

Benchmarking Economic Development Impacts

2007 Outreach Scholarship Conference

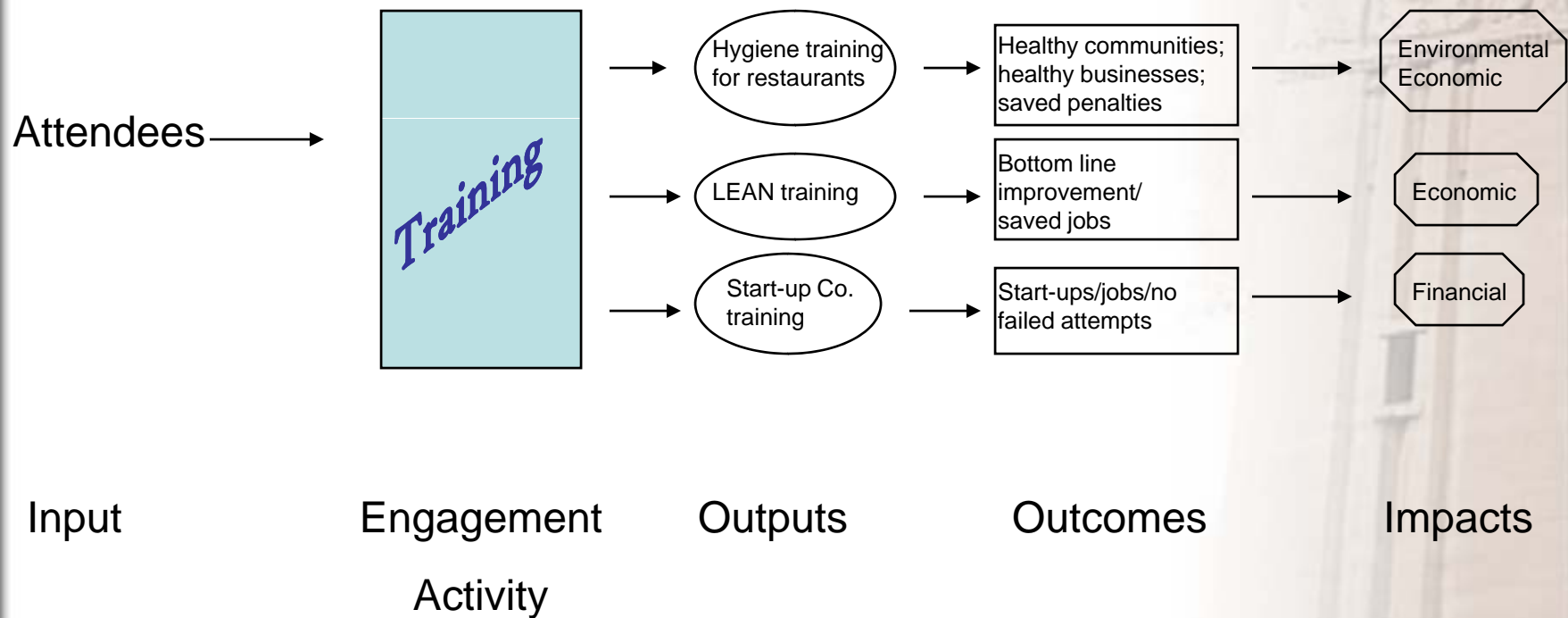
Presented by:

