

Coos County GAP Analysis Session
October 6, 2003

Group A

What are the needs of NH residents, businesses and organizations and how important are they?

- volunteer boards dealing with increasingly complex issues (6 votes)
- financial management education for youth - needs/wants - start with youth and then offer to all ages, make elective course mandatory (5 votes) (+1 vote for all ages)
- affordable housing (4 votes)
- affordable health care insurance (3 votes)
- retaining youth - in county (3 votes)
- transportation for all - elderly, youth (2 votes)
- get youth to stay in school (2 votes)
- mechanism for connecting employers with youth - school-to-work type programs - hands on, mentoring type programs - alternative education programs (2 votes)
- after school programs for all ages (2 votes)
- attracting professionals (medical & dental) who will stay (2 votes)
- information on business start up opportunities - resource guide - examples WREN, NCIC, BEDCO, Small Business Development Center (2 votes)
- entertainment - for all people (1 vote)
- skilled workforce - need more local training - vocational (1 vote)
- need to come up with a way to market NH and products produced locally - Vermont does a great job at this (1 vote)
- property taxes - people on limited resources
- discovering the resources that are available in the county - example- technical college system
- health care issues
- NH Healthy Kids needs to be explained to youth and their families
- health care connection with parents
- high school youth without a permanent home

What should Extension do over the next two years and beyond to address these issues?

- broaden financial management educational programming - bring to new audiences along with nutrition
- after school programs - structured, at a set place, diverse programs, i.e. project youth
- volunteer boards - educational courses, North Country Council offers courses, mentoring
- retaining youth in the county - teach youth about the history of their town
- horticulture - teach youth about this industry, landscaping, forestry issues, certification/credentialing programs
- retain youth by offering more “stuff” for them to do such as organized sports, provide

- transportation to programs,
- market UNHCE to community, newspaper articles...get the word out
- programming for educating urban folks who are new to rural life ...expand your audience... welcome basket from UNHCE
- local courses for home owners on gardening, lawn care, etc.
- connect with new landowners
- Extension should stay involved with participants to understand that most help is free
- Participate in professional organizations as a way to market UNHCE

What are the best ways for Extension to deliver educational programs and information?

- Public brainstorming/listening sessions like tonight
- newspaper
- radio
- television (NH public TV) (Miss Smarty)
- web sites-encourage use
- speaking with groups, schools, agencies, gear to age groups
- think of developing an “Extension in the Classroom”
- focus-get sparkle, identify need and relevance and enticement to get people to attend
- identify gathering places like stores and libraries
- bigger sign for Extension-be visible
- “how to” videos
- reassess hand-outs and other informational pieces
- utilize more technology and unless the technology is really good, don’t use interactive voice/video
- utilize other state agencies for promoting UNHCE
- courses for “normal” folks
- offer 4-H as an after school program
- package learning opportunities in multiple formats - mentors, videos, books, correspondence courses – utilize middle managers

Group B

What are the needs of NH residents, businesses and organizations and how important are they?

- Support of the working forest; support of increasing value-added products (6 votes)
- Need working/living wages (6 votes)
- Encourage youth to get involved and stay locally in their community (Continue to increase opportunities for our youth and make them aware of their opportunities in the North Country) (5 votes)
- Leadership shortage (5 votes)
- Need affordable high-speed internet access, and telecom (cell phones) (4 votes)

- Share in the NH miracle (we seem to be the first to go into an economic downturn and last to come out) (3 votes)
- Lack of consistent economic opportunities (3 votes)
- Canadian produce and products are flooding local markets (3 votes)
- Support system for seniors (i.e. the Caleb Group) (2 votes)
- Address demographics of aging population (1 vote)
- Transportation infrastructure (including public transit) (1 vote)
- Meaningful partnerships with schools
- Lack of communications between generations
- Programs to train new business owners
- Appreciation and respect for laws
 - Providing information about laws
- Marketing products (how to get into new markets)

What should Extension do over the next two years and beyond to address these issues?

