

Engagement Incentive Grants for 2009

In this newsletter, we are pleased to highlight the Engagement Incentive Grants funded by the Center for Engagement and Community Development during 2009. In the spring, we funded three projects focused on preserving and strengthening rural grocery stores.

This fall, we funded projects focusing on education, public health and preserving rural culture. Since CECD was established in 2006, we have funded 31 projects designed to build collaborative campus teams, support the development of campus/community partnerships and assist Kansas communities and communities worldwide to address significant social and political issues.

Our incentive grants have involved faculty from every college on campus as well as the Division of Continuing Education and Kansas State University Research and Extension. The issues tackled through these grant projects have been wide-ranging including: promoting the arts and humanities, economic development, improving public health, increasing science education, enhancing civic engagement and promoting cultural understanding.

Additionally, the seed funding provided by CECD is returning about \$2.1 on every dollar invested. It is clear that K-State is engaged with citizens and communities in numerous ways and that the Engagement Incentive Grants are a small, but important element of K-State's engagement mission.



Engagement incentive grants build campus collaboration and strengthen campus/community partnerships.

Projects Featured

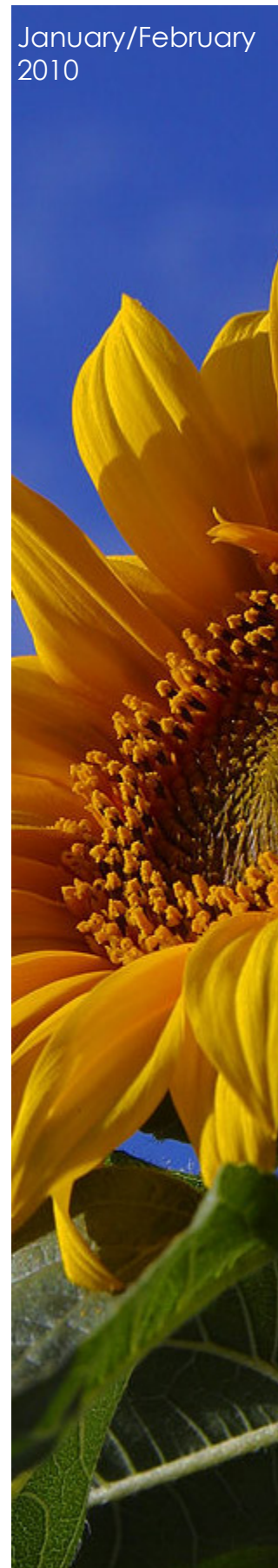
*Local vs.
Supercenter
Shopping*

*Morland Grocery
Project*

"History Is Now"

*Earthworms
Across Kansas*

...and more!



Rural Versus Supercenter

by Mindy Von Elling

As chain retail stores and supercenters become ever more popular, it is evident that the rise in popularity must be reviewed in terms of selling power compared to rural grocery stores. Since supercenters such as Wal-Mart and Super Target sell everything from groceries to apparel to home décor, the rise of the chain store and economic restructuring may be moving toward a more convenient outlet for rural shoppers.

Assistant professor of communications, Marcus Ashlock, along with Christopher Lavergne, instructor of communications, and Ben Champion, director of sustainability at Kansas State University, are researching why shoppers do or do not shop locally for groceries as opposed to shopping at supercenter chain stores. The study, "Why Buy Rural When I Can Get it On the Way Home," will include 16 rural grocery stores on the outskirts of eight urban areas: Kansas City, Kan., Lawrence, Topeka, Wichita, Dodge City, Hays, Hutchinson and Salina (two rural grocery stores outside each city).



Rural grocery stores like this one can often be seen in Western Kansas.

The principle investigators of this study, as previously listed, are attempting to represent Western Kansas through their research by selecting cities with populations over 20,000, as anything higher than that would result in the study shifting toward Eastern Kansas. The main questions driving the study include determining the factors that develop the buying decisions of rural grocery consumers, discovering the advantages and disadvantages of buying locally and uncovering the advantages and disadvantages of shopping at big chain stores.

Increasing Food Acceptance

by Mindy Von Elling

Due to a recent outreach by the state of Kansas and the Social and Rehabilitation Services (SRS), Sandra Procter, assistant professor of human nutrition at Kansas State University, is the principle investigator of a study involving food assistance and Vision cards in rural Kansas groceries.

The United States Department of Agriculture (USDA) called for proposals in food assistance in and in response, the Kansas SRS recently increased allotments for this specific cause. The necessity for the project lead by Procter sprang from a need for more Vision cards in 2008 and a desire to match the allotment increase set by the Kansas SRS.

In 2008, the state of Kansas was home to 199,000 people who received food assistance, which was only 70.6% of those eligible. Procter and her team looked at two counties in particular that were below the numbers of eligible individuals being served. Brown County was serving 80.8% of those eligible for assistance and Nehama County was serving just 40.1% of those eligible; 328 people. This meant that 490 individuals eligible were not receiving food assistance.