Teresa Helmlinger Ratcliff

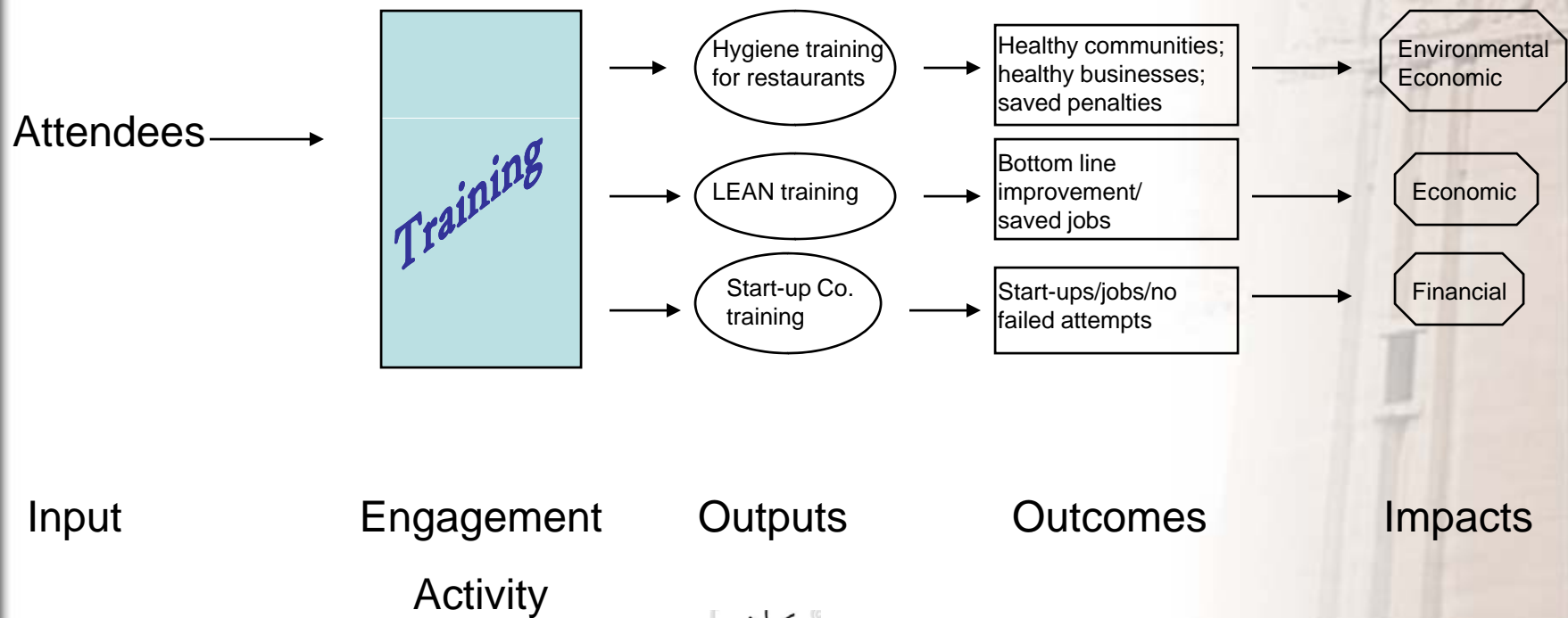
October 9, 2007



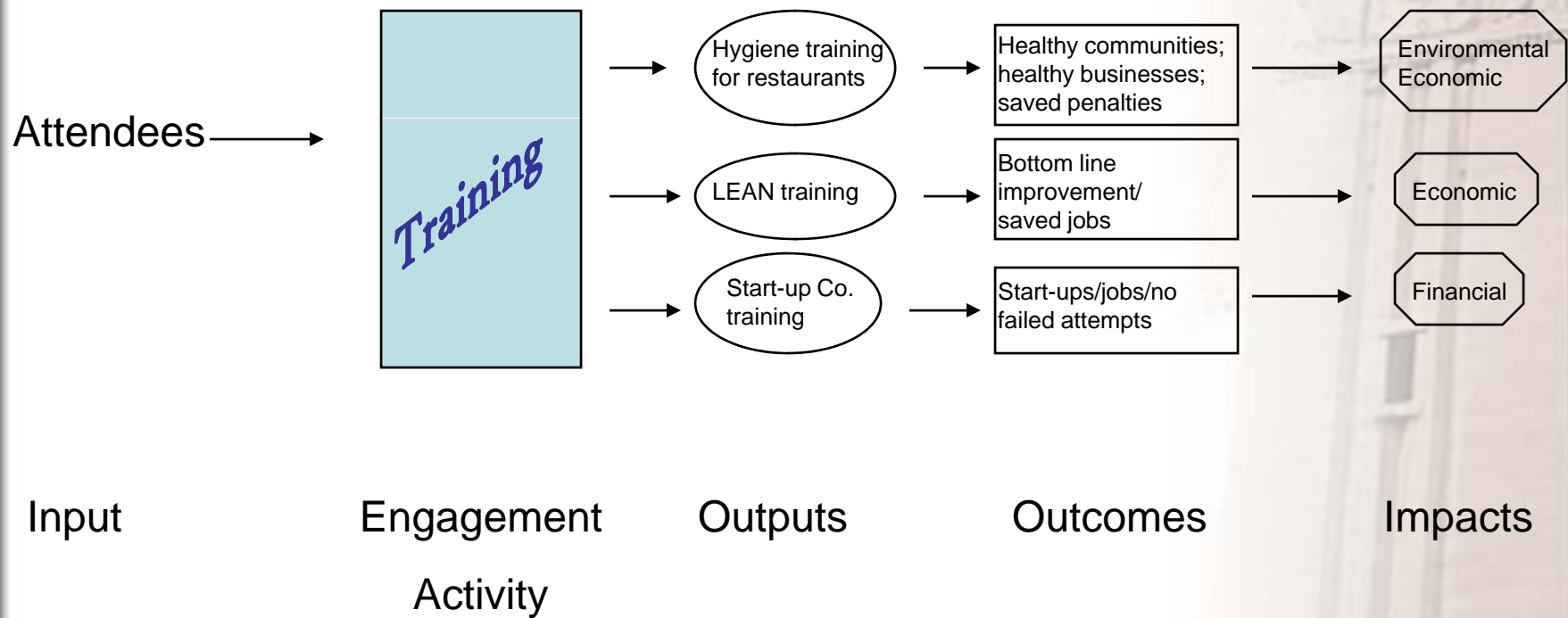
Logic Model Principles



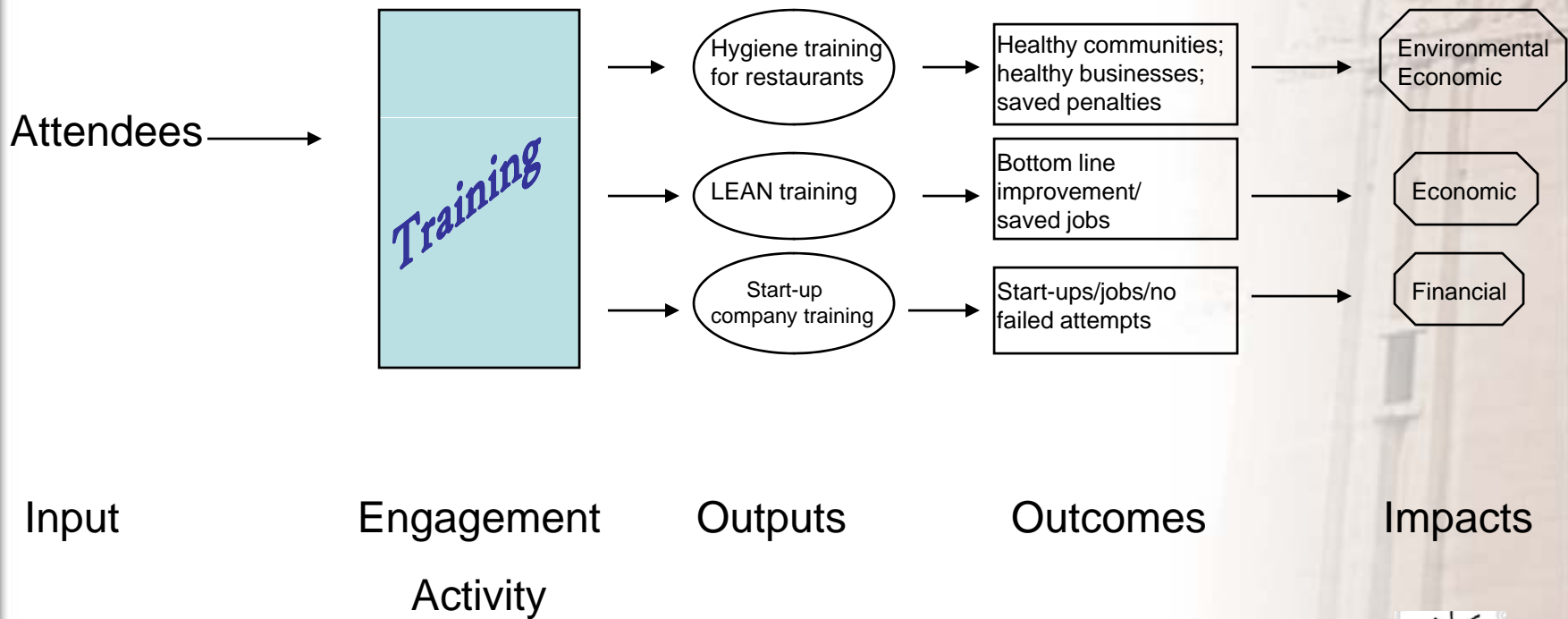
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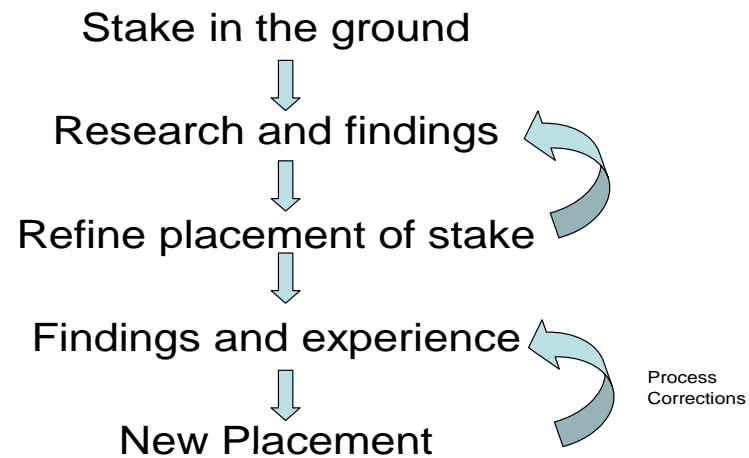
Example



Members

Full Name	Organization
Denis O. Gray	Department of Psychology
Susan S. Jakes	Cooperative Extension Service
Carol S. Kline	PRTM or Tourism Extension
Jeff DeBellis	Small Business Technology Development Center
Rajeev Narayan	Kenan Institute for Engineering Technology and Science
Deborah Porto	Industrial Extension Service
Ellis B. Cowling	College of Natural Resources
Karen P. Helm	University Planning and Analysis
Terri Helmlinger Ratcliff	Industrial Extension Service
Mark Brooks	State Climate Office
Celen Pasalar	Design Research

Process



Purpose Statement

We believe that NC State University's extension and engagement programs and activities are important to economic development in North Carolina and the wider community. Our purpose is to focus attention on NC State's various partnership roles in the economic measures of these community capitals. Our intention is to define and inventory NC State's societal engagement programs and activities, and then develop mutually agreeable ways to assess and quantify their economic impacts.

