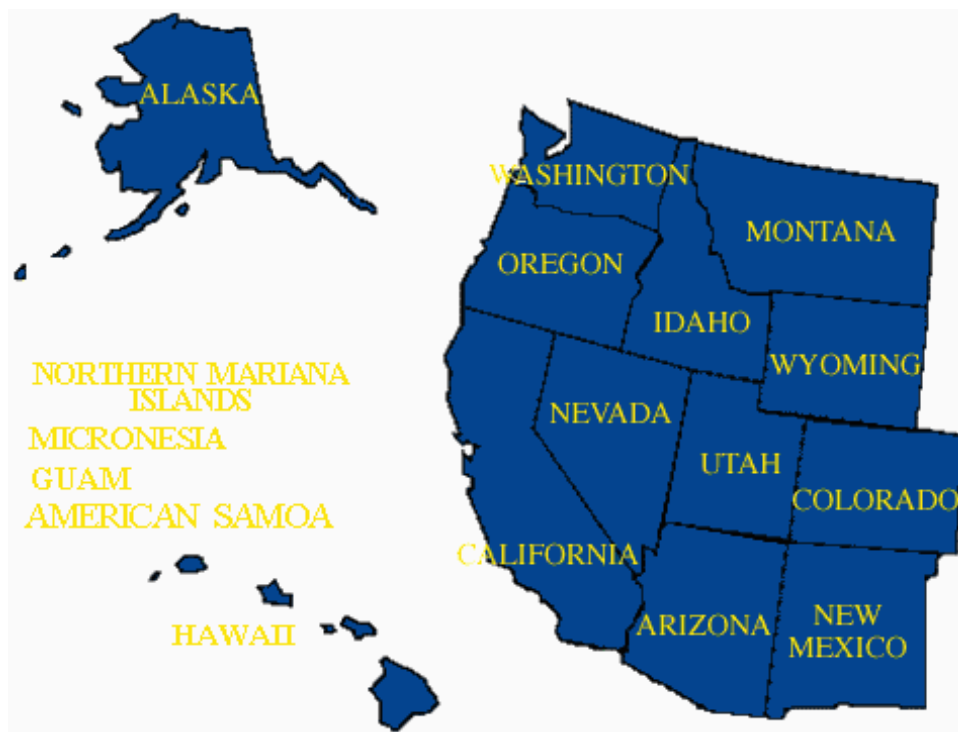


WRDC

Western Rural Development Center



2002-2003 Annual Report

October 1, 2002 – September 30, 2003

Table of Contents

| | |
|------------------------------------------------------------------|-----------|
| From the Director | 1 |
| About the WRDC | 2 |
| Mission..... | 2 |
| Vision and Operating Philosophy | 2 |
| Center Priority Areas | 3 |
| Skill and Capacity-Building Activities | 3 |
| Regional CRED Roundtable..... | 3 |
| Community Vitality Initiative (CVI) | 4 |
| Regional Faculty Development Activities | 4 |
| WRDC Expert Roster | 5 |
| WRDC Distribution Lists | 5 |
| The Circuit Rider Newsletter | 5 |
| Items & Opportunities News Brief..... | 5 |
| Research Investments | 5 |
| Fiscal Crisis in the West Project..... | 5 |
| Community Business Matching Model (CBM)..... | 7 |
| Video as a Tool for Community-Centered Research..... | 8 |
| Publications | 8 |
| Community-Centered Research Series: Measuring What Matters | 8 |
| How Do Rural Western Counties Use GIS? | 8 |
| Western by Design Toolkit..... | 9 |
| Nature-Based Tourism Video | 9 |
| Living on the Edge Video | 9 |
| A Table to Sit At: North Idaho Farmers Turned Filmmakers..... | 9 |
| Conferences, Workshops, and Presentations | 10 |
| Galaxy II Conference..... | 10 |
| Collaborative Learning Workshops | 10 |
| Public Issues Education Team | 10 |
| Rural Community Planning Workshops..... | 10 |
| Fire Researchers' Roundtable..... | 11 |
| New Mexico Local Government Education Project..... | 11 |
| Collaboration | 11 |
| Western SARE..... | 11 |

| | |
|------------------------------------------------------------|-----------|
| NCAT Southwest Marketing Network | 11 |
| Nature-Based Tourism Project..... | 12 |
| Tribal Collaborations | 12 |
| Links to NRLA | 12 |
| National Rural Funders Collaborative | 13 |
| Joint Conference with RUPRI Rural Poverty Center | 13 |
| Joint Meeting of AES and CES Directors | 13 |
| RRDC/CSREES: E-Commerce | 13 |
| RRDC/CSREES: Programmatic Coordination..... | 13 |
| Summary of Center Activities by Priority Area | 14 |
| Center Funding | 15 |
| Steering Committee..... | 16 |
| Center Staff..... | 16 |
| Acronym List..... | 17 |

From the Director

The Staff and Partners of the WRDC continue to work incredibly hard to craft an organization that meets the needs of the West with responsiveness, productivity, and quality.

The Center has been involved in three notable successes in the past year, and all three should bear fruit over many years. These are the release of reports on the fiscal crisis in western state budgets; the facilitation of formation of a national association of community development faculty in extension; and the continued preparation of a community development skill building workshop that, as I write this message, will occur in less than a month. Although the workshop will have occurred after the period specifically covered in this report, its organization and development nevertheless occupied a considerable portion of our capacity during the reporting period.