In an effort to quash those numbers and provide wider acceptance of the Vision card, the project team is conjoined with a combination of state and county extension faculty, the K-State Center for Engagement and Community Development (CECD), the Kansas Rural Center, The Kansas Food Policy Counsel, rural groceries and community development professionals. Some of the main objectives include identifying information needs and benefits of acceptance of Vision cards by rural grocery stores, identifying opportunities to promote food assistance to people in rural communities and developing an extension program in which the results are used to facilitate increased food assistance use and acceptance in Kansas.

The project, "Increasing awareness of food assistance Vision cards by rural Kansas groceries to improve resident health and economic viability within rural Kansas communities," builds upon the K-State Center for Engagement and Community Development's Rural Grocery Store Sustainability Initiative and was awarded funding by CECD in the spring of 2009.

Morland Grocery Project

by Mindy Von Elling



The Morland grocery store closed in 2006 due to the retirement of its owners. Residents are hoping to bring a rural grocery like this one back to town.

Principle investigators, Chris Petty of the Graham County Extension Office and Leah Tsoodle, extension associate in agricultural economics, are working to bring back the local grocery store in Morland, Kan. In 2006, the store closed when the owners retired and since then, the building has deteriorated. Due to this, there is currently a volunteer workforce set with the task of repairing the building and a grant application has been submitted to the Dane Hansen Foundation to fund major building upgrades.

Petty and Tsoodle have calculated the costs of what it would take for an individual in the rural community to travel to an outside grocery store, plus the cost of a loaf of bread or a gallon of milk, and they have decided that it is too much of a burden to make the twelve-mile drive to the nearest store. In the interest of the Morland residents, the project lead by Petty and Tsoodle, “Building community awareness and support for the Morland grocery project,” is designed to determine the consumer needs of the citizens of the area. A Community Awareness/Support Survey (CASS) will be mailed to all the residents in the grocery store’s expected trade area and is a multi-part survey. The project aims to ultimately cause the completion of the building remodeling project and the re-opening of the Morland grocery store.

The CASS project was awarded funding by the Center for Engagement and Community Development in the spring of 2009 and will be working to benefit the Kansas State University Research and Extension

in Graham County, the Morland Community Foundation, the Morland Community Development Corp and the K-State Agriculture Economics Department.

The main component that differentiates this project from others is that it will incorporate a student from the Ag Econ department to assist with data entry and analysis of completed surveys, as well as the PowerPoint presentation and resource materials. The ultimate outcome of the survey is to be a tool for collaborative partners to use as an education resource on rural community development.

H1N1 Epidemic

by Mindy Von Elling

The fall of 2009 brought an epidemic scare with the H1N1 flu virus. This virus severely affected the city of Chanute, Kan. and inspired associate professor of electrical and computer engineering, Caterina Scoglio to conduct a project geared toward using complex models to analyze the spread of the epidemic and how to establish procedures to combat the issue. Scoglio is joined by Pietro Poggi-Corradini, professor of mathematics, and Walter Schumm, professor of family studies and human services.

Scoglio and her colleagues hope to collect empirical data, create a contact network, develop a simulator based on probabilistic models and develop optimized guidelines to control outbreaks in Chanute. This will be done through help from the EPICENTER group, made up of 17 faculty members from five different colleges representing ten different departments. The EPICENTER was established at Kansas State University in September 2007 and uses mathematical models to track the spread of epidemics.

The objectives for the proposal are to develop a report for the city of Chanute with guidelines to mitigate epidemics, publish the results in a relevant journal and to submit a larger proposal to the National Science Foundation (NSF) and other funding agencies.

The project was awarded funding in the fall of 2009 and its principle investigator hopes to ensure rapid detection of future epidemic spread and effective containment.

History Is Now

by Mindy Von Elling

“Filling the Larder; Feeding our Families” is a project to preserve the essence of history and combines several Kansas State University departments toward reaching its goal. Principle investigator Bonnie Lynn-Sherow, associate professor of history, and secondary investigators M.J. Morgan, adjunct professor of history, and Jane Marshall, assistant instructor in the department of hospitality management and dietetics ultimately want to put together a book-length publication and digital archive to serve future researchers.

The publication and archive will document the cultural history of grocers and cooks from 1895-1945. In the compilation of this material, Morgan and Marshall will enlist the help of several students in four semesters of formal coursework that will culminate in the spring semester of 2012.

The areas of Kansas involved in the historical research and preservation are Wabaunsee, Clay, Riley, Geary, Pottawatomie and Chase counties. In reaching out to these counties, the primary goal of the project is to collect authentic stories about how rural Kansans raised and prepared food to feed their families in times of hardship and celebration. At the project’s end, the publication will then be submitted to a commercial press for wider distribution outside of Kansas to inspire rural communities elsewhere.

