



# Foundations of Practice

Community Development Core Competencies for Extension Professionals in the North Central region

## Community Demographics

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SLIDE 2

## Andy Lewis




Andy Lewis  
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**Extension**

Andy is a professor at the University of Wisconsin Extension where he is the senior Community Development specialist in the North Central Community Extension. He is responsible for developing educational programs to address rural community development issues in transportation, finance and quality of life.

Andy began employment with the University of Wisconsin Extension in 1981 as a community development specialist in Eastern County, Wisconsin. From 1986 to 1996, he served as a community development specialist in various Wisconsin counties. In 1996, he was assigned to the position of senior extension advisor as the largest Community Extension Development Education Advisor in the Program for the Community, Youth and Economic Development Program in the Extension Service at the University of Wisconsin Extension. He has worked for the University of Wisconsin Extension since 2000, where he is the Program Development and Evaluation Director in the Community Extension Development Program. He has been instrumental in providing leadership to the development of educational programs to address the transportation and development needs of rural communities.

Andy is a past board member of the Wisconsin Economic Development Association and the Madison Area Development Corporation. He also has worked as an advisor on the Madison City Center Redevelopment Authority project as the "first floor" developer in the area, 2005.




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SLIDE 3


## Learning Objectives

- Develop an understanding of how to use economic and demographic data to better understand a community's present and future needs.
- Identify sources of information about community issues to increase understanding and insight into the complexity of challenges that affect the community.

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**Learning Objectives cont.**

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• Illustrate how sound data can be used to challenge our assumptions that keep us from learning the “real” truths and prohibit us from becoming learners.  
 • Learn how to use data to begin constructing community development strategies that address emerging community trends.

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**Community Demographics**

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Understanding a demographic profile and trends in a community is essential to identifying issues and sustainable alternatives. This includes trends in population growth/ decline, age, ethnicity, educational level, length of residence and many other important population characteristics as they affect the identification and priority of issues and possible actions.

**Source:** Cooperative Extension's Community Development Foundation of Practice, January 2005  
[http://nacdep.net/foundationofpractice\\_jan05.pdf](http://nacdep.net/foundationofpractice_jan05.pdf)

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**Is That Your Final Answer?**


SLIDE 6

What percentage of the households in the U.S. lived in the same dwelling throughout the entire period, 1995 to 2000?

- 81%
- 51%
- 66%
- 74%

**Source:** Table H38, Census 2000 Summary File 3 (SF 3)

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## The Community Development Factor...

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If we recognize the mobility of Americans, we can't lose sight of the fact that we need to build communities where people want to stay and economic opportunities are only part of the equation.

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## Is That Your Final Answer?


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What percentage of U.S. farmers (principal operators) work off of the farm 200 days or more?

- Less than 5%
- 20%
- 40%
- 90%

Source: U.S. Census of Agriculture

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## Insurance Crisis on the Farm?

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- 58% of farm families that had a full-time wage and salaried employee, also had an employer-provided health care plan.
- Only 24% of farm families without a full-time wage and salaried employee, had employer-provided health care.

Source: *Health Status, Use of Medical Services and Health Insurance Coverage: A Comparison Between Farmers, Other Self Employed, and Wage/Salary Workers in Wisconsin*, J. Whitaker, and D. Slesinger, PATS UW-Extension.

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**Is That Your Final Answer?**


SLIDE 10

Wisconsin has the third highest graduation rate in the country (85%). Where does Wisconsin rank in high school graduation rates for African Americans among the 39 states that track this statistic?

- 1st
- 7th
- 22<sup>nd</sup>
- 39<sup>th</sup>

Source: *High School Graduation Rates in the United States, 2002*, Jay P. Greene, The Manhattan Institute for Policy Research, [http://www.manhattan-institute.org/html/cr\\_baeo.htm](http://www.manhattan-institute.org/html/cr_baeo.htm)

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**Who Wants to be a Millionaire?**


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- Over a 30-year career, an individual with a bachelor's degree earns about one million more in income than the high school dropout.
- A high-school dropout earns just 49% of what an average adult worker earns each year.

Source: U.S. Census Bureau, March, 2001: <http://www.census.gov/population/socdemo/education/pp4157tab08.pdf>

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**Is That Your Final Answer?**


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What percentage of employed Florence County, Wisconsin residents work within the County boundaries?

- 38%
- 75%
- 56%
- 90%
- 10%

Source: U.S. Census 2000, County to County Worker Flow Files, <http://www.census.gov/population/www/cen2000/commuting.html>

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## U.S. Census Worker Flow Data

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Workers Residing and Working in the Same County  
(As Percent of all Workers Residing in County)

Percent of Workers Residing in County

- 97.0% to 100.0%
- 90.0% to 96.9%
- 80.0% to 89.9%
- 70.0% to 79.9%
- 60.0% to 69.9%

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## Benefits from employment tend to be regional, but....

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Should communities think about how commuting for employment impacts the following?

- Where do commuters do their shopping?
- What is the expense of commuting?
- How much time is spent commuting that could have been spent on income earning activities, or community and family building activities?
- What is the environmental impact and transportation impact of commuters?

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## Feeling Inadequate? Now for an easy one....

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In which country are Panama hats made?

- Panama
- Brazil
- India
- Ecuador

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**Why use quizzes?**


SLIDE 16

*"It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so".*

- Mark Twain

People all too often assume that they know the answers. Our assumptions sometimes keep us from learning the "real" truths and prohibit us from becoming learners.