The fiscal crisis project was a direct response to a mandate from the region's extension administrators. The goal was to understand the causes and consequences of the budget shortfalls that virtually all states in the region (and country, for that matter) have experienced. The Center played an essential role in leading, funding, and organizing the project, as well as in editing and laying out the documents that emerged from it. However immodest it may sound, it is inconceivable that this project could have been undertaken as successfully as it was without the Center as its organizational hub.

The WRDC has played a quiet role in the national efforts within extension to develop a professional association for faculty involved in community development programming. I am confident in the assertion that community development will not be fully recognized as a core extension activity until it has the status that would come from having a distinct professional identity within extension. The Regional Rural Development Centers are working closely with a network of faculty from across the nation in the formation of NACDEP, the National Association of Community Development Extension Professionals. Again, it is hard to imagine how this process could have unfolded as it has without the involvement of the four Regional Rural Development Centers.

Finally, the Western Community Vitality Initiative Kickoff Workshop being held in February 2004 is hugely important to the western land grant universities' ability to serve the needs of rural communities. It is the most comprehensive and most well-attended community development skill building workshop for university (primarily extension) faculty in the past 25 years, and it comes at a critical juncture for the region. Very few states have a critical mass of community development extension faculty, and several long-serving faculty members either have retired or will retire soon. Among them are Sheila Knop (Colorado), Neil Meyer (Idaho), and Dave Sharpe (Montana). The Kickoff Workshop represents a crucial opportunity to pass the baton from this generation to the next.

I am extremely pleased that the WRDC has been part of these projects. As you read this report you will see that they represent but a fraction of our activities for the year. It may well be that one of the activities I have not showcased in this message will in fact produce beneficial outcomes that rival any of these three projects—and produce spin-offs we cannot foresee. That is the nature of this business.

As Director of a very small program, often the credit for Center products rests on my shoulders. This presumed conjunction between the accomplishments of the Center and any one person could not be further from the truth. The Center is a *network organization* that can only accomplish the good things that it does through the shared commitment, efforts, and talent of a broad cast of partners. I would like to thank the WRDC staff, the various support programs at Utah State University, our Steering Committee, faculty colleagues and CSREES partners for their assistance and support during 2002-03.

Steve Daniels

About the WRDC

The Western Rural Development Center (WRDC) is one of four regional centers funded by USDA-CSREES to strengthen the capacity of local citizens to guide the future of their rural communities. Each Center links the research and extension capacity of regional land grant universities with local decision-makers to address a wide range of rural development issues. The WRDC also receives substantial support from Utah State University through the Agricultural Experiment Station, the College of Humanities, Arts and Social Sciences, the College of Natural Resources, and Cooperative Extension.



Mission

As a convener, the Center enhances the capacity of rural western communities to improve quality of life, sustain local cultures, develop desirable assets, seize emerging opportunities, and solve problems. Specific long-term outcomes include:

- Horizontal and vertical dialogue between the land grant system and outside partners (individuals, groups, organizations, public agencies, private agencies/NGOs), who together offer a broad network of resources that provide best practices, timely information, and resources in accessible packages;
- Preparation of knowledgeable, skillful western change agents motivated to work with and within communities using resources, networks, and decision-making tools and processes demonstrated to be effective for community development;
- Identification of regional issues; develop, test and diffuse promising practices; gauge results, develop appropriate tools to enhance community development skills of extension faculty;
- Encourage and support university-based faculty to conduct research that addresses issues critical to rural communities, and to deploy their intellectual assets to build the capacity of rural communities;
- Access to high quality, relevant research data and analysis informing decision making and policy development.

Vision and Operating Philosophy

The WRDC can meaningfully contribute to the quality of life in the rural West as a catalyst, a convener, and a conduit. As a catalyst, the WRDC may initiate projects by bringing resources and people together to jump-start innovative concepts. As a convener, the WRDC may bring eclectic groups of people together to learn about issues, learn about one another's values and goals, and think creatively about how to shape the kind of West that we can all call home. As a conduit, the WRDC can move information and resources around the West so that projects are efficiently undertaken, information is rapidly disseminated, and the best work in the region benefits the entire West, not merely the state where it was initially performed.

The WRDC strives to capitalize on the strengths of universities in the West by promoting and supporting innovation in the broad field of rural development. Some of that innovation will occur within universities; much will not. The people of the rural western United States are hard-working, creative, and passionate about their land and life styles. As the West continues to change, the WRDC hopes to be a positive force that helps local residents and elected officials make thoughtful and informed choices. The WRDC is not an advocate for any political position or ideology; rather it is a facilitator of scholarship, discussion, and projects that enhance quality of life in the region.

Center Priority Areas

The WRDC Steering Committee has identified three priority areas upon which the WRDC should focus current efforts. These priority areas were chosen because they 1) continue a track record of productive activity by the WRDC, 2) build on the expertise of regional faculty and WRDC staff, and/or 3) respond to pressing regional issues.

- Priority 1: Civic Capacity in the Rural West**, by enhancing the capacity for community-led development in the West;
- Priority 2: Natural Resources/Land Use**, by enhancing the quality of natural resource management and land use decisions in the rural West;
- Priority 3: Capacity of Land Grant Universities**, by enhancing the engagement of university faculty in the pressing issues of the region.

Skill and Capacity-Building Activities

Regional CRED Roundtable

On February 4-7, 2003 the WRDC facilitated a Regional CRED Roundtable in Las Vegas. The Roundtable was organized by a multi-state team called the Western Extension Community Development Committee. Objectives for the meeting were to 1) increase regional understanding of CRED activities across states, 2) develop a draft capacity-building strategy for discussion with the WRPLC, and 3) broaden involvement in and refine a training plan for “Community Vitality 101.”