Definition of Domain

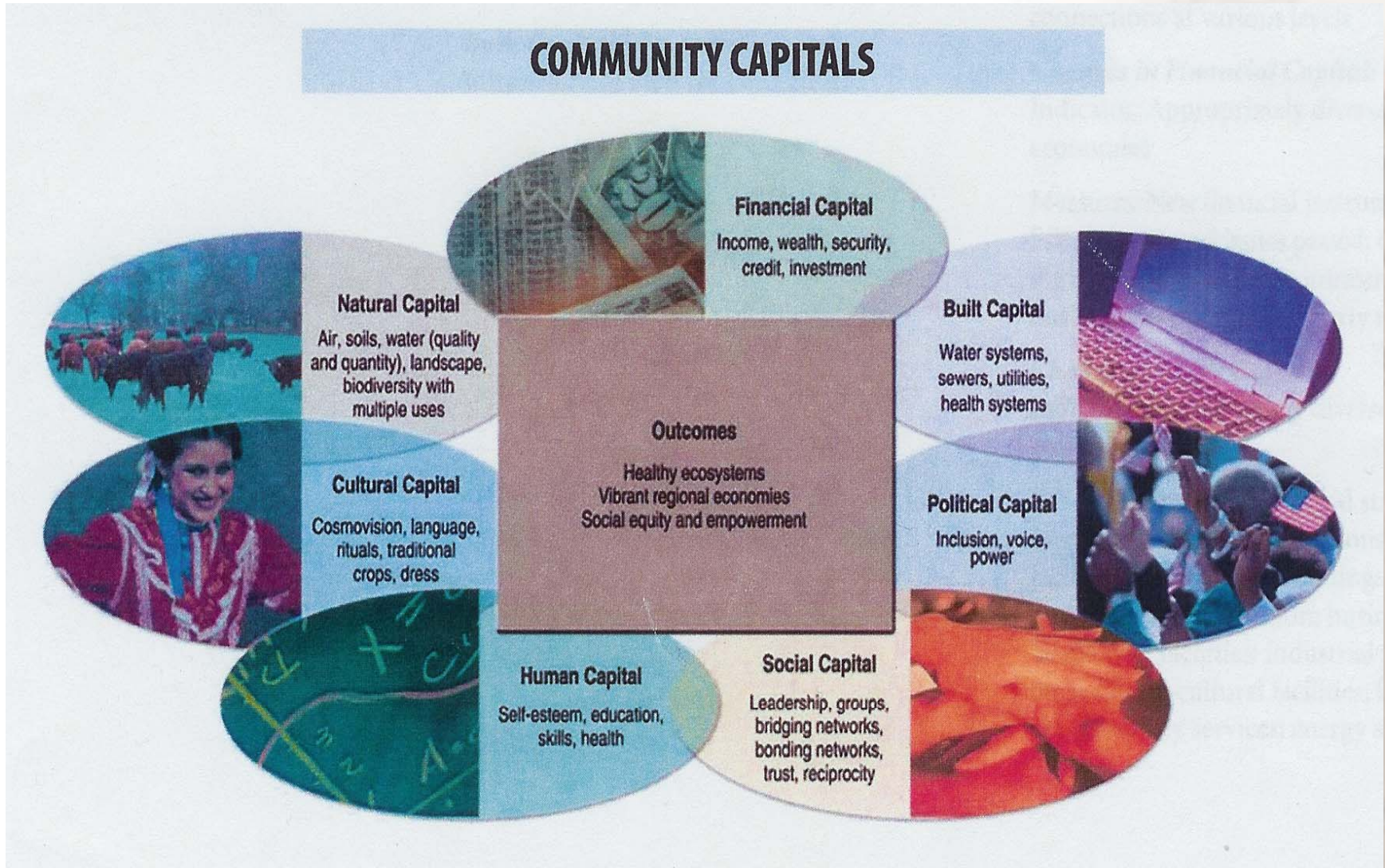
Our domain includes the direct effects and practical applications of knowledge development and creation at NCSU.

Use Statement

Define the methodology for designing standardized evaluation systems across all Colleges for NCSU outreach. The standardized evaluation will be used externally by stakeholders and internally for improvement and to increase outreach. Internal use may also include developing standards for what constitutes engaged scholarship and to create a database for information relevant to civic engagement.

Definitions

- **Economic Development** is the intersection of public policy and private commerce for job and wealth creation. It creates the capacity for self-sustaining Economic Growth for the Long term.
- **Economic Growth** is economic activity that leads to short term job creation.



“Community Capitals: A Tool for Evaluating Strategic Interventions and Projects”

Cornelia Butler Flora, Mary Emery, Susan Fey and Carry Bregendahl

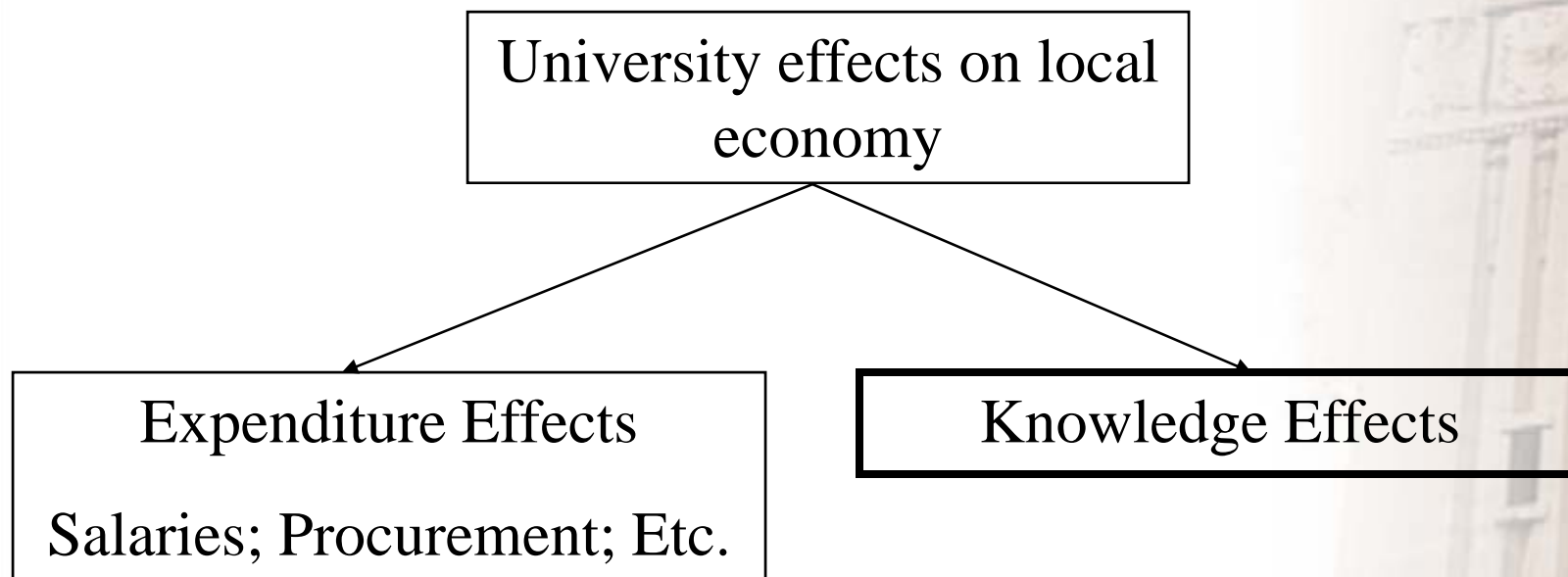
North Central Regional Center for Rural Development

