

Community Development 101



Integrating Community and Economic

Development in Extension - The next 100 years

Susan Kelly, NCCE –Richmond County

Amie Newsome, NCCE – Johnston County

Agenda

- What is Community Development and why should you care?
 - Systems thinking and how it will make you a better agent.
 - Building programs around big issues.
-

- Community Development is a strategy that you can incorporate into your current program responsibilities.

**Not a new
Responsibility!!**

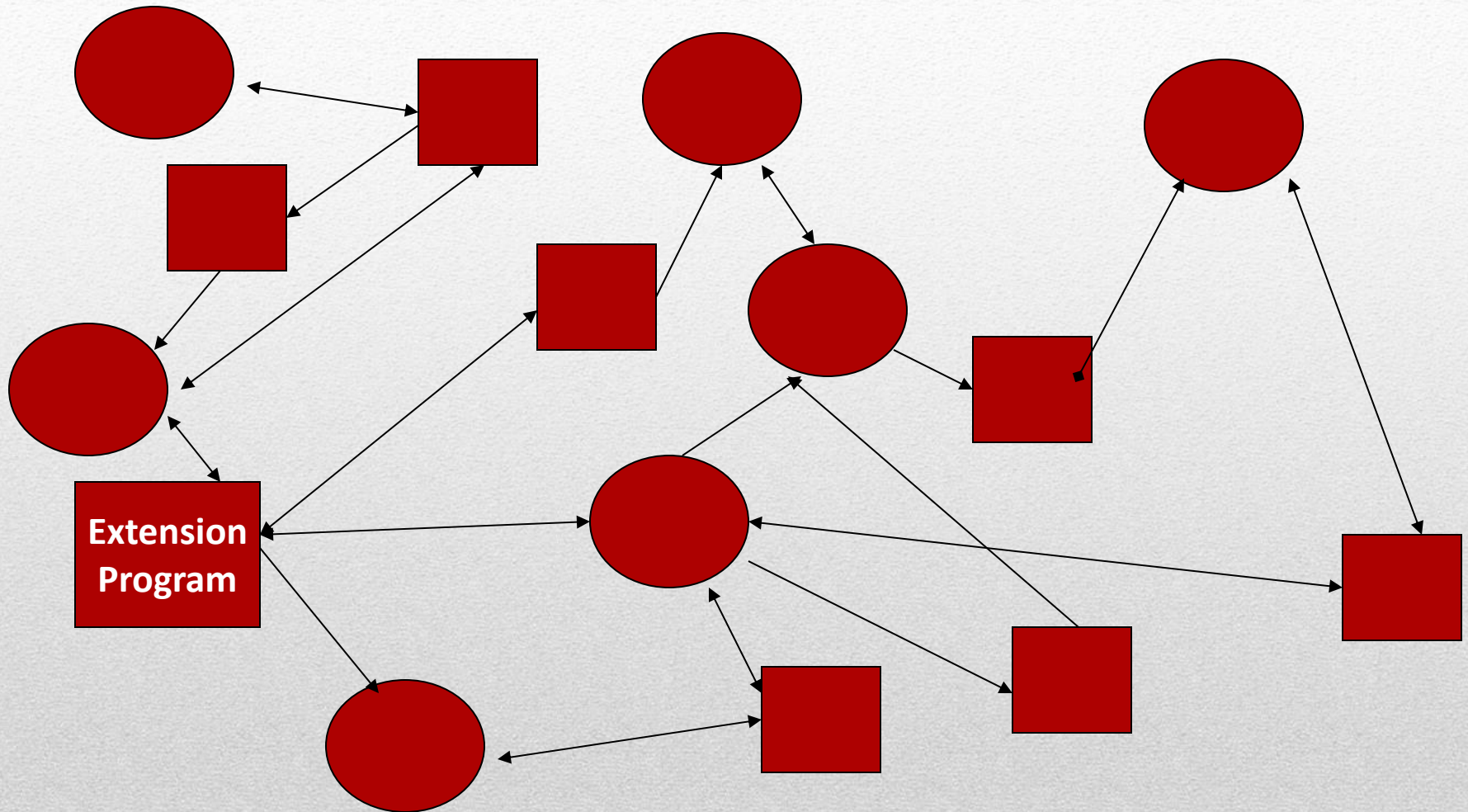
- A process of involving your community in creating or preserving its desired future.
- How is that different than what you currently do?