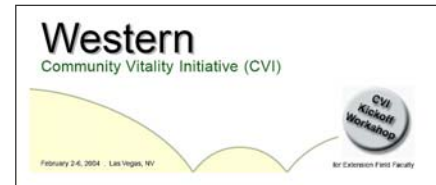
The Roundtable was advertised to extension directors, county extension agents, public policy specialists, CRED specialists, agriculture and natural resource specialists, field faculty with CRED responsibility, and others interested in becoming more involved. Attendees were:

Twenty-five roundtable participants from 12 institutions had the opportunity to discuss CRED capacity-building issues with both the WPLC and the region’s directors. While the most significant outcomes relate to the continued development of the CVI Overview training, additional outcomes included 1) an asset-based inventory of CRED resources in the West (people, programs, and partners), 2) a strategic model for increasing CRED capacity in the region, and 3) the intangible, but ever-so-important, increased density of personal relationships in the region.

Community Vitality Initiative (CVI)

The needs assessment conducted by the WRDC in late 2002, the efforts of a multi-state work team over the past 18 months, and the conversations at the Las Vegas workshop between CRED field practitioners and the WRPLC created a viable model for an entry-level training on CRED for extension field faculty. Five different task sub-teams emerged from the Las Vegas meeting, as well as a commitment to offer the training in early 2004.

The WRDC and a team of western extension specialists have worked closely with western extension directors and associate directors to design a training program on community vitality-building principles. A **WCVI Kickoff Workshop** geared for extension field faculty from diverse disciplines will take place on February 2-6, 2003 in Las Vegas Nevada. This introductory “train-the-doer” workshop will provide a foundation for follow-on work in cooperation with others back home. Workshop activities that promote interaction, co-learning, and co-planning for action include a panel discussion, mini-lectures, coaching, and large and small group discussion.



Participants can attend as individuals, multi-county teams, or statewide teams. Because team support is useful in accomplishing work back at home, participants are encouraged to send teams of 2-6 members. A group of CVI state contacts was identified to facilitate formation of state teams.

To prepare for the workshop participants conducted rapid assessments of their own community issues and opportunities. An informal, optional gathering of participants and workshop resource staff was held in conjunction with the Galaxy II Conference on September 25, 2003 in Salt Lake City. Kickoff Workshop activities will support participants as they develop their individualized community vitality action plans. The WRDC is piloting a program of mini-grants for approved action plans that have support and involvement from appropriate community partners. A 15-member workshop resource team will provide support and follow-up through mentoring activities, co-learning conference calls, etc., for a period of two years.

WRDC sponsored a web link to facilitate workshop registration, and a participant listserv. Sixty people have registered to attend.

Regional Faculty Development Activities

The Center Director engages in many activities that enhance regional capacity by supporting colleagues and students with promise.

- Review professional papers, manuscripts, and grant applications
- Review Promotion and Tenure applications
- Writes letters of reference for outstanding students and professional colleagues
- Serve on Promotion and Tenure and graduate committees at USU
- Generate opportunities for peer reviewed scholarship through various WRDC publication series.

WRDC Expert Roster

The Center continues to receive requests from people nationwide to be added to the web-based Expert Roster. In April 2003 the Center updated the roster by contacting existing members to verify data fields. To date, the roster has 209 members.

WRDC Distribution Lists

The Center has added the names of 209 Expert Roster members to a distribution list for the monthly e-mail news brief *Items & Opportunities*. Mailings to this group began in April 2003. Soon after the first mailing the Center began to receive messages of support, requests for information, and offers to collaborate on projects.

The Circuit Rider Newsletter

The *Circuit Rider* newsletter is published 2-4 times per year. Each 6-page issue focuses on issues and opportunities of regional significance, and promotes the activities of extension faculty. *Circuit Rider* is published electronically and disseminated through regional and national listservs. Back issues are available in PDF format on the WRDC website.



Items & Opportunities News Brief

In August 2002 the Center launched *Items and Opportunities*, a monthly e-mail news brief for our regional extension and community resource development colleagues. The news brief contains a brief overview of leading edge resources, upcoming conferences, grant opportunities, and other topics of interest, along with links to more in-depth information. In fall 2003, the Center added 209 names of Expert Roster members to the distribution list.

Research Investments

Fiscal Crisis in the West Project

The Center was asked by the WRPLC to provide leadership for a regional education project on the current condition of state budgets in the region. The WRDC published two Public Policy Information Briefs on the fiscal crisis in the West: *Fiscal Crisis in State Governments: A Focus on 13 Western States*, and *Fiscal Crisis in State Budgets: Are Taxes in Western States "Wobbly"?* These reports reflect the efforts of a multi-state team of land grant university faculty. The team was organized under the leadership of Steven Daniels (WRDC) and Lou Swanson (Colorado State University), with Jim Christenson (University of Arizona) serving as the administrative advisor. The activities of this ad hoc team will likely be institutionalized into a formal multi-state research and education coordinating committee.



The feedback we have gotten has been uniformly positive. Both documents are available in PDF format on the WRDC website.