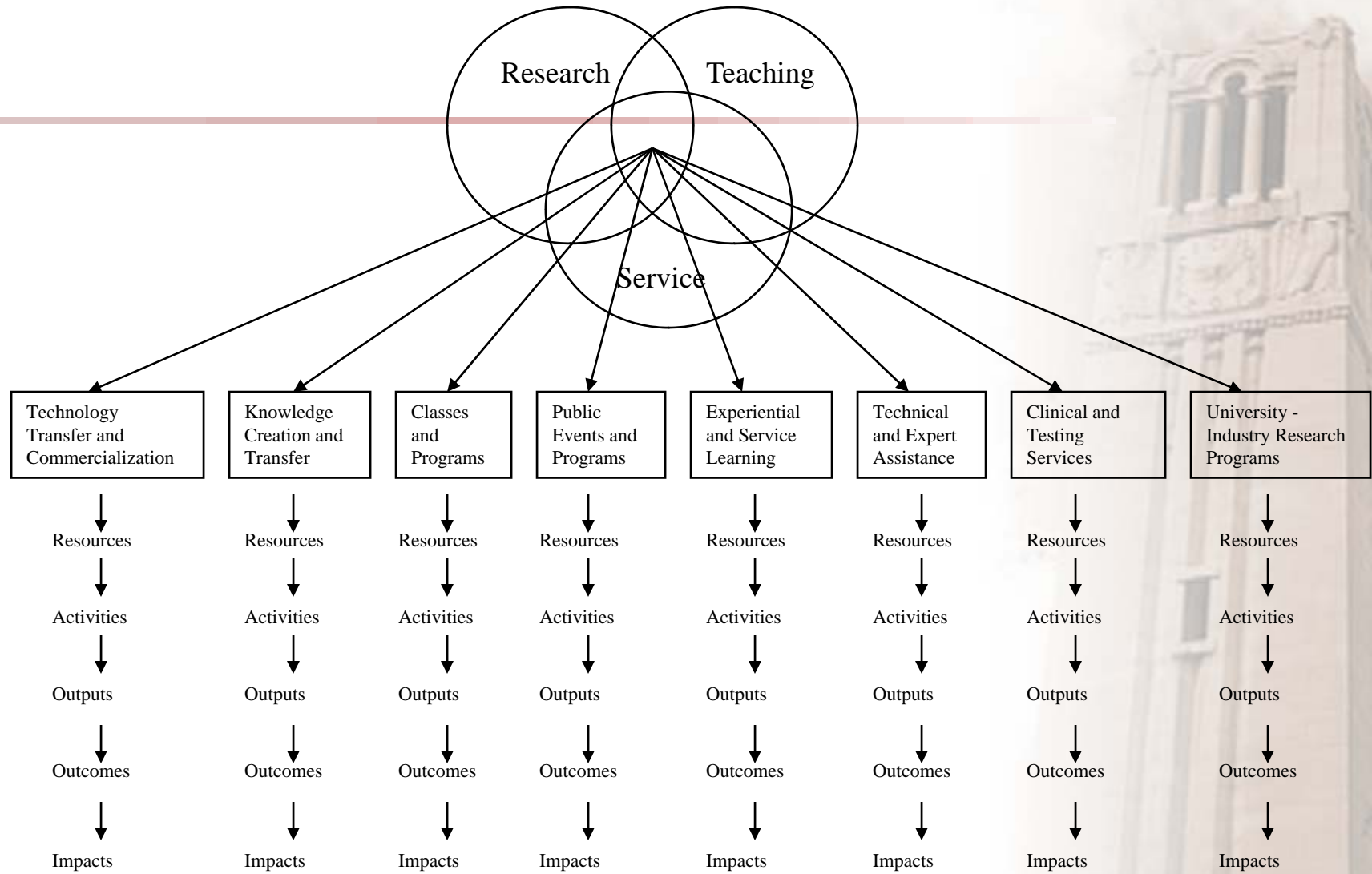
Iowa State University

Inventory Engagement Activities

1. **Technology Transfer and Commercialization**
2. **Knowledge Creation and Transfer**
3. **Classes and Programs**
4. **Public Events and Understanding**
5. **Experiential / Service-Learning**
6. **Technical or Expert Assistance**
7. **Clinical / Diagnostic and Testing Services**
8. **University / Industry Research Programs**

