

# eNews Archive

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There are some exciting efforts underway related to the Southern Rural Development Center's e-commerce activities. We are very pleased that our e-commerce request for proposals (RFP) has been released. This competitive grants program is designed to invest in the development or refinement of innovative e-commerce educational curricula for use by Extension educators across the country. And in our bid to further expand the number of land-grant faculty engaged in e-commerce outreach education, the SRDC is sponsoring the E2: Entrepreneurship and E-Commerce training program this May in Oklahoma City. Also, we have organized a national e-commerce advisory committee made up of representatives from each of the four Extension regions in the country. The committee is providing invaluable guidance to the SRDC in its efforts to invest in high quality e-commerce educational activities.

We hope eNews continues to offer valuable information to you about e-commerce-related activities, and we urge you to notify us of any reports, programs or curricula that you believe may prove useful to the eNews readership. Please contact us if you have any questions about the Center's e-commerce efforts.

Lionel J. "Bo" Beaulieu  
Director

## News and Research:

### ***Rural E-Commerce Grants Program Announced***

The Southern Rural Development Center (SRDC) is pleased to announce its support for the development and refinement of innovative educational curricula focusing on e-commerce. Three distinct types of proposals are being sought by the SRDC as part of its Enhancing Educational Products for E-Commerce Grants Program.

The following three categories of funding are available through the e-commerce competitive grants program:

- Connecting Rural Communities
- Mini-Grants
- New E-Commerce Programs/Products

**The deadline for proposals is February 15, 2005.**

<http://srdc.msstate.edu/ecommerce/fy04rfp.pdf>

### ***Economic Diversity Training, Oklahoma City, OK***

May 16 - 20, 2005 - Entrepreneurship and E-Commerce, sponsored by the Southern Rural Development Center, will focus on the building blocks of entrepreneurship and will discuss barriers and market opportunities for small and rural communities. Led by a group of the country's most outstanding Extension small business specialists, this hands-on training targets Southern Extension Educators interested in increasing their knowledge and skills to better aid local communities in building and expanding

economic opportunities.

<http://srdc.msstate.edu/e2/>

### ***Follow-up Survey Shows Benefit of E-tailing Workshop to Business Owners***

*By Connie Hancock, Extension Educator*

*University of Nebraska Rural Initiative*

A 2004 follow-up survey of business owners who participated in the University of Nebraska's Rural Initiative's "Electronic Retailing - Selling on the Internet" workshops indicates participants gained a better understanding of how they can use e-commerce in their businesses, and many were motivated to implement changes to their business strategies.

[http://srdc.msstate.edu/e-commerce/newsletter/jan05\\_nebraska.pdf](http://srdc.msstate.edu/e-commerce/newsletter/jan05_nebraska.pdf)

### ***Online Holiday Purchases to Grow Despite Growing Security Concerns***

*By Rob McGann*

*ClickZ Network*

Surveys from AOL and eBay show that more people shopped online during this holiday season than ever before, and they spent a larger part of their budget on Internet purchases as well. The survey also found that the number of people using the Internet as a tool for comparison-shopping has significantly increased over the past few years.

<http://www.clickz.com/stats/sectors/retailing/article.php/3440061>

### ***More Web Shopping Is What's In Store***

*By Cynthia L. Webb*

*Washingtonpost.com*

News from around the e-commerce world showed that shopping online is more popular than ever. And it's still a growing industry! November's web sales rose almost 20 percent from the previous year and more than 62 percent from 2002.

<http://www.washingtonpost.com/ac2/wp-dyn/A43079-2004Dec7>

### ***Concerns Over Online Threats This Holiday Season***

*By Rob McGann*

*ClickZ Network*

Identity theft, credit card theft, spy ware attacks and receiving spam e-mail from web marketing sites are shoppers' main reasons for not shopping online according to surveys conducted by TNS and TRUSTe.

<http://www.clickz.com/stats/sectors/security/article.php/3440381>

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## **E-Commerce Successes:**

### ***Online Holiday Shopping Soars 25 Percent to \$23 Billion***

*By Jennifer LeClaire*

*E-Commerce Times*

A broad selection of items and ease of use allowed for a splurge in holiday Internet sales. Apparel sales brought in the most money, but online jewelry revenues were up

113 percent compared to 2003.

<http://www.ecommercetimes.com/story/39384.html>

***Web Holiday Sales Seen Off to Strong Start***

*By Lisa Baertlein and Emily Chasan, Reuters*

*HotelMarketing.com*

Weekdays are a hotbed of online sales activity during the holiday season. Many people make large purchases on the Monday after Thanksgiving as they return to their offices with faster network connections.

[http://www.hotelmarketing.com/index.php/content/article/web\\_holiday\\_sales\\_off\\_to\\_strong\\_start/](http://www.hotelmarketing.com/index.php/content/article/web_holiday_sales_off_to_strong_start/)

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**E-Library Focus:**

***Community Development Toolbox***

The Community Development Toolbox offers an online environment where rural people pursuing community development goals are empowered to make better decisions as they solve problems facing their community. Developed by Julie Fesenmaier at the University of Illinois, Urbana-Champaign, it includes an e-government readiness index, community development capacity index, strategic planning tool, information on how to evaluate community websites and more.

<http://www.communitydevelopment.uiuc.edu/toolbox/about.html>

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**Helpful Tools and Resources:**

***AccessE.info***

Developed by the University of Minnesota Extension Service, this suite of technology literacy outreach programs helps community and business leaders, residents, small businesses, local governments and nonprofit agencies make informed decisions about using the Internet.

[http://srdc.msstate.edu/ecommerce/newsletter/jan05\\_accesseinfo.pdf](http://srdc.msstate.edu/ecommerce/newsletter/jan05_accesseinfo.pdf)

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