Community Design Project Assistance—Frequently Asked Questions

By Jayoung Koo, Assistant Professor, Landscape Architecture and CEDIK Extension Specialist

Community design assistance is a new program within CEDIK and the Cooperative Extension Service in the College of Agriculture, Food and Environment at the University of Kentucky. We work with communities on projects that are intended to improve or enhance the physical environment and quality of life in small towns or communities throughout the Commonwealth of Kentucky. Here are a few common questions I have received since arriving at UK in Fall 2012:

1. **What type of projects does CEDIK’s community design assistance work on?**

As the landscape architecture specialist within CEDIK and the Cooperative Extension Service, I provide assistance to communities who are interested in physical planning and designing of their built environments. I work on projects such as public places, land use plans, trails, and streetscapes. My efforts also focus on spatial planning projects that intend to achieve goals such as improving community health through increased walkability or connectivity for pedestrians. Overall, I assist communities to accomplish multiple goals that can be relevant to improving their built environments. Community design projects assisted through CEDIK should be opportunities for dialogue, education and capacity building. Therefore, we emphasize the process as much as the outcome and do not just provide drawings or designs alone.

2. **What is community design and what does the community process look like?**

Community design complements other program areas within CEDIK and the Cooperative Extension Service at UK such as community development, economic development, and environmental and resource management. The design process emphasizes community participation from initial project ideas to all decision making phases with feedback. Interested community members (leaders, volunteers, work groups, etc.) approach CEDIK with a project idea or concept. The extension specialist assists stakeholders to further identify the overall goals, objectives and processes that the community could pursue. If the community decides to move along with the project after the initial consultation, then the community and extension specialist reach a work agreement which should include at least one public input process to reflect representative community interest.

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“Everything we do is community development”

I will be starting my 8th year at the University of Kentucky as a Community and Economic Development (CED) Extension Specialist and my 3rd year as the director of CEDIK. So it seems like it’s an appropriate time to reflect on CED work in the state. In addition, our County Extension Agents are finalizing their annual reports where each agent has to report on their CED work over their last year. For agents it has always been tricky to delineate what is and what is NOT CED programming. Thus, I come upon my least favorite sentence, “Everything I do is community development,” or “anything I do that makes someone in my community better off is community development.” While I recognize the absolute value of the work our local extension staff and other non-extension agencies accomplish throughout the state, I admit that this notion has frustrated me from day one.

In response I thought I would give you my definition of community development as well as a more academic definition developed by extension colleagues around the state. Alison’s definition: “Community development is a deliberate process that empowers individuals and their communities to improve social and economic conditions for everyone who resides and works in that community through collaboration and cooperation.”

The academic definition (Foundations of Practice, North Central Regional Rural Development Center): “A process through which people and communities acquire the attitudes, skills and abilities for active participation in creating meaningful futures and dealing with community issues.”

So what are the core competencies of community development?

- Basic Understanding of Community - The ability to more fully understand the complexity and dynamics of issues and situations in a community context.
- Community Situational Analysis - The ability to analyze a particular issue or situation in a community from a historical, political, cultural and community context.
- Community Power Structure - The ability to identify who (individuals and groups) is involved in community decision-making and how decisions are made.
- Community Economics - The ability to understand the economic base of a community and the dynamics between the various economic sectors.
- Community Demographics - The ability to understand the demographic profile and trends in a community is essential to identifying issues and sustainable alternatives.
- Social Action Process - The ability to know how to organize and mobilize resources for action, as well as possible barriers.

Without a doubt we have some tremendous CED work going across the entire state at the local level by our agents. I wonder if maybe we can evaluate the CED’ness of our programs by looking at these core competencies. The findings might suggest that the activity has a very strong community development component or we might find that there are opportunities to make it stronger by bringing more partners to table, leveraging the assets in the community, better understanding the community context both through primary and secondary data exploration, or by being very thoughtful about the social action process that is desired/needed to move the community forward.

I hope you can use this newsletter to better frame CED work in the future and to think about the CED work taking place in your community. What can you do to make your community more resilient and empowered?

Alison
CEDIK Research Update

By James Allen IV, CEDIK Research Director

The University of Kentucky campus is quieter in the summer. Fewer classes mean fewer students, which makes it an ideal time for many faculty and staff to take a break. However, the CEDIK Research Program remains hard at work, moving forward on several important research projects. Among other things, we have just released a new county-specific profile describing workforce and sent out an important statewide survey on entrepreneurship.

