



healthycommunities.okstate.edu

ECONOMIC DEVELOPMENT

Programs:

1. Community Assessments
 - Asset Mapping
 - Surveys: Community Opinion, Business Owner, Employee, Consumer/Shopper, Housing Needs, Customized
 - Focus Groups
 - Retail Gap Analysis
 - Retail Threshold Analysis
 - Housing Needs Assessment
 - Economic Trends Report
 - Economic Impact Analysis
2. Strategic Planning Training and Assistance
3. Programs/Workshops
 - Oklahoma PRIDE: Hospitality Habits
 - Internet Training-Data Access
 - Targeted Economic Development
 - Tourism Development
 - Evaluation Training
 - Economic Trends in Rural Oklahoma

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ENTREPRENEURSHIP

Programs:

1. Entrepreneur Guidebooks:
 - Putting it all Together
 - Food Business Basics: The Owner's Guide
 - Mapping Your Marketing Future
 - Child Care Home
 - Creative Sewing for Profit at Home
2. Oklahoma Resource Directory (available online at www.odoc.state.ok.us)
3. Educational Programs for Adults
 - An Exploration of Entrepreneurship
 - Visual Merchandising
4. Educational Programs for Youth
 - Learn to Earn: Lawn Care and the Environment
 - Money My Way
 - Mini-Society
 - 4-H Entrepreneurship (<http://www.n4hccs.org/>)

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FOOD & AGRICULTURAL PRODUCTS

Programs:

1. Entrepreneurial and large-industry assistance tailored to food, wood and other value-added agricultural businesses
 - Business & Marketing Assistance
 - Total Quality Management
 - HACCP & Food Safety Training
 - Pilot Plant Facilities
 - Technical Assistance
2. Workshops
 - Basic Training for Food Business Entrepreneurs
 - “Real World” Marketing
 - Financial Management Training
 - Continuous Improvement Tools
 - HACCP (Meat and Non-Meat)
 - Master Cannery

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INFRASTRUCTURE AND COMMUNITY SERVICES

Programs:

1. Health Planning
 - Economic Impact of the Health Sector
 - Health Services Directory
 - Phone Survey and Report
 - Data and Information Report
2. Budget Studies: Output Rehabilitation, Physician Feasibility, Kidney Dialysis, Assisted Living, Adult Day Services, Transportation, Solid Waste, Emergency Medical Services, Fire Protection, Other Health
3. Emergency Medical Services:
 - Budget Study
 - Guidebook
 - EMS Board Handbook
4. Fire Protection: Technical Guidebook
5. Solid Waste: Guidebook
6. Impact Studies:
 - Health Impact Guidebook
 - County Health Studies
 - Medicaid Impact
 - Other Implications

Contact:

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INITIATIVE FOR THE FUTURE OF RURAL OKLAHOMA

- 13 projects representing 17 Oklahoma counties:
 - Alfalfa County
 - Blaine-Custer-Dewey Counties
 - Cimarron County
 - Coal County
 - Greer County
 - Jackson County
 - Johnston County
 - Kiowa County
 - Murray County
 - Payne County
 - Pushmataha-Choctaw-McCurtain Counties
 - Wagoner County
 - Washita County
- Training in leadership development and economic development
- Specific community projects to improve local quality of life.

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LEADERSHIP DEVELOPMENT AND CIVIC ENGAGEMENT

Programs:

1. Community Leadership Development; teaching modules include:

- Understanding Leadership
- Ethical Leadership-
- Managing Challenging Situations and People
- Using Humor Effectively in Leadership
- Public Deliberation in Your Community
- Understanding Power
- Kings and Kingmakers
- Managing Controversial Public Issues
- Team Building

2. Citizen Engagement through Public Deliberation; includes:

- Oklahoma Moderators & Records Academy
- Framing Issues for Public Deliberation
- Deliberative forums in communities throughout Oklahoma

3. Leadership Plenty

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LOCAL GOVERNMENT

Programs:

1. County Official Training: County Assessor and Personnel, County Commissioners, County Clerk and Staff, Court Clerk and Personnel, Treasurer and Deputies, Sheriff and Deputy Sheriffs, Equalization Board, Excise Board
2. Technical Assistance:
 - County Financial Trends Report
 - Standardized Report to State Auditor: County Clerk Abstract of Mill Levies
 - County Jail Costs
 - Surveys (for example, Insurance Benefits to County Government Employees)
 - Public Policy Education
 - Sales Tax Estimates
3. Presentations:
 - Councils, Commissions, Boards and Trusts
 - Conveyances, an Overview: Land Records and Selected Problems
 - County Government Overview
4. Publications:
 - County Officer Handbooks
 - Duties and Responsibilities of Non-Elected County Officials
 - Annual Mill Levy Report
 - Abstract of County Government Funds

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RURAL MANUFACTURING

Programs:

1. Applications Engineering Program (Engineering support for existing rural manufacturers.)
 - Manufacturing Facility Layout
 - Process Design and Improvement
 - Product Design Assistance
 - Environmental and Safety Concerns
 - Technology Transfer
 - Equipment Design/Selection Assistance
 - Efficiency Improvements
2. New Product Development Center for Small, Rural Manufacturers
 - Full Scale Product Development
 - Marketing Assistance

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SUMMARY OF OBSERVATIONS:

1. Local contacts in county extension offices—a local presence, also community development specialists in the field:

| | |
|--|--|
| Stan Ralstin | Jack Frye |
| 316 E. Oxford | PO Box 1378 |
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| stan.ralstin@okstate.edu | jack.frye@okstate.edu |
2. A history of community and rural development work with strong ties to rural Oklahoma: 30+ years
3. Research-based education and technical assistance
4. Many partners and collaborators:
 - Farm organizations and commodity groups
 - Oklahoma Department of Commerce
 - Oklahoma Department of Agriculture, Food and Forestry
 - Oklahoma Department of Health
 - Oklahoma Department of Career and Technology Education
 - Oklahoma Department of Environmental Quality
 - Oklahoma Department of Tourism
 - USDA-Rural Development
 - Small Business Development Centers
 - Regional Universities and Colleges
 - Rural Enterprises of Oklahoma
5. Commitment to in-service training
 - CD Rom resources
 - Web-based training and information
 - Web-based courses planned
6. Linkage to national Land Grant system
 - Southern Rural Development Center
 - National models—best practices
 - E-education and technology use
 - E-Extension