

WSU CLARK COUNTY EXTENSION PROGRAM

Proposed Program Refocus

2015



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WASHINGTON STATE
UNIVERSITY
EXTENSION

AG BUSINESS
DEVELOPMENT



FOOD SYSTEMS
AG PRODUCTION



ECONOMIC
DEVELOPMENT



ENVIRONMENTAL
STEWARDSHIP



YOUTH
DEVELOPMENT



HEALTH &
WELLNESS



PARTNERSHIP SINCE 1917

- *Three-way partnership between USDA, Washington State University, and local county governments.*
- *WSU Extension county offices offer a different mix of local programs that may include agriculture, gardening, community and economic development, health and wellness, youth and families, and natural resource stewardship.*



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GOAL

- *WSU Clark County Extension programs engage people, organizations and communities to advance knowledge, economic well-being, and quality of life by fostering inquiry, learning, and the application of research.*



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PROGRAM AREAS

- *Agricultural related business development*
- *Food systems & agricultural production*
- *Economic Development (new)*
- *Environmental Stewardship*
- *4-H Youth development*
- *Health and wellness*



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EXISTING PROGRAM

- **Headquartered at Heritage Farm**
- **County contribution of \$620,544 per biennium from general fund**
- **County DES contracts 2014-2015 of \$159,000**

- **WSU contributes \$655,616 and \$1,193,812 in grants**
- **\$3,838,434 total biennial program budget**
- **County contribution leverages \$4.93 for every county dollar contributed**



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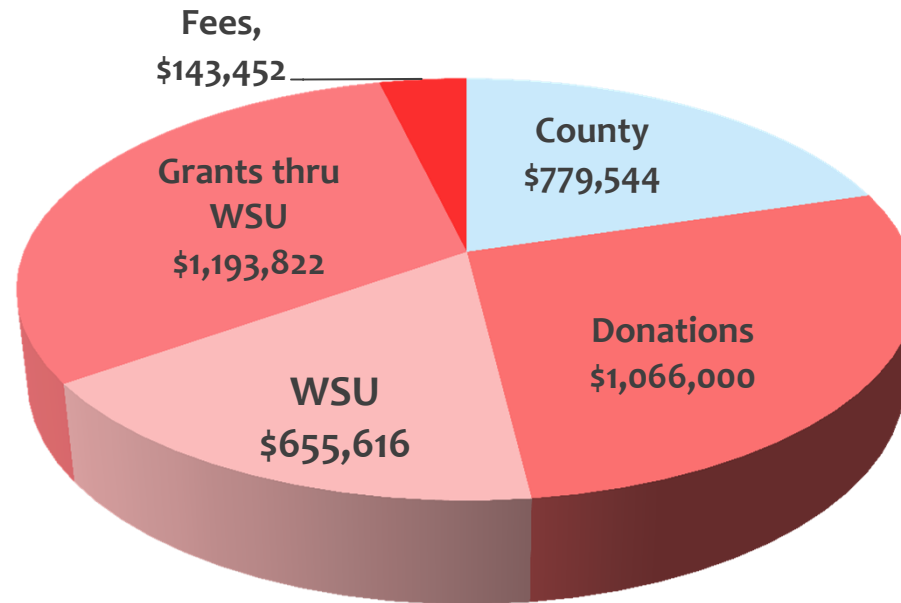


HEALTH & WELLNESS



EXISTING PROGRAM

WSU Extension Biennial Funding **



** Does not include \$856,000 WSU pro-rated support for information technology support, program planning
 Professional development, budget & financial services, publication services, specialist support.
 Nor does this include County technology support, facilities and utility costs.



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REFOCUS GOALS

- *Retain as many existing services as possible while shifting the focus to:*
 - *Strengthen business opportunity throughout the county, and especially in the rural economy*
 - *Train and support small entrepreneurs*
 - *Improve import\export opportunities and services for small and medium size businesses.*



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DISCUSSION

- *WSU and county staff began in 2013*
- *Look for opportunities to do more economic development within existing financial constraints*
- *Recognize transition takes time*



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SHIFT THE FOCUS IN 2015

- *Doug Stienbarger, Jeff Swanson and Buck Heidrick (SBDC) evaluating economic development program offerings*
- *Define need and identify demographic to be served*
- *Develop assessment methodology to determine effectiveness of change in approach*



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REDIRECTED FOCUS

- **Entrepreneur/start-up training**
- **Small Business Outreach**
Activities for 2015
 - **Agricultural business development programs**
 - **Small Farm Business Planning class**
 - **Farmers Market collaborative**
 - **Marketing Channel Assessment Tool (MCAT) for small farms and vendors at farmers markets**
 - **Product Development for Value-Added Prepared Foods**

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REDIRECTED FOCUS

- **Import\Export**
 - *Export 101 workshop*
 - *Assess growth opportunities and services for small and mid size businesses and emerging enterprises (not exclusively agricultural businesses).*

- **Food Processing and Composite Manufacturing**
 - *Outreach*
 - *Focus on process improvements, new produce identification, technology transfer*



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REDIRECTED FOCUS

- **Re-orient small farm activities toward food systems and economic outcomes.**
 - Expand workshops on improved production practices for increased profitability
 - Expand farmer cooperator field days and experiments
 - Develop beginning farmer production class series based on Cultivating Success curriculum
 - Shift toward business horticulture and away from home horticulture



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REDIRECTED FOCUS

- **Health and wellness program**
 - *Initiate a worksite wellness program*
 - *Expand marketing for food safety programs*
 - *Develop training for farmers, especially farmer's market vendors, for sales to restaurants, schools and other commercial arenas*



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LEVERAGE THE HERITAGE FARM

- **Heritage Farm activities**
 - *Install and maintain high tunnel in 2015 as infrastructure for farmers and applied research*
 - *Collaborate with the Puyallup WSU Research and Extension Center to encourage academics throughout the WSU system to use the Heritage Farm as a research facility*
 - *Implement a farmer/farm Incubator*



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RETAIN WITHOUT CHANGE

- *Master Gardener program*
- *Small Acreage program*
- *4-H Youth Development and Families program*

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RESULT

- **More emphasis on economic development**
 - Strengthen business opportunity throughout the county and especially in the rural economy
 - Train and support small entrepreneurs
 - Improve import\export opportunities and services for small and medium size businesses.
- **Orderly transition in 2015-2016**
- **Retain as many existing services as possible**



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