To start, CEDIK has just released the fifth in a series of County Data Profiles. Previous profiles focus on the economy, healthcare, agriculture, and retail, and this newest one focuses on characterizing a county’s workforce. The profiles—which are made for each of Kentucky’s 120 counties—describe how workforce is distributed by education, gender, age, knowledge, and average earnings. They also detail each county’s contribution to Kentucky top 10 occupations and how this has changed in the past 5 and 10 years. Finally, workforce commuting patterns are described so that every county can see the number of workers who come into or leave their county and what percentage of their workforce/residents commute from/to outside the county. This information is relevant for local government, economic development professionals, and even community organizers who seek to understand their county’s most valuable asset—it’s people. Check out the profile at http://cedik.ca.uky.edu/CountyDataProfiles.

Furthermore, we have just released a survey on rural entrepreneurship to 12,000 Kentucky households that is funded by the United States Department of Agriculture. The survey is only one part of a massive study of rural and agricultural entrepreneurship in Kentucky, in which we are partnering with several researchers from the University of Kentucky, Western Kentucky University, and Yale University. In order to determine what makes an entrepreneur successful, we ask about county resources and attitudes toward entrepreneurship as well as individual and family characteristics. We also ask farmers specifically about how they innovated on their farm, which has never been studied before! If you get a copy in the mail, please fill it out and send it back... every survey counts!

Summer is also a time for interns. Helen Sauer, a long-time resident of Fayette County, is a sophomore in Agricultural Economics at the University of Kentucky and is CEDIK’s summer extension intern. Among her many contributions, Helen is drafting a report that outlines the role of community and economic development among the extension work of Southern Land-Grant Universities. She is finding that while some universities have their own community and economic development objectives, others have incorporated this work into other program areas, such as 4-H Youth Development or Family and Consumer Sciences. Her work will be immensely valuable to CEDIK and the Southern Rural Development Center (SRDC) as we attempt to identify a demand for community and economic development programming throughout the South.

While we worked hard, we could not let summer go by without a little relaxation. Below is a picture of our graduate research assistants enjoying a summer barbeque outside my home. Three of them are working hard on their Master’s thesis (described in the last newsletter) and deserved a little fun. We wish them luck on their upcoming thesis defenses in early fall. We hope that you are enjoying what remains of your summer as well!
CEDIK Program Update: Community Health Needs Assessment

By Marisa Aull, CEDIK Extension Associate

Over the past year, CEDIK has been traveling to communities in Kentucky, West Virginia and Ohio to facilitate the Community Health Needs Assessment (CHNA) process with Charitable 501(c)(3) hospitals. Many of the 27 hospitals are in rural communities and the hospitals are a driving force in the economy of the community and provide essential health care services to the local community.

In 2010, Congress enacted the Patient Protection and Affordable Care Act (PPACA) in an effort to enhance the quality of health care. The PPACA requires non-profit hospitals to complete a CHNA every three years. Each hospital is responsible for prioritizing and creating an implementation strategy for the identified needs that arise as a result of the CHNA.

The CHNA process includes collecting secondary data related to the health of the community, including economic health. In addition, CEDIK compiled hospital utilization data to better understand who and why individuals were using the facility. Finally, through the assistance of the Community Steering Committee, input from the community was collected both through focus group discussions and through surveys.

The Community Steering Committee is a vital part of the CHNA process. These individuals represent organizations and agencies from the service area and enabled the hospital to get input from populations that were often not engaged in conversations about their health needs.

After survey and focus group information was collected in each community, the health needs were addressed by the hospitals and the steering committees. Health needs were prioritized taking into account their overall ranking, the degree to which each Hospital can influence long-term change, and the impact of the identified health needs on overall health.

A final report, which includes an implementation strategy, is created for each facility and must be submitted to the IRS. In addition, it must be made available to the general public. The implementation strategy is to be addressed over the next three years. Each hospital is also encouraged to begin initiating collaborative efforts with community leaders to address each health priority identified through the assessment process.

