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Environment
Youth
Family*

*Bringing it all together
for jobs, income,
and quality of life*

Let us help you
make the most of your
community!

<http://communities.tamu.edu/>

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AGRILIFE
EXTENSION

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and the County Commissioners Courts of Texas Cooperating
04/11/2013*

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Community &
Economic Development

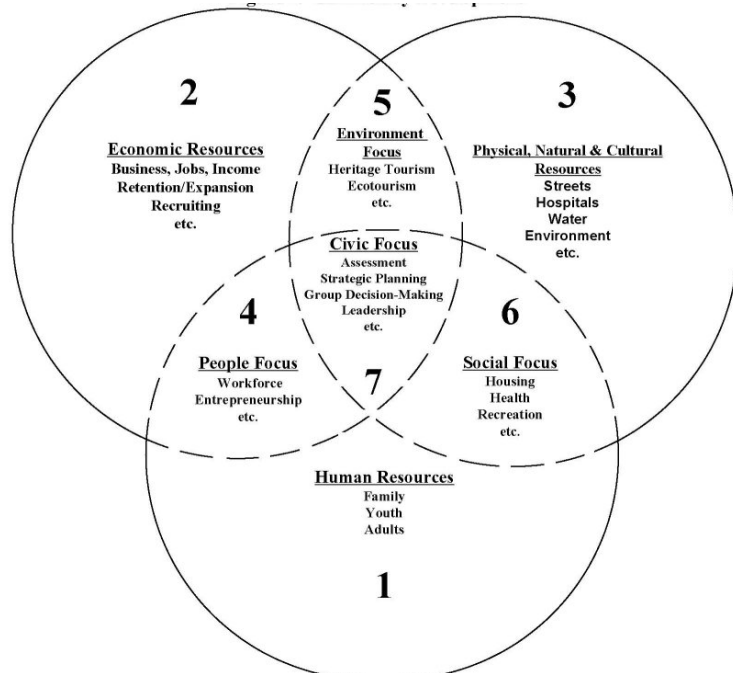
Program Catalog

Information for Extension Agents



Community and Economic Development (CED) is an interdisciplinary programming approach which supports positive change for communities, businesses, individuals and families. The schematic below illustrates the interdisciplinary nature of CED. The programs represented in this catalog fall primarily within these areas and are related to Texas Community Futures Forum issues and the AgriLife Extension Agency Strategic Plan. Refer to "What is Community Development", a fact sheet with further information on this schematic.

This catalog can be used as a reference by County Extension Agents in both rural and urban counties. These programs represent some of the resources for clientele available for scheduling and delivery. Several of the programs are complete packages that may include program plans and evaluations and are deliverable by any knowledgeable individual. Others require specific specialist expertise. Assistance and training are available.



The Texas A&M AgriLife Extension Service Community and Economic Development (CED) mission is **The development of individual abilities and community support for creating and growing businesses, jobs, wealth and income.**

The programs in this catalog aim to equip Texans to develop capacity for building sustainable communities. This publication overviews some of the significant CED programs which are available as workshops, events, short courses and in other formats. These programs teach valuable information that will benefit and assist individuals, communities, businesses, towns, elected officials, volunteers and others in reaching their goals.

For more information or to schedule a program that is listed in the catalog, contact the individual whose name appears with the program description, or any of the CED core faculty.

Information specifically for County Extension Agents can be found on page 19.

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Nature Tourism Example Programs