Support working forest:

- Program on value-added products
- Niche markets
- Encourage different types of planting (high-value trees)
- Look at tax structure of forests
- Agro-forestry
- Develop saw log futures market (encourages timber stand improvement)
- Tourism/eco-forestry
- Coop-forestry (encourage cooperatives for more solid economics)
- Chemical values of cellulose
- Certifying native lumber for building (a lot of western species are certified, but some local species (i.e. hemlock) may not be)

Working/living wages:

- Increase skills (The real money is in manufacturing (need to create wealth in order to carry additional service jobs))
- Shop local (get people to support local businesses, instead of going to Wal-mart, etc)
- branding
- Need to teach kids the skills needed for jobs in today's job markets.
 - Need to teach entrepreneurial skills
 - 4-H projects on TSA
 - Marketing projects to teens

Leadership:

- 4-H is doing wonderful job already ---- need to reach more kids
 - need to provide more varied interests for kids to offer more variety (i.e. Extension needs to continue to evolve)

- leadership training --- local opportunities (follow-on training opportunities offered in the wake of the Bethlehem Community Profile were mainly offered in Concord or other far away places --- result: almost no follow-up to profile by local citizens. (emphasis on leadership))
- support for elected officials
- follow-up of this meeting/initiative
- “how to get involved” brochure or information
- publicize results of this session
- teach parents the importance of being examples for their children

Youth:

- job shadowing (more)
- apprenticeships
- job fairs
- identify the successful examples of keeping youth locally (query the research base --- look for success stories) --- Talk to the young people who left the area and have now come back (what was their thinking process that prompted them to come back)
- youth don’t know what opportunities they have in the local area
- Extension run intern programs for local government (kids work as Extension interns for a month or 6 weeks for a town)
- More social activities in communities (movies, basketball, climbing walls, use school facilities)
- Teen facilitated events
- Use school facilities for after hours events
- Time, location, supervision for youth gatherings (school buildings?)
- Incorporate into the various activities important social messages, such as prenatal care, etc.
- Lollapalooza-type events

What are the best ways for Extension to deliver educational programs and information?

- Extension staff partner with church and civic groups for “train the trainer”
- Be sure to include business people.

Group C

What are the needs of NH residents, businesses and organizations and how important are they?

- Jobs with benefits (9 votes)
- Unfulfilled communications potential (5 votes)
- Parenting skills (3 votes)
- Maintain quality of life with change (3 votes)
- State aid for education (2 votes)
- Training in networking for improved community services that motivates people to attend (2

votes)

- Other activities for youth besides 4-H and sports (2 votes)
- Affordable health care (2 votes)
- Character building programs for youth (2 votes)
- Promote the county (1 vote)
- Safety for home machinery (1 vote)
- Enhance education to increase earnings (1 vote)
- Promote volunteerism (1 vote)
- More agriculture education in schools (organic gardening, farmers markets) (1 vote)
- Improve library system (1 vote)
- After school youth programs (1 vote)
- Improve transportation (1 vote)
- Prevention education for young people (1 vote)
- Retaining resources including people (1 vote)
- Balancing manufacturing and services (1 vote)
- Wider delivery base for Cooperative Extension programs (1 vote)
- More drug awareness training for youth
- Nutrition education for everyone, not just low income
- Encourage family activities
- Retain services during declining population

What should Extension do over the next two years and beyond to address these issues?

Jobs with benefits:

- Small business career fair (6 votes)
- Help promote the county (5 votes)
- Promote value added manufacturing to schools, agriculture and forestry (4 votes)
- Provide tourism training (3 votes)
- Promote health care cooperatives (3 votes)
- Add a community development director to Extension (3 votes)
- Workforce preparation skills for youth (2 votes)
- Partner with libraries to communicate (1 vote)

Unrealized Communication Potential:

- Conduct a county-wide community profile on telecom high speed internet and cellular systems (8 votes)
- Help improve access to NH Public Television (1 vote)
- Do public policy education (1 vote)
- Provide career exploration programs and trends for high school youth (1 vote)
- Build partnerships (1 vote)
- Promote Extension services (1 vote)
- Continue technology transfer (1 vote)
- Promote telecom

- Partner with UNH and businesses
- Provide risk management training

What are the best ways for Extension to deliver educational programs and information?

- Expand media topic presence
- More media to support Extension
- Advertise through shopper flyers and newspaper inserts
- Expand two way interactive video
- Provide training on the internet
- More distance education
- Make PowerPoint presentations available on the web
- Face to face
- Mud season breakfast for forestry should continue
- Extension fair to promote Extension
- Promote Extension units
- Train the trainer programs to increase use of volunteers (i.e. Master Gardeners, Coverts)