Community Development



How we are taught change happens

Reality



		CONTENT	
		LOW	HIGH
P R O C E S S	HIGH	FACILITATION (community issues forums, strategic planning- process evaluation)	TRANSFORMATIVE EDUCATION (workforce development, youth obesity- impact evaluation.)
	LOW	SERVICE (partnerships, fee for service – customer satisfaction evaluation)	CONTENT TRANSMISSION (web sites, newsletters, PowerPoint slides – knowledge evaluation)

you do?

- In groups of 3 or 4 brainstorm:
 - What are the roles for extension agents in each (use post-it notes for each):
 - Service
 - Content Transmission
 - Facilitation
 - Transformative Education
 - Share which each of you are currently doing related to the 4 methods

Small Group Work

- Who is your community (clientele)?
 - Based on your extension assignment
- What are the big issues of your community?

Think-Pair-Share

- Of the issues that are facing your clientele, what can be tackled using Transformative Education?

Small Group Work

- Resources to help you transform your community.

**Now you are
Community
Development!**



Community Development Portal

<http://communitydevelopment.ces.ncsu.edu>

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Community Development

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FEATURED CONTENT



Farm Fresh Ventures,
one of more than 50 Bright Ideas
collected from agents across the
state. (Click on Success Stories to
see more stories!)

Visit these success stories whenever you are
looking for new ways to solve an old problem
or to build local capacity. Some of these

**Growing Change in**
Scotland County

**Integrating Community**
and Economic Devel...

**Farm Fresh Ventures,**
one of more than 50 ...

**Boosting Creativity**



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Developing Community



NAC
[http](http://)