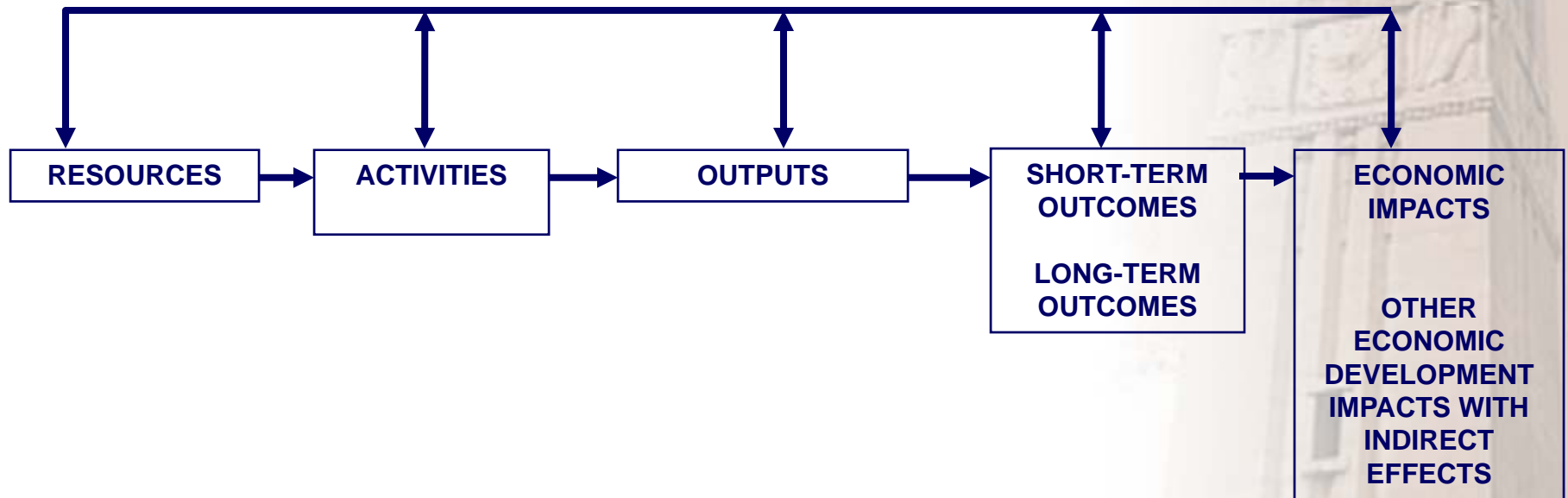
University Effects on Economic Development





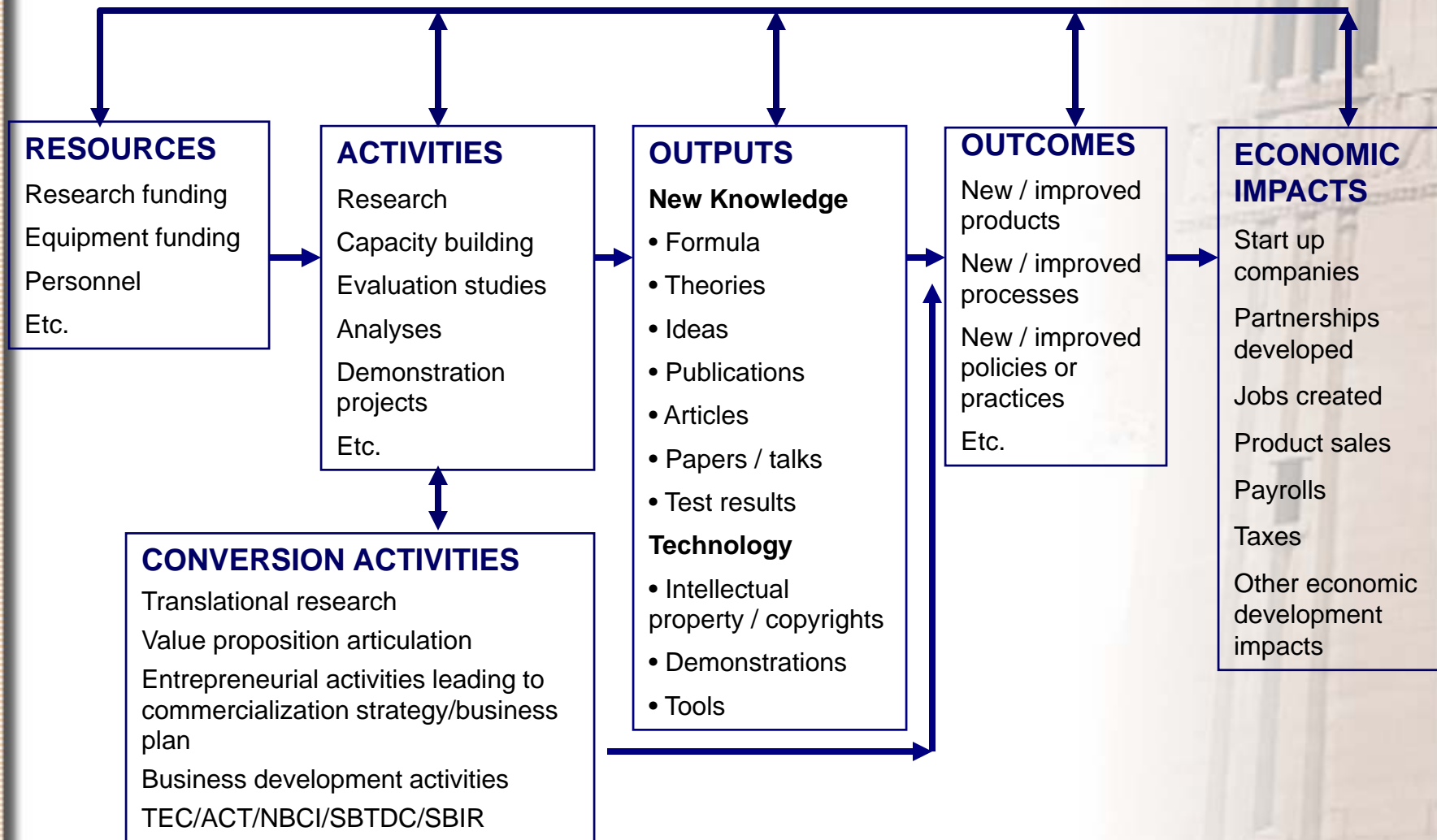
On what impacts would you want to be measured?