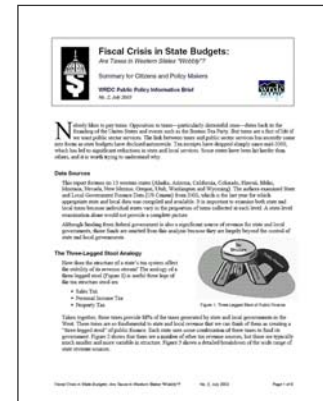
Media Coverage:

- USU Extension Public Relations and Communications department has distributed a very nice press release to almost 300 outlets.
- KUSU (statewide public radio) "Access Utah" interview 7/30.
- Front page piece in the Salt Lake Tribune 7/23, the day the report was released.
- Front page Herald Journal (Cache Valley, Utah) article 7/25.
- Interviewed by "High Country News Radio", aired 7/31.
- Interviewed by MarketPlace Radio (the Business News Program for National Public Radio). Aired on 7/28/03.
- Interviewed by MSNBC reporter, covered on msnbc.com
- "State Tax Reports" (Virginia) embedded the articles in technical publications, which are widely read by taxation/public finance professionals.
- Reports were included in the briefing packet for the in-coming President of Oregon State University.
- Featured in Headline News ticker at top of USDA/CSREES website <http://www.reeusda.gov/>
- Appeared as lead item on the web site and weekly newsletter from the Montana Associated Technology Roundtable, a statewide entrepreneurship and economic development group.
- Interview with Public Record, newspaper from Palm Springs, CA
- Email from Michael Harrington, ED of AES and CES Directors in the West:

I also want to compliment you for your leadership in the excellent progress that the group has made. The report is right on target in identifying critical issues facing states. I believe that most states will want to be involved in this activity in the future.

- E-mail from Kent Briggs, Executive Director, Council of State Governments West (CSG-WEST):

I was pleased to receive your new publication comparing the tax structures of western states. It was indeed most timely because we open our annual meeting in Honolulu next week that will include a meeting of our Fiscal Affairs committee comprised of the budget chairs from all of the western states. The presentation that is scheduled is on the Medicare budgets of western states that rely on some new work that will be released at the time of our meeting. Your publication will fit nicely in the packets we hand out to our members and will provide some great visibility to an important audience for WRDC. After a quick review, we are going to include Fiscal Bulletin #2 in the packets because it makes an important point about balance in revenue systems. This is the key issue in the Oregon, Wyoming and Montana tax systems. Fiscal Bulletin #1, while it undoubtedly is based on solid research and makes some important points, is too academic in its approach for policy makers. Its audience is legislative staff and I would like to make it available



with a cover letter from our office to our Legislative Service Agency Directors after our annual meeting. I would like to include in that mailing some background information on WRDC so they can recognize the value you bring to the region (emphasis added).

Community Business Matching Model (CBM)

One of the Farm Foundation-supported work teams in the West is developing a targeted industries model that will assist communities throughout the region as they consider or develop business recruitment strategies. A targeted industries approach matches the attributes and aspirations of communities with the input needs of industries, with the expectation that the business attraction “hit rate” will improve, and those firms that are attracted to a community will be more successful.

The WRDC has allocated funds for a western application of CBM, which was first developed by Catherine Chan-Halbrendt, University of Hawaii CTAHR, when she was Chair of the Department of Community Development and Applied Economics at the University of Vermont.

Using CBM, a three-state team (Hawaii, Montana, and Nevada) is developing research and extension models and procedures to enhance industrial development and recruitment in rural western communities. The team consists of six faculty members (Catherine Chan-Halbrendt and Linda Cox, University of Hawaii; Barbara Andreozzi and Dave Sharpe, Montana State University; and Buddy Borden and Tom Harris, University of Nevada, Reno).

CBM incorporates the economic and non-economic goals of communities within the framework of two measures: desirability and compatibility. Desirability measures how likely a business is to meet a community’s goals, and compatibility measures likelihood that a business will locate in the community.

The western application of CBM began in July 2003, and Barbara Andreozzi has already completed a number of Montana community-based economic goal-setting programs. Using Expert Choice software, Tom Harris has analyzed the results and ranked community goals. A business questionnaire is also being developed, and when it has been finalized and tested by the research group a survey will be initiated by Dr. Joe Floyd at MSU-Billings. Data acquired through the survey will be incorporated into a revised CBM model, which is currently being programmed by a student at the University of Nevada, Reno. It is expected that by spring 2004 the programming and business survey will be completed. The next step will be an initial analysis of Montana counties. Also during spring 2004, community goal-setting programs which follow procedures used by Ms. Andreozzi in study areas in Montana will be initiated in Hawaii and Nevada.

Project Criteria

The following project criteria were developed at the March 2003 Steering Committee meeting. Projects must:

- Be regional/multi-state in nature, and involve communities in design and implementation;
- Be built on a research to extension to integration approach (or explain why not);
- Clearly define outcomes and speak directly to Center priorities and outcomes. Outcomes should relate to increased civic capacity to manage natural resources and improve quality of life in rural communities;
- Include some kind of match, such as in-kind, etc. A good-faith demonstration;

- Include an evaluation component: Center should be a source of technical assistance but it is best if communities are involved in evaluation together with their local extension system;
- Involve non-land-grant partners;
- Produce a deliverable such as a publication;
- Include logic model analysis as part of the application format. Evaluation should be built into the process, with the Center as a resource; and
- Be longitudinal: Funding based upon performance of project phases and periodic deliverables.

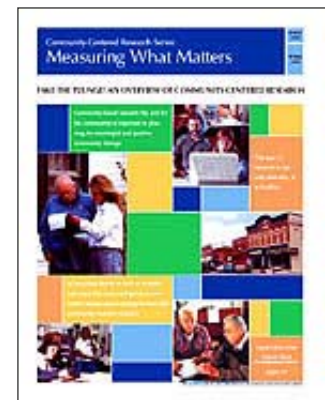
Video as a Tool for Community-Centered Research

The Center co-funded production of a 33-minute videotape by Lorie Higgins, University of Idaho, called *A Table to Sit At: North Idaho Farmers Turned Filmmakers*. The videotape is the product of a pilot project exploring the use of video for community development and research among family farmers. The Center will feature the project in its new article series *Measuring What Matters*.