Amie Newsome

Johnston County Cooperative Extension

Agricultural - Commercial Horticulture

Local Food Community Development Example



Story Time

Local Foods:
Farmer's Markets in Johnston County



Local Food Availability

- Road side stands
 - Raleigh Farmer's Market
 - Low success of local markets
- 



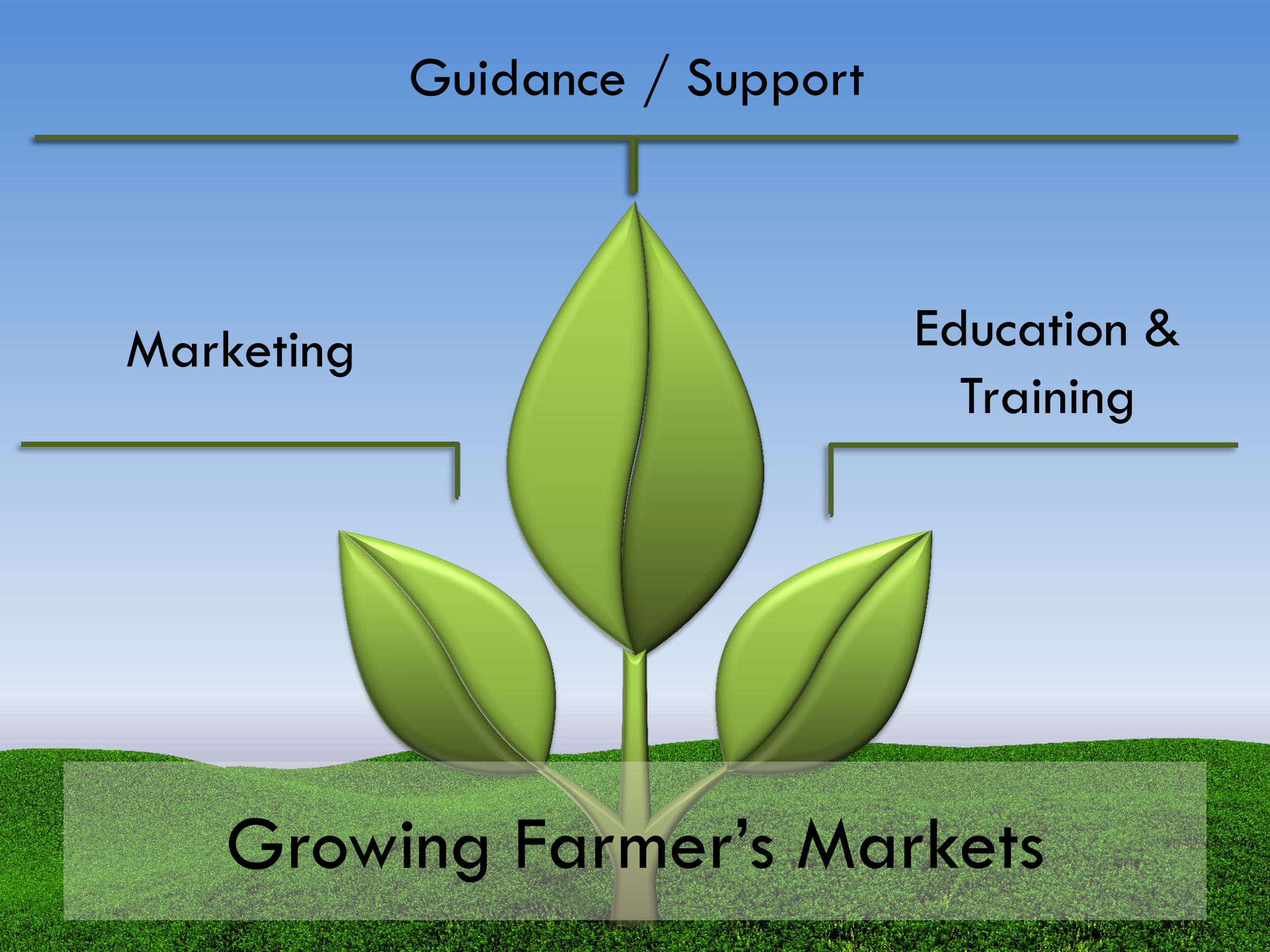
- Board of Directors
- Over a year of planning
- Marketing plan
- Support
(financial/community)
- Extension Agents

Guidance / Support

Marketing

Education &
Training

Growing Farmer's Markets



Marketing

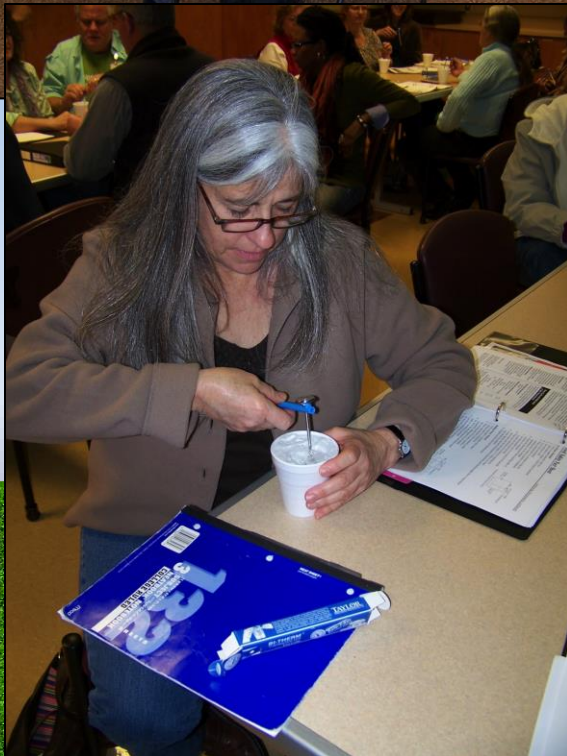


Whitley Farms



Produce & Plants
Smithfield, NC

Education & Training



Guidance / Support

SPECIAL THANKS TO:

Smithfield Farmers Market Advisory Committee

Mark Lane

Scott Gandolph

Matt Creech

Lin Frye

Amanda Astoske

Bill Jordan

Amie Newsome

Beth Walker

Myron Smith

Chris Smith

Courtney Rasmussen

Chris Johnson/Sarah Edwards

Town of Smithfield Staff

Laura Crumpler Mike McKinney Tim Johnson



Clayton Farm and Community Market



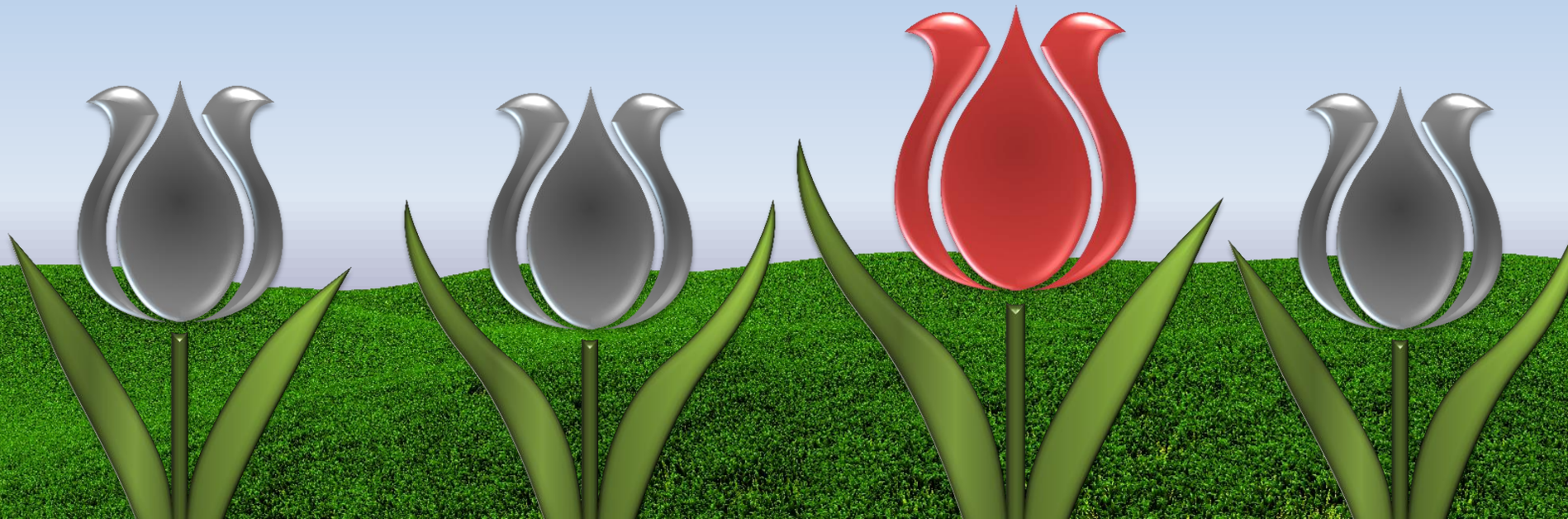
- Board of Directors
- Extension involvement
- Trainings
- Volunteers and Vendors



Stand Out With Extension



Successful markets have the right
tools in place



Review What Extension Can Do



Guidance

Can't do it alone;
partnerships, volunteers,
sponsors



Marketing

Explain the need for
financial funds designated for
advertising the market



Education

Need to have educated
vendors and clients

Summary

The bee is more honored than other animals, not because she labors, but because she labors for others.

St. John Chrysostom



- What did you learn today?
- Do you have a better understanding of what Community Development is?
- What do you plan to do as a result of attending this session?

Wrap Up
