

# National Framework for Community Resource and Economic Development (CRED) Program Indicators

## Regional Specific and Preliminary Collective Impact Indicators

September 2013

### REGION SPECIFIC INDICATORS

#### North Central Region

- Number of contacts
- Number of Hispanic contacts
- Number of racial minority contacts
- Number of participants reporting new leadership roles and opportunities undertaken
- Number of community and organizational policies, plans adopted or implemented
- Number of community or organizational plans developed
- Dollar value of volunteer hours leveraged to deliver programs (based on Independent Sector value)
- Number of volunteer hours for community generated work
- Dollar value of organization and/or community generated volunteer hours (based on Independent Sector value)
- Dollar value of grants and resources leveraged/generated by communities
- Dollar value of efficiencies and savings
- Number of business plans developed
- Number of jobs created
- Number of jobs retained
- Number of businesses created
- Dollar value of resources leveraged by businesses

#### Southern Region

- Dollar value of grants and dollars leveraged/generated by organizations or communities
- Dollar value of other and in-kind resources leveraged by organizations or communities
- Number (or percentage) of participants who report new leadership roles and opportunities undertaken
- Number of plans adopted or implemented (or ratio of number of plans adopted or implemented to number developed). — Community — Business — Disaster
- Number of businesses created (*may add attracted, retained and expanded*) due to Extension program
- Number of jobs created
- Number of jobs retained
- Number of collaborative activities initiated by organizations or communities
- Potentially add: Number of community projects completed by communities/individuals participating in Extension-led visioning or action planning programs*
- Dollar value of programs and activities initiated or completed by organizations or communities
- Potentially add: Number of decisions influenced at the local level due to local government training by Extension.*

- Number of civic engagement events held

### **Northeast Region**

#### *Economic and Business Development*

- Number of businesses created/expanded/retained
- Number of jobs created/expanded/retained (several noted caveats of focusing on this indicator)
- Number of community or regional leaders that implement effective strategies to support and grow the local and regional economy

#### *Leadership & Civic Engagement*

- Number of community or regional plans/policies/projects that reflect participation by broad base of stakeholders
- Number of program participants who report new leadership roles or activities in their communities or organizations
- Number of collaborative projects or activities initiated or completed that address community needs

#### *Extension Public Value*

- Perceived dollar value of what participants learned at Extension workshops/programs
- Dollar value of grants or resources generated, saved or leveraged by organizations or communities

### **Western Region**

- Number of peer-reviewed publications published as first author that are associated with this program.
- The number of scholarly products (of all types as author or coauthor) produced by CED educators during the year to advance community and economic development
- The number of communities increasing their use of digital technologies.
- The number of local governments, state agencies and non-profits assisted.
- The number of existing or new businesses and entrepreneurs assisted.
- The number of people receiving family asset building education.
- The number of people/agencies provided information that promotes export of Washington products.

#### *Community and Economic Development Outcomes:*

- Number of communities enacting processes to increase economic development or the use of digital technologies.
- Number of local, state, or non-profit entities increasing their capacity to function more effectively.
- Number of existing or new businesses and entrepreneurs assisted through increased knowledge, including good business practices, food processing safety, composite manufacturing, and exporting.
- Number of people who initiate family wealth building activities.

- **1890 Region (Preliminary)**
  - Number of loan applications for youth and adults
  - Number of youth and adult business start-ups
  - Number of community-based food and other products markets
  - Number of youth and adult business expansions
  - Number of business feasibility studies conducted
  - Number of jobs created or retained
  - Number of tax-exempt organization (CDCs) trainings conducted
  - Number of tax-exempt organization (CDCs) start-ups
  - Number of community based meetings (mapping, organizing, visioning, recognition)
  - Number of enterprise development and expansion trainings conducted for youth and adults
  - Number of land retention and estate planning trainings conducted

**National CRED Common Indicators (Two or More Regions Collecting)**

Indicator	NC	South	West	NE	1890 Preliminary
Dollar value of grants and dollars leveraged/generated by organizations or communities	X	X		X	
Perceived dollar value of what participants learned at Extension workshops/programs				X	
Number of businesses created (1890: youth and adult)	X	X	X	X	X
• Number of enterprise development and expansion trainings conducted for youth and adults					X
Number of businesses expanded (1890: youth and adult)			X	X	X
Number of jobs created (caveats about focus on this indicator)	X	X	X	X	X
Number of jobs retained (caveats about focus on this indicator)	X	X	X	X	X
Number of community or regional leaders that implement effective strategies to support and grow the local and regional economy			X	X	
Number (or percentage) of participants who report new leadership roles and opportunities undertaken in organization or community	X	X	X	X	
Number of community or regional plans/policies/projects that reflect participation by broad base of stakeholders (South: programs and activities initiated or completed)		X		X	
• Minority participation: Number of racial minority contacts compared to total contacts	X		X		
• Minority participation: Number of Hispanic/Latino contacts compared to total contacts	X		X		
• Number of civic engagement events held		X			
Number of community and organizational policies, plans adopted or implemented	X	X			
• Number of collaborative activities initiated by organizations or communities (Northeast: or completed that address community needs)		X		X	

**Initial suggestions for collective impact measures (currently collected to some extent) from North Central, Southern, Northeast, Western, and/or 1890 Regions:**

- Dollar value of volunteer hours leveraged
- Dollar value of resources leveraged
- Dollar value of efficiencies (money saved through improved operations or decisions made)
- Number of leadership roles undertaken
- Number of plans developed and implemented (would include business, community, and organization)
- Number of businesses created
- Number of jobs created (with some concerns/caveats)
- Number of jobs retained (with some concerns/caveats)

*Additional impact measures considered and still under discussion (most are difficult to measure):*

- Measures of civic engagement activities
- Number of collaborations
- Number of businesses expanded or retained
- Workforce measures
- Measures to reflect disaster management

For more information on collective impacts:

[http://www.ssireview.org/articles/entry/collective\\_impact](http://www.ssireview.org/articles/entry/collective_impact)

**CRED National Framework Follow-up Survey**

<http://www.surveymonkey.com/s/CREDIND13>

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