“These assessment results provide valuable information that will be used for planning purposes, service improvements and community outreach...[many responses] centered on the need for more health education and outreach initiatives. Although some of these types of activities are already being conducted in ARH’s communities, these results assisted the facilities in pinpointing specific disease areas to concentrate on and presented the opportunity to alter the approach to the outreach or the method of communication about the health education and outreach events.”

-Amanda Fryman, Appalachian Regional Health Grants Administrator
CEDIK’S CHNA BY THE NUMBERS:

- 27 Hospitals are working with CEDIK to complete CHNAs
- Over 70 Focus Groups have been conducted in Kentucky, West Virginia and Ohio
- Hospitals connected with the general public, as well as people involved in several different community organizations, including:
  - Senior centers
  - Health fairs
  - Rotary
  - Kiwanis
  - Lions clubs
  - Ministerial association
  - Interagency councils
  - Extension Homemakers
  - Health coalitions
- Common community concerns voiced in focus groups about their hospital included:
  - Preventive services and educational programs
  - Emergency room wait time
  - After-hours access and extended care
  - Physicians familiar with the “culture” of the community
  - Access to specialty care
  - Communication
  - Billing
- Service gaps that were identified in many communities through the focus groups included:
  - Transportation
  - Aging Services
  - Health Education
  - Early Detection, Screening, Health Literacy
  - Access to Care

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3. What type of services do you provide?
The community design projects focus on creating conceptual ideas that can help communities visualize physical changes or improvements to spaces. The project outcomes are illustrative plans and designs. Students in the Department of Landscape Architecture at UK assist with the project outcomes for professional development purposes. Communities should work with registered professionals regarding cost estimates or construction documents which are beyond the role of CEDIK or the Department.

4. What is the cost for community design projects?
Due to limited resources, there is a cost for the community design assistance. The cost mostly covers expenses related to site visits and document (including graphics) production. The initial project consultation is free for communities. Once the community decides to move forward with their project, the design development phases come with a cost. Depending on the scope of projects, we either hire students on an individual basis or work on the project through studio courses within the Department of Landscape Architecture where the project’s goals and objectives meet the interest and expertise of the faculty and educational goals of the course. For projects that cannot be addressed through CEDIK or the Department, we will refer communities to relevant professionals.

Jayoung is currently working on community design projects in Casey County, Rockcastle County and Carlisle County. She will be taking the Fall semester off to focus on family, but will be available in early 2014. Contact CEDIK at 859-257-7272 x246 to talk about your community design needs.

For more information about CEDIK’s Community Design Program contact:

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“America’s nonprofit community is an unparalleled force for advancing the common good” (IS, 2013). Wow! What an excellent lead off sentence for a website. As I review web resources that Extension employees may find relevant, my eyes look for engaging tag lines. This one caught my eye. This lead-in can be found on the Independent Sector web page (http://www.independentsector.org/home) under sector impact.

Each year when Extension Agents, Specialists, and Associates begin writing their programmatic success stories, the goal is to show the impact of the educational programs. When appropriate, Agents equate volunteer time to economic time. The Independent Sector site is rich with information that can be used by non-profits who are interested in this information. For example, in 2011, 25.3% of Kentucky’s residents reported volunteering in some capacity, ranking them 39th among the 50 states and Washington, DC. Residents reported 24.5 volunteer hours per resident. Kentucky reported 857,250 volunteers, completing 82.8 million hours of service for a total of $1.8 billion of service contributed (www.volunteeringinamerica.gov/KY#sthash.LlxnXjWd.dpuf).

The amounts are based on the last complete fiscal year, which is 2011. Based upon this data, nationally each hour of volunteer work is worth $22.14. Kentucky’s state level for this period is $17.91.

This is an excellent way to equate what the work of the Extension volunteers do in local communities. Granted, agents need to think about how this information can be used most effectively before publishing the amounts. Our CEDIK Extension Specialists, Alison, and I would enjoy working with Extension employees to explain how best to utilize this information. For more information:

Independent Sector
http://www.independentsector.org/home
Volunteering and Civic Life in America
http://www.volunteeringinamerica.gov/

“KENTUCKY REPORTED 857,250 VOLUNTEERS, COMPLETING 82.8 MILLION HOURS OF SERVICE FOR A TOTAL OF $1.8 BILLION IN SERVICE CONTRIBUTED.”