Typical Relationships within Models



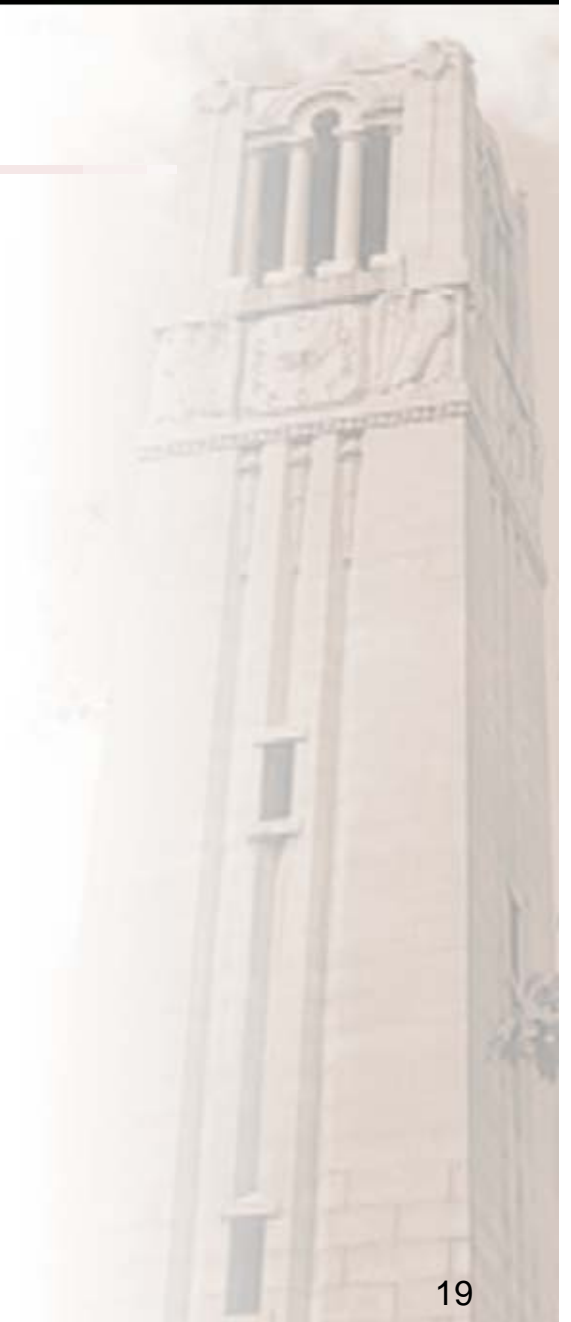
Logic Models

Logic Model for Technology Transfer and Commercialization /
Knowledge Creation and Transfer



Next steps:

- University acknowledgement
- Pilots

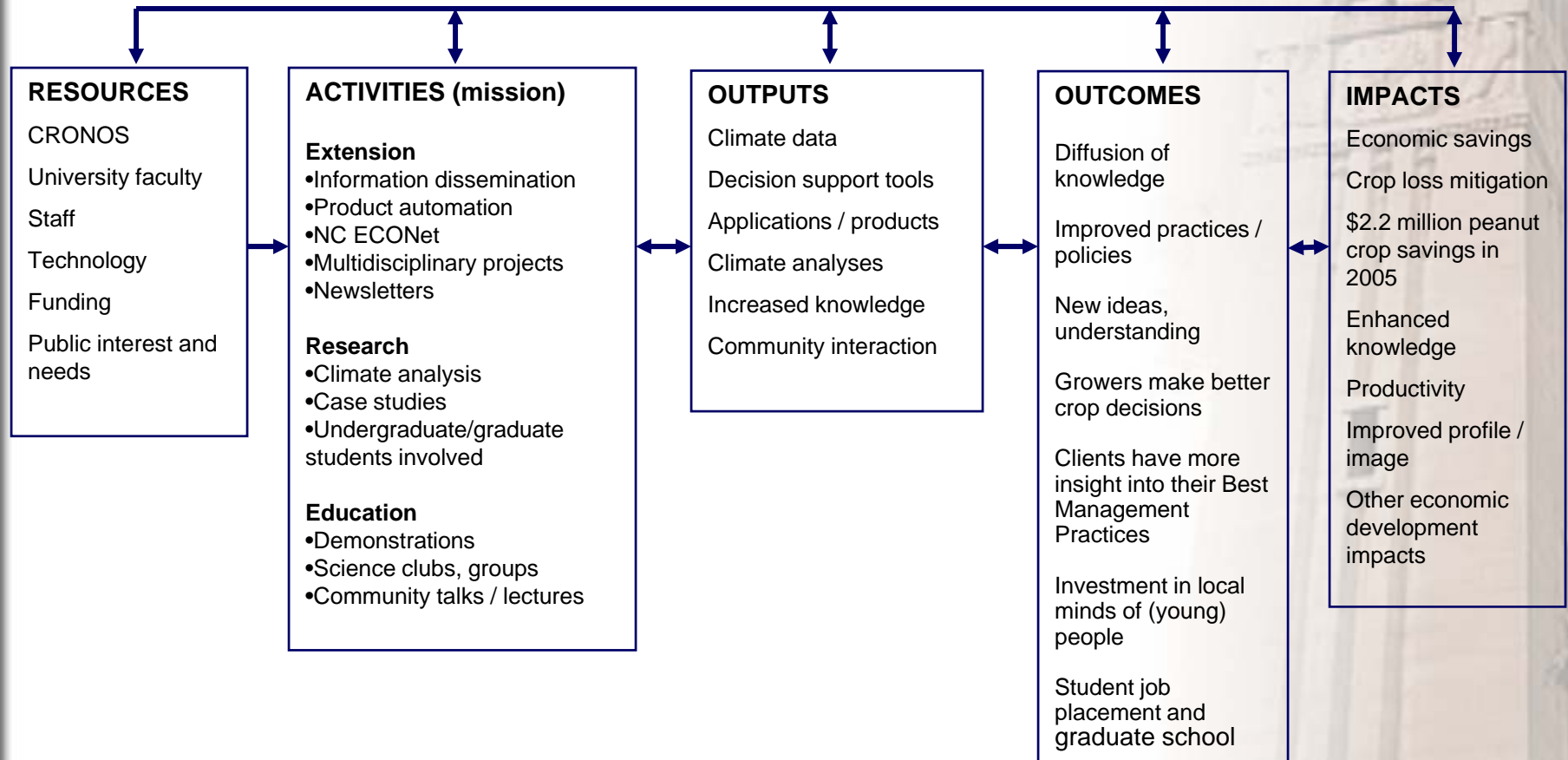




Logic Model for the State Climate Office of North Carolina

Technical or Expert Assistance, Public Events and Understanding, Experiential/Service Learning, and Knowledge Creation and Transfer

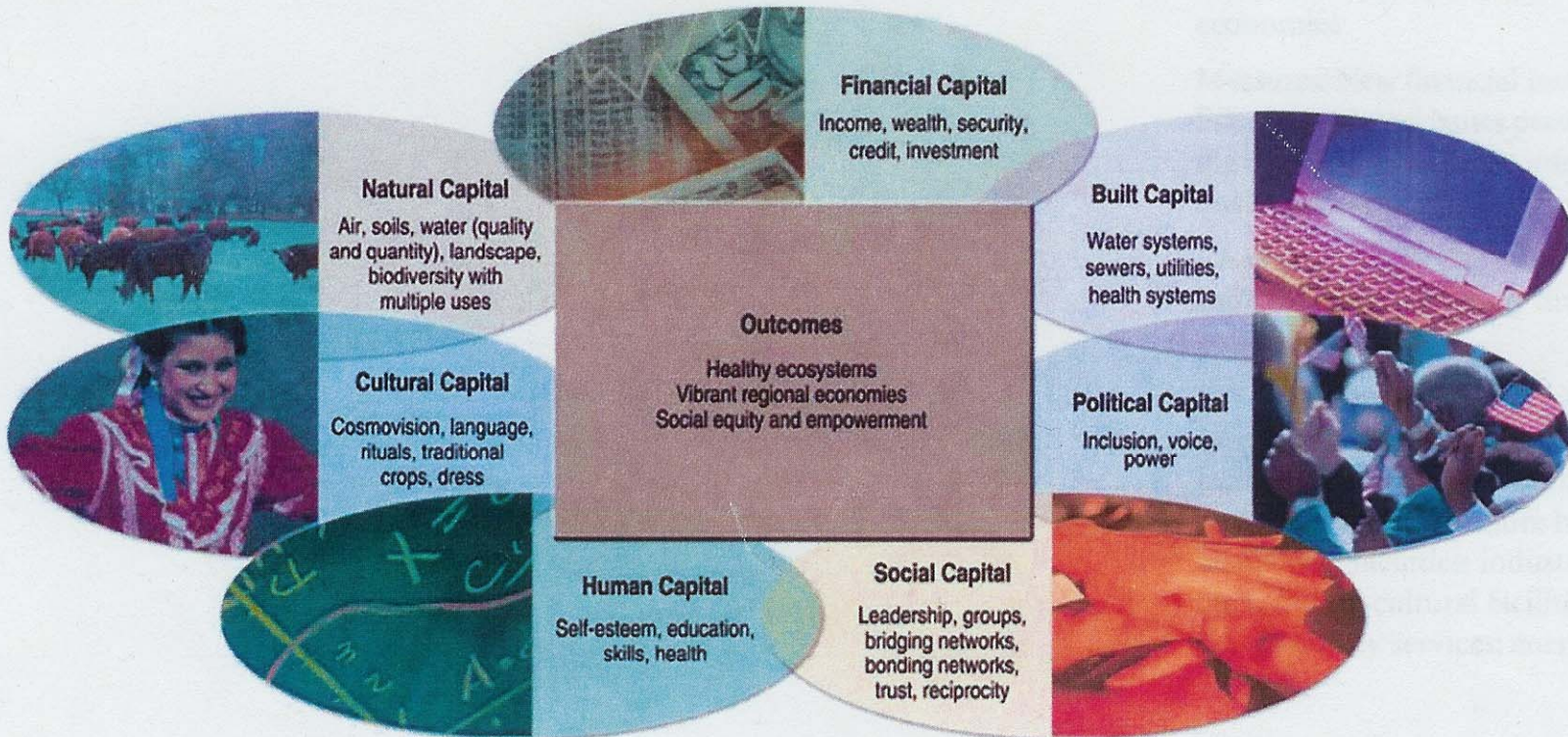
Mark Brooks, SCO, BEDI
NC State University



Next steps con't

- Metrics
- Linkages outside NC State University
- BEDI-2 to identify economic development impacts that induce economic impacts, but need more direct impact measures

COMMUNITY CAPITALS



Questions?

terri_helmlinger_ratcliff@ncsu.edu

919.515.3891

www.ies.ncsu.edu