

Building Community Capacity

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Region: EAST CD

Section 1. Relevance

Where did this issue surface?

Texas Community Futures Forum
Commodity / Industry / Special Interest Groups
Specialist(s)

What is the issue/problem?

The need to develop and maintain sustainable communities using appropriate community and economic development tools and programs in dynamic social and economic environments while considering regional competitive advantages.

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

This issue affects all communities in every county in the East Region.

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

Description: There is nothing more important than a healthy, economically viable community.

Target Audience? (Who does the problem impact and how many?)

Community Leaders

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

Influential, innovative, resourceful. Marketed via media, business & community associations, networking, community based planning

Section 2. Response

To increase knowledge and skills necessary for community leaders to improve economic viability of their respective community.

State the outcome objectives.

Client Change	At the end of this program, will....
<i>Knowledge</i>	increase knowledge on.... characteristics of a progressive, healthy community.

<i>Skills</i>	develop skills... including leadership, community and economic development strategies (<u>tools</u>), ability to access resources and assistance.
<i>Attitude</i>	change their attitudes pertaining to... community and economic development strategies that enhance quality of life (community health).
<i>Behavior Change</i>	adopt... appropriate leadership characteristics that result in healthy communities.
<i>New Technology</i>	adopt... all available & appropriate technology necessary to develop and maintain healthy communities.
<i>Best Practice</i>	adopt entrepreneurship, sound economic practices, and business development

Program Design.

Topic (Subject Matter)	Strategy to Deliver Content (Method)	Existing Resource(s)	Contact Person(s) (Includes CEA's Specialists, Commodity Reps)
Business Development	Networking, Seminar/Workshop, Electronic Information Delivery, Print Media	TCRE TEEX SBDC Websites TEDC Chamber of Comm TDA TCE	Greg Clary (TCE) Pam Brown (TCE) Robert Wood (TDA) Carlton Schwab (TEDC) Deborah Webb (TEEX)
Tourism	Networking, Seminar/Workshop, Electronic Information Delivery, Print Media	TCE Department of Rec & Park TCE Department of Wildlife & Fish TDA	Andy Skadberg Neil Wilkins Robert Wood
Open Space Development, Conservation & Use	Networking, Seminar/Workshop, Electronic Information Delivery, Print Media	TCE Department of Rec & Parks Texas Parks & Wildlife Local Parks & Open Space Department Corps of Engineers	Andy Skadberg

Land Use Planning	Networking, Seminar/Workshop, Electronic Information Delivery, Print Media	Texas Real Estate Research Center	Judon Fambrough
Beautification	Networking, Seminar/Workshop, Electronic Information Delivery, Print Media	Beautification Kit in Extension Bookstore Texas Mainstreet Project Keep Texas Beautiful	Edna Eisenfeldt Master Gardeners Chamber of Commerce Texas Historical Society
Leadership Development	Networking, Seminar/Workshop, Electronic Information Delivery, Print Media	Texas Rural Leadership Program Texas Leadership Institute local Leadership Programs TALL	Greg Taylor Staci Hoefling (V.G. Young) Jim Maz.
Workforce Development	Networking, Seminar/Workshop, Electronic Information Delivery, Print Media	TX Workforce Commission local workforce Development Boards local Educational Groups	Luis Macias/Mark Ellison local personnel local personnel
Community Based Planning	TCCF Strategic Planning	Strategic Planning for Local Economic Development Community Based Planning	local CEA Greg Taylor Gene Theodore

Section 3. Results

Client Change Level	Sample Questions (Review the objectives section to help place questions or statements in the space below)
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<i>Knowledge</i>	<p>Describe characteristics of a healthy, progressive community.</p> <p>How can one determine if a community is healthy and progressive?</p> <p>What are characteristics of a stagnant, unhealthy community?</p> <p>What have you identified in your community that indicate the health of your community?</p>
<i>Skills</i>	<p>What skills have you developed to assist in improving your community?</p> <p>What leadership capacity have you developed to improve your community health?</p> <p>How have you accessed resources to enhance your community?</p>
<i>Attitude</i>	<p>How has your vision of the health of your community changed?</p> <p>How has your perception of the community changed?</p> <p>How do you perceive your willingness to change?</p> <p>How do others perceive your willingness to change?</p>
<i>Behavior Change</i>	<p>What leadership characteristics have you adopted that result in a healthy community?</p> <p>How do you utilize Leadership characteristics learned through your involvement in Extension Program?</p> <p>What are you doing differently as a result of the Extension Program?</p>
<i>New Technology</i>	<p>What new technologies have you become aware of?</p> <p>What new technologies have you adopted as a result of the Extension program?</p>
<i>Best Practice</i>	<p>What new practices have you employed to make your community healthy as a result of the Extension Program?</p>

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

YES

Please list them below.

- increased employment rates
- population rate increase
- increased new business startups
- increased tourism
- increased tax base
- community improvement awards
- increased per capita income
- increased grant funding

Interpretation

Internal to Extension Stakeholders	External Stakeholders
CEA's Specialist Administrators Texas A&M System EPC	Policy Makers <ul style="list-style-type: none"> - Comm. Courts - State Legislators - Federal Legislators Business and Commodity Groups Economic Development Community Non-Political Leadership State Agencies (as appropriate) Non profit Foundations Media Outlets

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
- Human Capital
- Creativity
- Professional Development for Staff