Publications

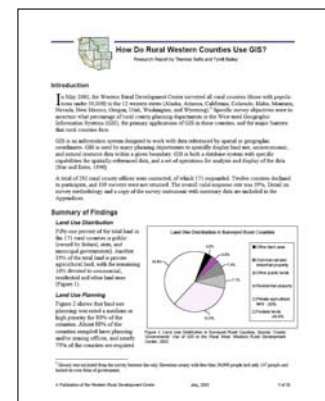
Community-Centered Research Series: *Measuring What Matters*

The WRDC is developing a series of articles, each 4-6 pages in length, that discuss the importance of community-based research (by and about the community) in planning for meaningful and positive community change. The series emphasizes that the research process is both desirable and feasible, and also communicates tangible next steps. Authors are primarily junior faculty. Five articles are being published in winter 2003-spring 2004. Articles will be available in print and in PDF format for download from the WRDC website.



How Do Rural Western Counties Use GIS?

In May 2002, the Western Rural Development Center surveyed all rural counties (those with populations under 50,000) in the 12 western states (Alaska, Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming). Specific survey objectives were to ascertain what percentage of rural county planning departments in the West used Geographic Information Systems (GIS), the primary applications of GIS in these counties, and the major barriers that rural counties face. A total of 292 rural county offices were contacted, of which 171 responded. Twelve counties declined to participate, and 109 surveys were not returned. The overall valid response rate was 59%.



The Center published a summary of data on the WRDC website in May 2003. The summary has been promoted in the WRDC monthly news brief, *Items & Opportunities*, and results were sent directly to agencies and individuals that completed surveys.

This project generated an inquiry from personnel at the Department of Homeland Security, who viewed this research as unique.

Western by Design Toolkit

The WRDC continues to promote the Western by Design toolkit throughout the region, and state-wide training sessions are provided upon request. The Center Director published an article on the toolkit in *The Western Planner* (“The Question Isn’t Whether or Not We Have Growth, But How We Manage It,” April/May 2003). Subsequent to article’s publication, several inquiries and toolkit requests have been received. In August 2003 the Center mailed a one-page promotional flyer/order form, along with a \$25 discount coupon, to each western county planning office and each respondent to the GIS Survey.



Nature-Based Tourism Video

The Center co-funded production of a 32-minute video called *Nature Tourism Businesses*, produced by Montana State University Extension (also mentioned in this report under Collaboration). Natural attractions throughout America provide the backdrop for a host of tourist opportunities. This video provides an overview of nature tourism businesses ranging from bird watching, photo tours, ATV recreation, environmental lodges, scenic flights and others. Businesses in Alaska, Hawaii, Montana, Utah and Wyoming are featured. The video is available on the MSU Extension website, www.montana.edu/publications.

Living on the Edge Video

The Center co-funded production of a 2-video set plus guidebook called *Living on the Edge: Grassroots Watershed Planning in the Pacific Northwest*. The videotape is designed to educate audiences about local approaches to dealing with water resource issues. Case studies of six Pacific Northwest watersheds illustrate the difficulties, successes, and failures of citizens’ committees as they attempt to reconcile disparate interests, to gain public support, and to overcome the tangle of governmental regulations.

A Table to Sit At: North Idaho Farmers Turned Filmmakers

The Center co-funded production of a 33-minute videotape by Lorie Higgins, University of Idaho, called *A Table to Sit At: North Idaho Farmers Turned Filmmakers*. The videotape is the product of a pilot project exploring the use of video for community development and research among family farmers (also mentioned in Research Investments, this report).

Conferences, Workshops, and Presentations

Galaxy II Conference

The WRDC had an extensive presence at the September 2003 Galaxy II conference in Salt Lake City, Utah:

- Co-convened a Sunday morning meeting to discuss a CRED professional association
- Participated in a NPPEC pre-training workshop
- Presented a paper to the Farm Foundation-funded NPPEC conference
- Presented a technical paper on land use planning tools (jointly with Stephan Goetz)
- Presented research results on the community impacts of the 2002 Arizona wildfires (with Mathew Carroll, Washington State University)
- Co-hosted a Regional Rural Development Center (RRDC)-sponsored reception
- Co-hosted a Thursday morning CRED breakfast
- Presented a display board (poster session) showcasing the efforts of all four RRDCs

Collaborative Learning Workshops

The WRDC is supporting a multi-state extension team from the North Central region interested in skill development related to conflict management. They are interested in exploring the ways in which Collaborative Learning might become part of the skill set of extension faculty. A specific skill-building opportunity for this team was provided on November 15-19, 2002 in Southern Illinois, where some team members participated in Collaborative Learning training presented to personnel from the Shawnee National Forest.

Public Issues Education Team

The WRDC is supporting the efforts of a cadre of extension faculty involved in Public Issues Education (PIE). This group published *Public Issues Education: Increasing Competence, Enabling Communities*, and the distribution of this publication has been coordinated and partially funded by the Regional Rural Development Centers. The WRDC is also involved with this team in the development of a comprehensive PIE training initiative for extension faculty. More regionally, the WRDC is helping one PIE faculty member (Loretta Singletary, NV) with the preparation of journal manuscripts and in development of a region-wide survey instrument on conflict management activities by extension personnel.