CECD Mission & Vision

To promote engagement across the breadth of Kansas State University - in teaching, research and outreach - and to connect the vast resources of KSU to the significant issues of public need facing Kansas and communities worldwide.

Engagement occurs when collaborative partners — both on and off-campus stakeholders — work together to address a public need in a way that is both reciprocal and mutually beneficial. Through engagement, K-State endeavors to fulfill its historic land grant mission.

Disease Prevention

by Mindy Von Elling

Elizabeth Fallon, assistant professor of kinesiology at Kansas State University is working with Sharolyn Flaming Jackson, instructor/extension specialist at the Northeast Area Extension Office and Brandonn Harris, assistant professor of special education, counseling and student affairs, to find ways to combat the growing epidemic of obesity and chronic disease. The project titled “Partnering with K-State Research and Extension to Develop and Disseminate a Cognitive-Behavioral Program for Physical Activity” was awarded funding in the fall of 2009 and will have three steps toward completion.



Members of the 14-week PA program from left to right:
Back row: Brandonn Harris, Sharolyn Flaming Jackson, Julie Pickler, Sarah Fieger
Front row: Beth Fallon, Rachel Witham, Shely Weinrich

The first step is to develop and test two activity programs: standard of care vs. enhanced. The second is to disperse the standard of care program to Kansas residents through K-State Research and Extension (KSRE) and consumer science agents. Finally, the program will be used to apply to the National Institutes of Health for further testing as a randomized control trial.

The project team will enlist the help of graduate and undergraduate students, KSRE agents and community residents to evaluate a 14-week behavioral modification physical activity (PA) program for adults. Sixty women will be randomized into either the standard of care program or the enhanced/body image program and will be asked to engage in group discussions

Continued on next page

each week over a different topic. At each point of assessment, all participants will wear a motion sensor to detect movements that provide information on the amount and intensity of PA.

The program will be turned into an online course through K-State Continuing Education and aims to provide training and educational programs to strengthen the economic and social well-being of Kansans by preventing chronic diseases.

Earthworms: An Invasive Species

by Mindy Von Elling

According to Bruce Snyder, Kansas State University instructor of biology, earthworms are a constantly misunderstood creature and aide to our environment. As principle investigator of the project, “Earthworms across Kansas: a citizen science approach to an invasive species survey,” Snyder hopes to use citizen scientists and students to collect data and raise awareness about the ethological importance of earthworms and the presence of those not native to America in our own backyards.



Bruce Snyder, instructor of biology, holds up an earthworm. This is one of many species not native to America in Kansas.

The surveying project consists of the collaboration of middle and high school teachers (citizen scientists) and their students to collect earthworms, record data and ship them back to the principle investigators of the project for further examination. All information about the earthworms is projected to appear on a publicly-accessible website to allow community members and all involved with the data collection to see the results of the project,

including the extent of earthworm species in Kansas and information resources about earthworms in general.

According to the project’s grant proposal, the success of the project will be measured by the response of the community. There is a limited interest and knowledge in soil fauna and invasive species (species not native to America) so the most important result of the project will be connecting the earthworm collecting experience to the concept of invasive species. The ultimate goal of the project is to serve as a pilot study for a broader effort, eventually including all of America.

Funding for this investigative project was awarded by the Center for Engagement and Community Development in the fall of 2009 and the survey will be a collaborative effort. Bruce Snyder will be the principle investigator and will be joined by on-campus collaborators Christopher Lavergne, communications, and Greg Zolnerowich, entomology. Off-campus collaborators include Sam James, K-State Natural History Museum and Biodiversity Institute, and Mac Callaham, USDA Forest Service, Southern Research Station.

**Thank you to all
who applied for
the Engagement
Incentive Grant.**

**Thank you for contributing to a
brighter future for Kansas State
University, the state of Kansas and
its residents. Your efforts do not go
unnoticed.**

UPCOMING
EVENTS

Community Development Academy

The Community Development Academy is a series of workshops that will provide community leaders the assessment and strategic planning information necessary to devise participatory community development plans and strategies. Participants will gain the information, resources and processes needed to guide planning to create quality sustainable communities.

Dates	Location
February 24* & 25, 2010	Memorial Hall
March 3 & 4, 2010	410 N Penn Ave.
March 10 & 11*, 2010	Independence, KS

**indicates dates for community coaches only*

For more information or to register a team visit www.k-state.edu/cecd/cda/

Rural Grocery Store Summit

Mark your calendars!

The Center for Engagement and Community Development will be hosting a Rural Grocery Store Summit. Please join us:

June 14-15, 2010

K-State Alumni Center in Manhattan, KS

Registration information to follow!



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