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Grant Funding Opportunities

Deadline Soon:

Grants for Economic Development Assistance Programs: The Economic Development Administration is offering grants to programs whose focus is economic development in rural and impoverished areas, including (but not limited to) spurring job creation, leveraging private capital investments, and strengthening America’s ability to compete in a global marketplace.

**Deadline:** September 13, 2013

Guidelines and the online application can be found here: [http://www.raonline.org/funding/2932/](http://www.raonline.org/funding/2932/)

Grants for Arts Programs: The National Endowment for the Arts is offering grants to support the creation of art that meets the highest standards of excellence, public engagement with diverse and excellent art, lifelong learning in the arts, and the strengthening of communities through the arts. Within these areas, innovative projects are strongly encouraged. Grants generally range from $10,000 to $100,000.

**Deadline:** August 8, 2013

Guidelines and an online application can be found here: [http://www.nea.gov/grants/apply/GAP14/LocalsAW.html](http://www.nea.gov/grants/apply/GAP14/LocalsAW.html)

Ongoing Opportunities:

Matching Grants through Foundation for a Healthy Kentucky: Are you looking for a funding source to match an external grant? The Foundation for a Healthy Kentucky is accepting grant-matching applications in the area of “Investing in Kentucky’s Future.” Eligible projects have goals of creating healthy communities, reducing risk factors for chronic diseases, or increasing “protective behavior” in young people.

**Deadline:** Applications will be accepted throughout 2013, but priority is given to early submissions.

Guidelines and the online application can be found here: [http://www.healthy-ky.org/sites/default/files/Matching%20Grant%20Guidelines%202013.pdf](http://www.healthy-ky.org/sites/default/files/Matching%20Grant%20Guidelines%202013.pdf)

COUNTY WORKFORCE PROFILES NOW AVAILABLE

We have recently completed a fifth data profile for all 120 Kentucky Counties.

Check them out!

You can find them on our website at: [http://www2.ca.uky.edu/CEDIK/CountyDataProfiles](http://www2.ca.uky.edu/CEDIK/CountyDataProfiles)

The workforce profiles include:

- Occupation totals and change over time
- Education of workforce by gender & earnings
- Knowledge distribution of workforce
- Average annual earnings by age group
- Commuting patterns of the residents and the local workforce by earnings
- Additional two pages of insight on how to interpret the data presented in the profile
Upcoming Events & Important Dates

July 8, 2013  Online Training: “Affordable Care Act (ACA) and Families with Children” 10AM-11AM (EST)
July 13, 2013  State 4-H Communications Day, Whitehall Classroom Building, UK Campus
July 16, 2013  Webinar: “Basic Grant Writing for Extension Agents and Specialists” 10:30AM– noon (ET)
August 6-27, 2013  Webinars: “Enhancing the Marketing Skills of Artisans.” Series of four webinars info

Community Development Society Conference
July 20-24, 2013  Charleston, South Carolina
http://www.comm-dev.org/

The 2013 Conference will showcase effective approaches that are creating win/win situations for local communities as a result of reaching beyond their traditional geographic boundaries. The Charleston meeting will provide an ideal setting to introduce CDS members and guests to innovative regional strategies in economic development, health, education, local facilities/services, transportation, natural resources management, and more.

National Extension Tourism Conference
August 6-9, 2013  Detroit, MI
http://extensiontourism.net/conference/net-2013-registration/
The theme is “Building Lasting Relationships.” Program tracks will include the following areas: Rural and Resilient Communities, Regional Planning and Development, Economic, Environmental, and Social Impacts of Tourism, Agritourism and Culinary Tourism, Heritage and Cultural Tourism, Nature-Based and Ecotourism, Adventure Tourism, Marketing and Promotion, Research and Evaluation, Education, Training, and Certification Programs.

Galaxy IV—NACDEP
September 16-20, 2013  Pittsburgh, PA
http://galaxy-2013.org/

Every five years, the Joint Council of Extension Professionals (JCEP) hold a National Meeting and Professional Improvement Conference for all of its member Extension Professional organizations, known as Galaxy. The Galaxy Conference provides a unique opportunity to work together on a joint conference while celebrating the diversity of the individual organizations.

CEDIK QUARTERLY NEWLETTER

Dedicated to building Kentucky communities with a true sense of pride and place, rich natural and built amenities, and a strong economic base.

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