



Sustainable Tennessee: The Way Forward

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<http://trend.ag.utk.edu>

<http://economics.ag.utk.edu/wilcox.html>



Sustainable TENNESSEE

Overview

<http://sustainable.tennessee.edu>

Sustainable Tennessee

Extension Program that unifies:

- Agriculture and Natural Resources
- Family and Consumer Sciences
- 4-H Youth Development
- Resource Development

Sustainable development: A strategy through which communities approach growth in ways that foster economic development while also benefiting the local environment and enhancing the quality of life in the local community.

Sustainable TN: provides programming for communities to use resources efficiently, develop sensible infrastructures, and attract, retain and grow businesses to strengthen the local and regional economy.



Sustainable Tennessee

Our current programmatic efforts include:

- Entrepreneurial Communities
- Healthy Housing
- Affordable Housing
- Smart Growth
- Tennessee Master Gardener

Our current research efforts include:

- Workforce Development
- Youth Development
- Migration
- Entrepreneurship





Sustainable TENNESSEE

Outcome Indicators

<http://sustainable.tennessee.edu>



Sustainable Tennessee

- Program Indicators – Topic Areas
 - Smart Growth (existing)
 - Entrepreneurship (new)
 - Leadership (new)
 - Healthy Housing (new)

Smart Growth

- Short-term

- ___of___ increased knowledge of environmental problems with “not-smart” growth
- ___of___ increased knowledge of health problems with “not-smart” growth
- ___of___ increased knowledge of how to involved public officials, etc. on smart growth
- ___of___ increased knowledge of SG principles
- ___of___ increased knowledge on how to communicate SG principles





Smart Growth

- Intermediate
 - ___of___ implemented one waste reduction strategy
 - ___of___ participated in at least 1 SG principle that affects human health
 - ___of___ participated in at least 1 SG principle that affects the environment
 - ___of___ schools adopted the SG curriculum
- Long-term
 - SG projects implemented

Entrepreneurship

- Short-term

- ___ of ___ increased understanding of and level of competency using business management concepts and tools
- ___ of ___ indicated a positive change in perceived community/regional support for entrepreneurship
- # of communities undergone entrepreneurial support planning efforts
- # of new networking, mentoring and coaching outlets available to entrepreneurs



Entrepreneurship

- Intermediate

- \$__ increased revenue, savings, capital purchases by ___# small business owners
- ___# individuals, organizations involved in entrepreneurial network meetings
- ___of___ participants develop and implement a business plan

NOTE: Change in investment in entrepreneurship development activities (measured in \$) by public and private entities and volunteers



Leadership

- Short-term
 - ___of___ increased awareness of economic, social and environmental issues impacting their community
 - ___of___ increased knowledge of community assets, development opportunities and/or programs available to their community



Leadership

- Intermediate
___of___ increased personal involvement
in community activities
- The economic impact of Extension
leadership programs was \$___ in
increased revenue, one-time capital
improvements and secured resources





Healthy Housing

- Short-term
 - ___of___ increased knowledge of the connections between health and housing
 - ___of___ increased knowledge of healthy housing principles
 - ___of___ increased knowledge of how to implement (design, repair, maintain) healthy housing principles



Healthy Housing

- Intermediate
 - ___of___ made repairs and/or improvements to make home/business/property healthier
 - ___of___ maintain their home/business/property using healthy housing principles
 - ___# visual inspections
 - ___# units repaired
 - ___# units maintained according to healthy housing principles



Sustainable TENNESSEE

2010 Programs

Entrepreneurial Communities



CREST - Goals

- **Creating a Rural Entrepreneurial System in Tennessee**
 - **Goal: To assist targeted rural communities in Tennessee in transforming their local economies through the development of key components required for entrepreneurship and small business development (ESBD).**
 - Identify components to support entrepreneurship
 - Develop an effective organization to focus on entrepreneurship
 - Target entrepreneurship assets in the community
 - Create a strategic plan to address entrepreneurial opportunities
 - Launch entrepreneurship development project(s)

CREST – Modules & Outputs

- Activities are based on a six module sequence. The modules are:
 - 1: Community Statistics
 - 2: Asset Mapping
 - 3: Strategic Planning
 - 4: Best Practices for Entrepreneurial Communities
 - 5: Creating Buy-in and Implementing Projects Locally
 - 6: Survey and Evaluation Methods for ESBD

Outputs:

- Economic Development Data Profile
- Entrepreneur Asset Map & Strategic Plan
- Technical Assistance
- Entrepreneurship Development Project



CREST - Timeline

- Given our funding situation, this is tentative...