- **Community Development through Nature Tourism** – In Person or as Webinar. A 1-3 hour program to start or revitalize tourism development efforts. The program presents examples of successful community programs and events, reviews sources of assistance and resources and can facilitate clarification of development plans. Can lead to long term assistance program as determined by community.
- **Community Nature Tourism Assessment: Phase I** – In Person. A 2 part program: Part 1 is a 1 -2 hour presentation and working group regarding goals and status of nature tourism in the community. Part 2 is a ½ day or more facilitated tour of selected community tourism infrastructure and its nature based resources.
- **Community Nature Tourism Marketing I** – In Person or as Webinar. Presentation on marketing techniques specific to nature tourism, ie understanding nature tourism markets and economics, including bird watching markets, hunting, fishing, and elements of internet marketing etc.
- **Community Nature Tourism Marketing II** – In Person. Revealing the Unique Selling Position (USP) of your community. Facilitated multi part program to help the community and businesses define and craft a compelling true story about the community that attracts visitors and builds pride in the community.
- **Tourism Discovery Tour – External** – In Person (Usually by Motorcoach). A 1 day to 1 week program in which participants gather and travel together to see and experience examples of nature tourism in other communities. The program is facilitated to help participants identify opportunities.
- **Tourism Discovery Tour – Internal** – In Person (Usually by Motorcoach). A 1 -2 day program in which participants gather and travel together to see and experience examples of nature tourism in their own community and county. The program is facilitated to help participants identify opportunities.
- **Nature Tourism Skills Training** – In Person. Various Topics Including: customer service, understanding birdwatchers, group presentation/tour leader skills, ie interpretation skills, wildlife and plant identification, understanding and blending cultural & historical information with wildlife and nature.
- **Nature Tourism Business Support Development** – In Person & Online. Strengthening a community product. A multi-week program assisting individuals in developing their own business and or developing a product for their employer. Generally focuses on landowners and guides/outfitters.

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Interpretive Guide Training

Description: Tourism trends data show the public wants more authentic experiences and wants to understand the place they are visiting. Communicating the story of your site or community and its wildlife, its people & history are vital to your tourism product. This training provides structure and techniques to create both planned presentations, in-person or written & mobile in-person tours. It also helps you train new employees. National Certification is available from the National Association for Interpretation.

Target Audience: Those people presenting to the public, i.e. professional guides, new employees, tour operators, agents, general staff and crew, and front line employees not conducting programs but interacting with the public.

Length: 3 hrs to 32 hrs

Cost: Depends on length of program. Free to \$355 per person. For example, 3-6 hour = Free, Certified courses are 16 hours for Non-Guide Staff or 32 hours for those wanting Certified Interpretive Guide status such as those conducting public programs.

Participants: Up to 20 for 3-6 hrs; minimum–8 and maximum-15 for other courses

Scheduling: As requested

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Beyond the Basics: Nature Tourism & Wildlife Enterprise Development

Description: The goal of this program is to help individuals start or expand a rural tourism business; literally the “how to’s” for creating or expanding a nature, historic, cultural, or agricultural based tourism business. This includes enhancing and/or expanding a hunting operation. Each participant will finish a written operations plan, including a marketing plan, a financial projection and related development ideas. The first half day includes a tour of an example operation.

Target Audience: Anyone interested in starting or further developing an existing Nature Tourism business, including hunting, agriculture tours, on-site sales & other operations that bring the customer to the site. The course is useful for agents and others assisting with business planning.

Length: 1 to 1 1/2 days

Cost: \$75 per person and up, depending upon site circumstances and materials

Participants: Minimum–6; maximum-16

Scheduling: As requested

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Texas Event Leadership Program

Description: *Texas Event Leadership Program* is a benchmark professional development program that offers instructional modules covering a wide array of topics to address the needs of the festivals and events industry, as well as an invaluable opportunity to network with professional event organizers and experts. Whether you are planning a new event, seeking to improve an existing event, or working towards a TELP certificate of completion, everyone is welcome. Topics include: Volunteers, Sponsorship, Emergency Management, Fundraisers, Vendors, Marketing and more. TELP modules are offered through professional conferences and requested regional programs.

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CED Specialist Faculty and Leadership

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Texas Friendly Hospitality Program

- *Texas Friendly Customer Service Workshops* supports customer service training for business managers, employees, and community organizations. Our goal is to enhance the delivery of quality customer service, as well as identify the gap between how well a business thinks it is doing and how well it is actually performing. This comprehensive training uses the CIVIL framework, reviewing business Culture, Internal and external service, Value, Ideal commitments, and Listening. Other topics emphasized include business etiquette, handling complaints, and cultural awareness.
- *Texas Friendly Instructor Training Workshops* supports community and business leaders promoting the most up to date customer service skills to their jobs and communities. We are here to show leaders how to empower their employees, retain loyal customers, provide an edge for their business or community, and to improve both external and internal customer service. Through this program you will be given the knowledge and framework to host your own customer service workshops with the opportunity to teach others how to provide continuous and improved customer satisfaction.

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Commissioners Court Leadership Academy

Description: The Commissioners Court Leadership Academy is designed to enhance the leadership skills of county judges and county commissioners. By focusing on communication skills, team building, and the interrelationship between all levels of government, the program helps commissioners court members fulfill their potential as community leaders.

