

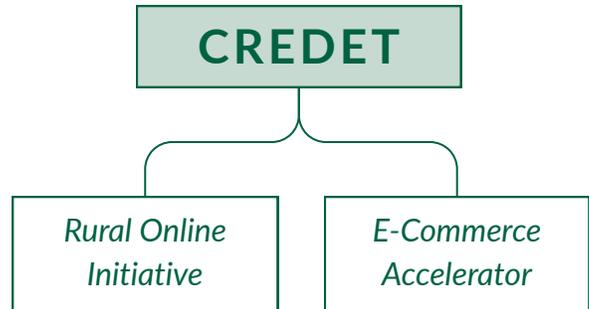


COMMUNITY & ECONOMIC DEVELOPMENT PROGRAMS

The Community & Economic Development workgroup is centered around the newly founded Center for Rural Economic Development & Emerging Technologies (CREDET) to improve efficiency, expands reach, and strengthens outcome tracking across rural Utah. The two flagship programs operating within CREDET are the Rural Online Initiative (ROI) and the E-Commerce Accelerator (ECA). Together, these programs equip individuals and businesses with durable digital skills that expand economic opportunity without requiring residents to leave their communities.

Center for Rural Economic Development & Emerging Technologies (CREDET)

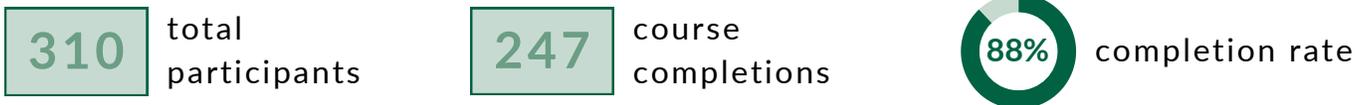
This center serves as a statewide hub for strengthening rural economies through workforce innovation, entrepreneurship, and applied use of emerging technologies. CREDET integrates research-driven education with Extension’s place-based delivery model to address persistent rural challenges such as unemployment, underemployment, limited job diversity, and barriers to digital participation.



Rural Online Initiative (ROI)

The Rural Online Initiative is dedicated to reducing unemployment and enhancing economic stability in rural Utah. Its mission is to provide residents with the skills and opportunities needed for remote work. By offering comprehensive training and support, ROI fosters economic diversification, supports community resilience, and promotes sustainable development, ensuring that rural communities thrive in a rapidly changing digital economy.

Participation & Completion (January - December 2025)



Program Outcomes (October 2018 - December 2025)



E-Commerce Accelerator (ECA)

The E-Commerce Accelerator (ECA) is a program that helps small businesses in rural Utah grow through online sales. The ECA is designed to assist agricultural and rural businesses by providing personalized training to navigate the digital world and increase sales revenue through e-commerce.

24

rural business completed the E-Commerce Accelerator during the year

45

businesses now operate fully functioning e-commerce websites

Since October 2023, ECA clients have generated

over \$1 million

in new online sales across rural Utah.

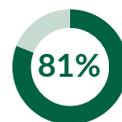


of participating businesses reported increased sales revenue



report revenue growth and plan to hire additional employees

Post-program evaluations show that digital skills are retained and actively applied:



reported higher e-commerce skill levels



reported increased confidence using digital tools



intended to sustain their e-commerce strategies long-term



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