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**Using Demographic Data**


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How could you use demographic data to better understand your local community and economy?

- If you were able to do the pre-assignment, can you share an observation or something you learned from the data in the profile you generated that might be useful in addressing a community issue?
- What are some of the community problems and opportunities that might be informed by good reliable data?
- Are there specific issues in your community where you have struggled to find data sources?
- What are the significant economic and demographic trends that you are observing in the communities you serve?

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**DATA SOURCES**

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**Existing Reports**


- County Workforce Profiles
- County Economic Profiles
- Agriculture Profiles

**Easy to Use Sources**

- Quarterly Workforce Indicators (U.S. Census)
- Stats Indiana
- American Factfinder – US Census Bureau
- Community Indicators – Center for Community Economic Development, UW-Extension

**Data Sets for Advanced Analysis**

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# Site Selection Data Standards: Published by the IEDC

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[http://www.iedconline.org/index.php?p=Data\\_Standards](http://www.iedconline.org/index.php?p=Data_Standards)



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# LOIS

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<http://www.locationone.com>



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# DataPlace

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<http://www.dataplace.org/>



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## Charts

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To Chart data and compare your community to others, click on the tab labeled "Data+Charts"

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## Charts

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You can also add data for other years by selecting from this box. If you want to drop a data field or community, just click on the "x"...in this example the "x" next to kenosha, would drop the data for Kenosha.

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## "Other" Data not found in the Area Overview

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To find other data on subprime lending, use the "search for an indicator" box and type in "subprime lending".

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Links to the sub-data sets are then listed here. You will note that this search example yields 82 sub-data sets. In the blue colored box titled, "Narrow Search Results", you can find some more specific categories, i.e. "Loans from subprime lenders by race and purpose"

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## Stats Indiana

<http://www.stats.indiana.edu/>

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## Stats Indiana

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# SocioEconomic Profile

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**A SocioEconomic Profile**  
Alpena County, Michigan  
Economic Profile System (EPS)



Produced by the  
Business Institute's  
Economic Profile System (EPS)

<http://www.uwex.edu/ces/ccedi/communities/CountyEconomicProfile.cfm#sonoran>




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# Government Employment: Alpena County, MI

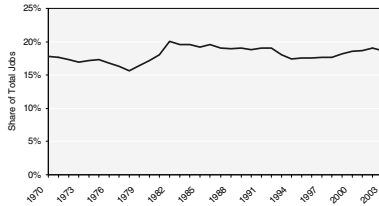
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Government Employment as a Share of Total




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# Size of Firms: Alpena County, MI

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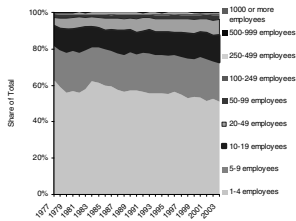
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The size category that grew the most was 10-19 employees.

As a share of total, the size category that gained the most was 10-19 employees.

In 2001, 87% of the firms had fewer than 20 employees.

County Business Patterns Number of Establishments  
Share of total




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**What Is the Appropriate Question?....**

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- Do you really want to know everything there is to know about your community and region?
- Do you want to know where information resides so that when a question arises...you know where to find the appropriate data?
- Do you want help in understanding significant community trends?




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**Community Indicators**

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<http://www.uwex.edu/ces/cced/economics/communityindicators/index.cfm>




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**Community Indicator "Tools"**

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<http://www.uwex.edu/ces/cced/economics/communityindicators/IndicatorsLinks.cfm#mobility>




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**Topics Covered To Date**

SLIDE **55**

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- **Mobility: A Culture on the Move**
- **Age COHORTS: Lets Compare Apples to Apples**
- **Understanding Worker Flow Data**
- **Philanthropy: Does Charity Begin at Home?**




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**Topics, continued...**

SLIDE **56**


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**Get an Education and Double Your Salary**

- A 2-part series which examines the best predictor of income.

**Part I (Focus on High School)**

**Part II (Focus on Higher Education)**




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**Topics, continued...**

SLIDE **57**

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- **Self Sufficiency: Defining Poverty**
- **Keeping Them Down on the Farm**
- **Increased Fuel Expenditures Flowing Out-of-State...Revisited**
- **It's Tax Time: Do You Know where you're Federal Tax Dollars are Going?**
- **High Speed Internet Access**




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**Topics, continued...**

SLIDE 58

- Increasing Public Investments in Economic Development
- Lending Data Offers Insight Into Housing Issues
- County Foreclosure Data
- County Civil Court Data Is The Key To Understanding Foreclosure Issues

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**Why Community Indicators?**

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- As specialists we try to be responsive to local needs but also try to anticipate better questions and solutions.
- An alternative to "Community Profiles"

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**Economic Snapshots**

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**Additional Reading**

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- "Economic Snapshots", Center for Community & Economic Development, University of Wisconsin Extension:  
<http://www.uwex.edu/ces/cced/economies/economicsnapshot/index.cfm>
- Economic/Demographic Profile Links, Center for Community & Economic Development, University of Wisconsin Extension:  
<http://www.uwex.edu/ces/cced/communities/CountyEconomicProfile.cfm>




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**Next Session**

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**Community Power Structure**  
**October 21 and 22, 2008**  
**1:30 to 3 p.m. CST**



Janet Ayres

The ability to identify who the decision makers are in the community, the resources they affect, and the power structure is crucial in gaining access to a community, gaining trust and credibility, and being effective in educational programs.




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