Sept. 2009: Introduce Pilot Program at Governor's Conference

Oct. 2009: Undertake pilot community selection process

Nov 2009: Announce pilot communities & hold statewide meeting

Jan. – Oct. 2010: Deliver program modules

Oct. 2010 – April 2011: Project Support and Technical Assistance

April – Sept 2011: Project Review and Final Reporting





CREST - Partners

- Statewide Partners include:
 - UT Extension
 - UT Institute for Public Service
 - TN Dept. of Economic and Community Development
 - TVA

Once communities have been identified, we will seek to partner regionally and locally



CREST – Application Process

- Website:

<http://trend.ag.utk.edu/crest.html>

- Application:

<http://trend.ag.utk.edu/entrepreneurship/crest/IntentApply.doc>

- Example Selection Criteria:

- Rural
- Three-star community
- Demonstrated ability to achieve goals
- Demonstrated need (poverty, unemployment, disaster, etc.)



Kentucky / Tennessee Institute for Sustainable Development

- Started in 2002, being resurrected through funding from Univ. of KY
- This community development-oriented training will cover the following areas: economic development, health and nutrition, sustainability, and energy. Each of these focus areas will be enhanced through the inclusion of cross-cutting community development concepts.
- Serving as the 2010 in-service for Sustainable TN
- Where: Paris Landing
- When: April 20-22, 2010
- On SUPER now!



Web Presence Strategies for Small Communities and Local Governments

- Thirty two of Tennessee's 95 counties does not have a website!
- UT Extension has been working with Hancock and Morgan Counties
- UT, OkState and UNeb developing a curriculum and training materials that focus on helping small communities/ local governments establish and maintain an effective web presence
- The materials address specific and overlapping applications that may be appropriate for a small community's website: (1) government, (2) business, (3) community groups, and (4) education.



e-Commerce

Extending the Market for Local Talent Beyond Local Borders

- Currently being piloted in TN using “The Gathering” as a platform
- Based on National e-Commerce Extension Initiative Curricula
http://srdc.msstate.edu/ecommerce/learning_center.html
- Serves as a basis for helping participants determine their appropriate use of technology as they seek to broaden their market potential.



Sustainable TENNESSEE

2010 Programs

Healthy Homes



Healthy Homes

- Health and safety Impacts
- Build, repair, renovate and maintain with human health in mind
- “Going Green”
- Connect housing and health professions

HEALTHY

H O M E



Healthy Housing

- Other Topic Areas
 - Clean and Healthy Home
 - Environmental Tobacco Smoke
 - Indoor Air Quality
 - IPM: Household/Structural
 - IPM: Schools/Childcare Centers
 - Lead-Based Paint
 - Radon



Sustainable TENNESSEE

2010 Programs

Energy

Energy

- Topics
 - Biofuels
 - Energy Conservation
 - Weatherization Programs
 - New Technologies
 - Alternative Sources
 - Green (sustainable) solutions





Next Steps

- Send us your success stories (text, photos, etc.) for the Sustainable Tennessee website!
- Sign up for the Sustainable Development Institute!
- Contact us for more information about the upcoming programs in 2010!



Next Webinar

- Friday, November 20, 2009
- 10am Eastern (9am Central)
- Event ID Number: STM476953

- Energy

“Energy issues affect community development today more than ever. As costs rise and demands increase, communities must look for solutions in order meet the needs of all segments of their population. Specific topics covered will include energy sources, renewable energy and energy efficiency. This session provides an educational foundation for more specific future programs.

- Dr. Martha Keel

2009 Webinar Series

This webinar series is designed for Extension personnel and their local community development partners. Webinars will introduce general community and resource development concepts directly related to sustainable economic development and provide examples from Tennessee.

Please Register through your local Extension office.

Friday, November 20, 2009 - **Energy**

Friday, December 18, 2009 - **Sustainable Business Practices and Green Collar Jobs**



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