Members of this PIE cadre (including the Center Director) formed a 4-person training team that presented a workshop at the 2003 National Public Policy Education Conference (NPPEC) in Salt Lake City, held jointly with the Galaxy II Conference in September 2003.

Rural Community Planning Workshops

In January 2003, the Center Director presented two training sessions on the *Western by Design* toolkit for Idaho Extension in Idaho Falls and Island Park.

Fire Researchers' Roundtable

Center Director provided financial support, and participated in, a Fire Researchers' Roundtable in Tucson, Arizona in January 2003. Approximately 40 social scientists from agencies, universities, and communities attended. The Center also provided financial support. Co-sponsors included USDA-Forest Service, University of Wisconsin-Madison, and Northern Arizona University.

New Mexico Local Government Education Project

The Center received a request for assistance from the Extension Director at New Mexico State University. NMSU was engaged in discussions with the New Mexico County Commissioners Association about developing a local government education program, but NMSU did not have any specialists with particular experience in developing such a program. The Center was able to identify a program offered through Washington State University as arguably the premier land grant-based program of training for local government officials in the region. The WRDC coordinated and funded the travel of two WSU faculty members to travel to New Mexico to meet with NMSU faculty and county commissioners. Feedback from NMSU was that the consultation was extremely beneficial.

Collaboration

Western SARE

Theresa Selfa, Senior Research Associate, participated in the SARE Grant Review Panel in Salt Lake City in February 2003. The Center Director attended the SARE Administrative Council meeting in Salt Lake City on March 3, 2003.

On July 18, 2003 WRDC staff met with Phil Rasmussen of Western SARE to discuss potential collaborations. The Center proposed collaborations with a uniquely western flavor related to water issues. Dr. Rasmussen forwarded to the SARE Administrative Council a one-page WRDC proposal describing several potential ongoing projects. The Administrative Council reviewed the proposal at their August meeting. Response was positive although neither the SARE Administrative Council nor the WRDC Steering Committee has identified a compelling sustainable agriculture/vibrant rural community nexus that would serve as the core of a W-SARE/WRDC joint project. Response was positive, and options are being considered.

NCAT Southwest Marketing Network

Theresa Selfa, Senior Research Associate, is conducting evaluation for a Southwest Marketing Network project titled "Expanding Markets for Southwest: Small-Scale, Alternative, and Minority Producers". The project is funded and sponsored by the Kellogg Foundation Food and Society Program. Collaborators include Farm to Table, NCAT, and the Henry A. Wallace Center for Agricultural and Environmental Policy.

On March 31-April 1, 2003, 135 participants attended the First Annual Southwest Marketing Network Conference in Durango, Colorado. The conference targeted small, minority and alternative farmers and ranchers, as well as non-profits and others in alternative agriculture in the Four Corners states. Dr. Selfa conducted the conference evaluation as part of the three-year evaluation of the project.

WRDC is also providing evaluation and networking support to a spin-off project called Southwest Community Food and Agricultural Policy Outpost. Funded by a USDA Community Food Project grant, this project is geared toward shaping food and agricultural policy councils in the Four Corners states.

Nature-Based Tourism Project

The Center is a co-sponsor of the Farm Foundation "Nature-Based Tourism Project." A Nature-Based Tourism break-out session was held at the Western CRED Roundtable in Las Vegas, and the project published 32-minute video, *Nature Tourism Businesses*, in April 2003 (also mentioned in this report under Publications).

Tribal Collaborations

- **Electronic Publication**

Since May 2003 the Center has been communicating with Rebecca Robbins of Polson, MT (author of Tribal College and University Profiles) about ways in which the Center might increase visibility of western tribal colleges. We are exploring the possibility of hosting an electronic publication that is similar to the Profiles book but that focuses on western tribal colleges and universities.

- **Tribal Scholarships**

The WRDC offered travel and registration scholarships to the Business Skills Training in San Antonio on September 2-6, 2003. WRDC paid travel and registration costs (to a maximum of \$1,200 per participant) for four registrants from the following institutions:

- Diné College
- Southwestern Indian Polytechnic Institute
- Salish Kootenai College
- Chief Dull Knife College

Faculty at tribal colleges, as well as other tribal personnel involved in education/outreach on business issues, were eligible for these scholarships. Letters were sent to 25 business faculty at 13 western tribal colleges, and the opportunity was promoted on the Center website and through e-newsletters.

Links to NRLA

The Natural Resources Leadership Academy (NRLA) is a program being developed at Washington State University. It is designed to provide professional development training for field personnel in natural resource management and law enforcement agencies. The emphasis is on leadership, conflict management, and community collaboration. An initial pilot was offered in the spring of 2003.

WRDC provided support for development of this program through participation in planning/design meetings, and by offering ½-day of training in the pilot training. The NRLA model is based significantly on Collaborative Learning principles and activities. Initial indications are that NRLA serves an important need, and that WSU may be challenged to meet the demand that the successful pilot appears to have generated. NRLA continues to grow in response to agency and community needs, and continued WRDC involvement is expected.

National Rural Funders Collaborative

On June 10, 2003, four USDA agencies and the National Rural Funders Collaborative (NRFC) signed a Statement of Cooperation to announce their intent to work together on behalf of rural families and communities. The signing launches a unique public-private partnership between the philanthropic community and federal agencies. Over the past twelve months, partners to the agreement worked to identify ways to link programs, research, education, and outreach activities at the local, state, and national levels. The resulting collaborations will expand resources available to rural Americans and support comprehensive, locally-led community and economic development initiatives.