Target Audience: County Judges and County Commissioners

Length: Four multi-day sessions

Cost: \$2,600 tuition

Participants: Minimum of 10

Scheduling: April of odd numbered years through August of even numbered years

Contact:

Rick Avery

(979) 845-4572

r-avery@tamu.edu

<http://vgyi.tamu.edu/commissionerscourt.cfm>



Data in Decision-Making

Description: *Data in Decision-Making* guides communities in targeting economic development initiatives based on community strengths using relevant local data. The facilitator provides community-level socio-economic data and helps participants interpret the data within the context of the community. The community then uses the data to inform its decision-making process. Other topics such as development strategies for today's economy, evolving industries and opportunities, meeting community goals and challenges, economic impacts, and government preparedness for growth scenarios, may be included based upon community needs.

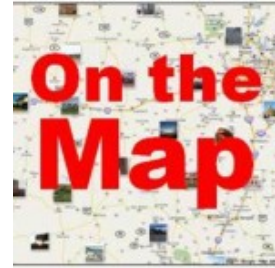
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On the Map: Identifying and Promoting Community Assets on the Web

Description: Participants will learn to create, update, and map community information using free web-based applications, such as Google. Participants will be able to provide a valuable service in promoting their hometowns, local businesses, and attractions. Fun, technology-driven program is ideal for youth (but adaptable to all audiences) as a stand-alone seminar or part of a larger program.

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Rebuilding Communities from the Inside Out

Description: Workshop addresses coordination of physical, economic, and social aspects of development for communities. Specific direction, coordination and projects are established through involving the community in design and development.

Target Audience: Small and mid-sized Texas communities

Length: 8-16 hours over 1-2 days

Cost: \$1,000 per community

Participants: Determined by community

Scheduling: As requested

Contact:

John Jacob

Associate Professor and Coastal Community Development
Specialist

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Economic Impact and Data Assistance

Description: The economic impact and data technical assistance program provides data and interpretation to communities seeking to evaluate avenues for economic development. Economic impact (multiplier) analysis is one of the most commonly requested analyses. Other analysis tools include benefit-cost analysis, community data profiles, industrial measures, and analyses of economic assets and linkages. The information provided will help community leaders in their planning and decision-making processes.

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Urban and Municipal Parks

Guides to Preparing a Disaster Business Plan

The following websites are designed to help businesses develop a disaster preparedness program by providing course materials along with additional resources.

- <http://eden.lsu.edu/EDENCourses/ReadyBusiness/Pages/CourseMaterial.aspx>
- <http://www.ready.gov/business>

Description: Texas AgriLife Extension’s Urban and Municipal park programs provide technical assistance and continuing education for community leaders, community boards, park practitioners, volunteers, and friends groups. Extension faculty use relevant, unbiased research methodologies to assist communities with park practices such as:

- the master planning process for parks and trails,
- citizen input processes,
- needs assessments,
- park and trail user surveys and park and trail user counts, and
- planning and prioritizing.

Faculty also provide materials and programs on relevant issues such as: the obesity epidemic, sprawl and open space concerns, GIS and mapping, diversity issues among staff and constituents, constraints to park use, park accessibility and trail linkages, green practices in parks, and user conflicts.

Contact:
Dr. Jamie Rae Walker
(979) 862-8819
urbanparks@ag.tamu.edu



Cooperative Business Essentials

Description: Workshop introduces the principles and operation of a cooperative business and discusses its common challenges to success.

Target Audience: Groups interested in establishing a cooperative venture and/or community personnel who support them.

Length: Three to six hours depending on coverage desired

Cost: Determined by costs to be covered

Number of Participants: Minimum 10

Scheduling: By request

Contact:

John Park

(979) 845-1751

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Strategic Planning for Cooperative Businesses

Description: Intense planning exercise to help businesses establish a strategy and plan for sustainable growth.

Target Audience: Essential strategic decision-makers for individual businesses, partnerships, corporations, and cooperatives. It is suggested to involve accountants, bankers, and other advisors as appropriate.

Length: 18 hours over two days (suggested, but adaptable)

Cost: \$800 fee + expenses determined by costs of travel and meeting location (determined by client).

Number of Participants: Individual client business

Scheduling: By request

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