li>3. Have you evaluated it for changes?</li> </ol>  |

Economic Indicators. Are there economic indicators that can be measured concerning this issue?

YES

Please list them below.

- Are you still in business?
- How much money did you save by not going into business?
- How many people have you hired and retained?
- How much money did you use (or borrow) to start the business?

Interpretation. The last step in the process is interpreting the results to our stakeholders. List internal and external stakeholders that would be interested in the results of this educational program. Do not forget to think about other state agencies and groups that would be interested in these outcomes.

| Internal to Extension Stakeholders   | External Stakeholders  |
|--|--|
| <ul style="list-style-type: none"> <li>• Specialists</li> <li>• Program area committees</li> <li>• Commissioners court</li> <li>• Executive boards</li> <li>• Professional Association</li> <li>• Head Shed</li> </ul> | <ul style="list-style-type: none"> <li>• Interpretation events</li> <li>• Speakers Tour</li> <li>• SBDC</li> <li>• COC</li> <li>• TWC</li> <li>• Media</li> <li>• Civic organizations</li> <li>• EDC</li> <li>• Community Colleges</li> <li>• Lending Institutions</li> <li>• Business owners in region</li> <li>• LBB/government offices</li> </ul> |

Additional Resources. What additional resources are needed to address this issue? In other words, what is needed to design innovative programs that will impact our audiences? Use the space below or the back if needed.

- More media and marketing resources.
- Training on what the “big picture is” and where and how curriculum fits and other programming we do.
- New image for TCE related to Community and Economic Development.
- Training to understand diversity and how to program within that across various areas of the state.