The NRFC is a ten-year initiative supported by over a dozen private foundations including the Mary Reynolds Babcock Foundation, Otto Bremer Foundation, Calvert Social Investment Foundation, Annie E. Casey Foundation, Fannie Mae Foundation, William Randolph Hearst Foundation, F.B. Heron Foundation, William and Flora Hewlett Foundation, Ford Foundation, W.K. Kellogg Foundation, and Lumina Foundation for Education.

The Center director attended the NRFC meeting in Nebraska Sept 2-4, 2003 to learn more about possible programmatic linkages.

Joint Conference with RUPRI Rural Poverty Center

The Regional Rural Development Centers are collaborators in the RUPRI Rural Poverty Research Center funded by ASPE/HHS. The proposal indicates that there will be regional poverty conferences in CY 2004. Initial conversations are underway with the co-director of the RUPRI Poverty Center (Bruce Weber, Oregon State University), regarding the development of such a conference in the West.

Joint Meeting of AES and CES Directors

In July, 2003 the Center Director provided a briefing on the progress to date of the Fiscal Crisis project. The briefing received an enthusiastic response and generated a great deal of interest. The Administrators' positive reaction to the project prompted us to push hard to get the report published as promptly as possible. No report on other Center activities was delivered, although a written report was distributed.

RRDC/CSREES: E-Commerce

The Center Director attended a meeting of the ECOP E-Commerce taskforce in November, 2003. This meeting attempted to develop a strategy to achieve Congressional appropriations for e-commerce at a reasonable fraction of the level authorized in the Farm Bill.

RRDC/CSREES: Programmatic Coordination

The Center continues to cooperate with the other three RRDCs and with CSREES to make the national networks of Centers as effective as possible. The Centers are working jointly to develop a professional organization of CRED professionals in extension.

Summary of Center Activities by Priority Area

Priority 1: Civic Capacity in the Rural West

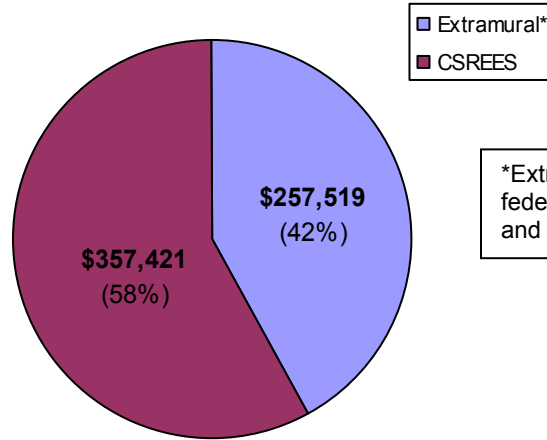
Priority 2: Natural Resources/Land Use

Priority 3: Capacity of Land Grant Universities

The following table shows specific priority areas addressed by activities described in this report.

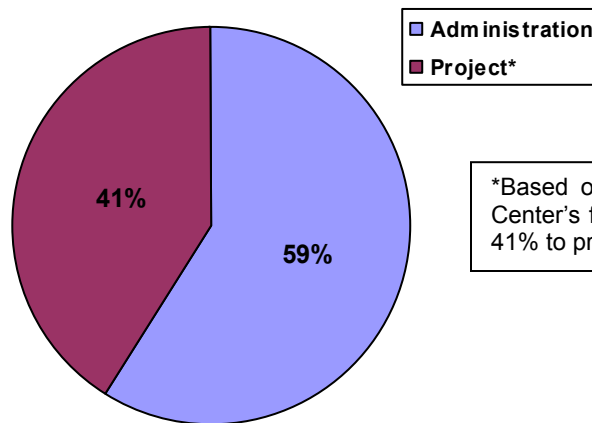
| Activity | Priority 1 | Priority 2 | Priority 3 |
|----------------------------------------------------------------|------------|------------|------------|
| Regional CRED Roundtable | | | X |
| Community Vitality Initiative (CVI) | | | X |
| Regional Faculty Development Activities | | X | X |
| WRDC Expert Roster | X | X | |
| WRDC Distribution Lists | X | X | X |
| The Circuit Rider Newsletter, Items & Opportunities News Brief | | | X |
| Community Business Matching Model (CBM) | X | | X |
| Video as a Tool For Community-Centered Research Project | X | | X |
| Fiscal Crisis in the West Documents | X | | |
| Community-Centered Research Series: Measuring What Matters | X | | X |
| How Do Rural Western Counties Use GIS? | | X | |
| Western by Design Toolkit | X | X | X |
| Nature Based Tourism Video | | X | |
| Living on the Edge Video | X | | |
| A Table to Sit At Video | | | X |
| Galaxy II Conference | X | X | X |
| Collaborative Learning Workshops | X | | X |
| Rural Community Planning Workshops | X | X | |
| Fire Researchers Roundtable | | X | |
| New Mexico LGE Project | X | | X |
| Western SARE Collaboration | | X | X |
| NCAT Southwest Marketing Network | | X | |
| Nature-Based Tourism Project | | X | X |
| Tribal Collaborations | | | X |
| Links to NRLA | X | X | X |
| National Rural Funders Collaborative | | | X |
| Joint Conference with RUPRI Rural Poverty Center | | | |
| Joint Meeting of AES and CES Directors | | | |
| RRDC/CSREES: E-Commerce | | | |
| RRDC/CSREES: Programmatic Coordination | | | |

Center Funding



*Extramural funds are non-CSREES, non-federal agency funds. They are state, local, and private funds generated by the Center.

Total FY2003 Funding:
\$614,940



*Based on the CSREES base funding, the Center's funds were allocated approximately 41% to projects.

Funding Allocations
59% Admin 41% Projects

Steering Committee

Bruce Boggs (2003-2006)

Director, Conservation Learning Networks
The Nature Conservancy

Perry J. Brown (2003-2005)

Dean and Professor, School of Forestry
Director, Montana Forest & Conservation Experiment Station
University of Montana-Missoula

Catherine Chan-Halbrendt (2003-2005)*

Associate Dean/Assoc Director, Research,
College of Tropical Agriculture and Human Resources, CTAHR

James Christenson (2002-2004)*

Associate Dean, Director of Cooperative Extension
The University of Arizona

Steve Daniels (Continuous)

WRDC Director
Utah State University

Emmett P. Fiske (2001-2005)

Organizational Effectiveness Specialist, Dept. of Rural Soc
Washington State University

Thomas Harris (2003-2005)

Director, University Center for Economic Development
University of Nevada, Reno

James Jacobs (2000-2005)*

AES Director, Associate Dean
University of Wyoming

Lovell (Tu) Jarvis (2001-2003)

Divisional Assoc Dean for Human Sciences
UC Davis

Sally Maggard (Continuous)*

National Program Leader
CSREES-USDA/ECS

Paul McCawley (2001-2006)

Associate Director for Extension
University of Idaho

Kathy Moxon (2003-2005)*

Program Specialist,
The Humboldt Area Foundation

Jack Payne (Continuous)*

VP and Dean for University Extension
Utah State University

Florine (Flo) Raitano (2000-2003)*

Former CRDC Executive Director
Colorado Rural Development Council

Louis Swanson (2001-2005)

Sociology Department Chair
Colorado State University

*Board of Directors

Center Staff

Dr. Steven E. Daniels

Director
sdaniels@ext.usu.edu

Anne Martin

Staff Assistant III
amartin@ext.usu.edu

Dr. Theresa L. Selfa

Senior Research Associate
theresas@ext.usu.edu

Carey Dufner

Writer/Editor
cdufner@cc.usu.edu

Acronym List

| | |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1862s | Land-grant institutions established by the passage of the First Morrill Act (1862) |
| 1890s | Land-grant colleges and universities and Tuskegee University: historically black land-grant colleges and universities, established by passage of the Second Morrill Act |
| 1994s | Native American institutions which received land-grant status in 1994 |
| ACOP | Academic Committee on Organization and Policy |
| AES | Agricultural Experiment Station |
| AHS | Administrative Heads of Agriculture Section: a unit of NASULGC Commission on Food, Environment and Renewable Resources, Board of Agriculture |
| ANREP | Association of Natural Resources Extension Professionals |
| AOG | Association of Governments |
| AREERA | Agricultural Research, Extension, and Education Reform Act of 1998: legislation which reforms, extends or eliminates certain agricultural research, education and extension program |
| ARS | Agricultural Research Service |
| BOD | Board of Directors |
| CARET | Council on Agricultural Research, Extension and Teaching: a NASULGC-affiliated national grassroots organization of lay persons from the constituencies served by the land-grant colleges. |
| CES | Cooperative Extension Section: a unit of NASULGC Commission on Food, Environment and Renewable Resources, Board of Agriculture. |
| CRED | Community Resources and Economic Development: an effort to bring together all resources of the land-grant system to support the educational needs of the nations diverse communities. Features the work of CSREES and the four regional rural development centers. |
| CSREES | Cooperative State Research, Education and Extension Service: unites the research, higher education, and extension education and outreach resources of USDA |
| DHS | Department of Human Services |
| ECOP | Extension Committee on Organization and Policy: the representative government body of the Cooperative Extension Section |
| EDEN | |
| ERS | Economic Research Service |
| ESCOP | Experiment Station Committee on Organization and Policy |
| EXT | Extension |
| ICOP | International Committee on Organization and Policy |
| IFAFS | The Initiative for Future Agriculture and Food Systems |

| | |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JCEP | Joint Council of Extension Professionals |
| LGU | Land-Grant University |
| NACO | National Association of Counties |
| NASULGC | National Association of State Universities and Land Grant Colleges |
| NCAT | National Center for Appropriate Technology |
| NCRCRD | North Central Regional Center for Rural Development |
| NERCRD | Northeast Regional Center for Rural Development |
| NGO | Non-Governmental Organization |
| NPL | National Program Leader |
| NRCS | National Resources Conservation Services (formerly SCS, Soil Conservation Service) |
| NRDC | National Rural Development Council |
| NRI | National Research Initiative. A competitive research grants program administered by CSREES |
| PIE | Public Issues Education |
| PLC | Program Leadership Committee. A standing committee of ECOP whose function it is to create an ad hoc structure in the committee for specific needs, to plan and facilitate interdisciplinary Extension programs, and respond to national and international critical issues in cooperation with CSREES-USDA; and to establish and coordinate task forces to develop content and educational plans or new initiatives. |
| POW | Plan of Work |
| RC&D | Resource Conservation and Development |
| RRDC | Regional Rural Development Center |
| SARE | Sustainable Agriculture Resource Education: a program of CSREES |
| SC | Steering Committee |
| SRDC | Southern Rural Development Center |
| SRDC | State Rural Development Council |
| TNC | The Nature Conservancy |
| USDA | United States Department of Agriculture |
| WRDC | Western Rural Development Center |
| WRPLC | Western Region Program Leadership Committee (see PLC) |