

## ABOUT MU EXTENSION:

# OUR VISION, MISSION AND ROLE

### In brief

Using science-based knowledge, MU Extension engages people to understand change, solve problems and make informed decisions. The Smith-Lever Act of 1914 established the Cooperative Agricultural Extension Service, a partnership among federal, state and county governments that extends university programs to all people — not just students. Unlike other universities, the land-grant is charged by Congress to perform certain services for the public good (refer to the handout on the history of the land-grant university).

Today's MU Extension represents 11 academic units to provide benefits of university research and information accessible for all Missourians, fulfilling our land-grant mission of carrying the benefits of the university beyond campus. In the past year, 3 million individuals used the MU Extension website and nearly 2.3 million Missourians turn to MU Extension each year for relevant, reliable and responsive education that improves lives and local economies.

### Our vision

University of Missouri Extension is a valued and trusted educational solution to improve the quality of life in Missouri, the nation and the world.

### Our mission

Our land-grant mission is to improve lives, communities and economies by producing relevant, reliable and responsive educational strategies that enhance access to the resources, scholarly knowledge and research of the University of Missouri, and to extend them to all residents of our state.

### How MU Extension fits into the framework of the University

MU Extension serves as the front door to higher education for many people across the state. We have worked to fulfill the land-grant mission for over a century through county councils, faculty and staff across all of Missouri's 114 counties.

Whereas the campus focuses on its students, our audience is made up of the more than 6 million people across the state. That includes university alumni and those who might have

sent their children or grandchildren to the university as students. But for the majority of those we serve, MU Extension is their first contact with the University of Missouri and higher education.

Extension operates on the county level through locally appointed and elected county councils who can take the pulse of their respective communities' needs. They act as liaisons to facilitate programming and make communities aware of continuing education opportunities. We have a strong youth component in Missouri 4-H, which contributes to STEM education through projects with plant and animal biological science, such as the Dairy Cow Camp, and robotics programs and gets young people interested in pursuing careers in STEM fields. Communities look to MU Extension to help create vibrant communities through nutrition programs, small business and community development, in addition to a wide range of programming focused on agriculture.

Our programming is closely aligned with the university's strengths. As such, efforts are focused on educational attainment; environmental concerns; community and business development; food systems; and health systems.

We advise small business owners, help displaced workers find new jobs and educate families on how to make smart financial decisions. We prepare young people with skills to join the modern workforce and help farmers make their operations more profitable. We work with local civic leaders to help them improve their communities. These are just a few examples of the work MU Extension does in all 114 counties of the state to fulfill the land-grant mission.

Programs draw directly from the university's academic units to provide research-based information and education to young people, families, professionals, businesses, local governments and communities. MU Extension reaches these groups through formal and informal learning experiences, such as online classes, workshops, counseling sessions and publications, or by simply contacting an extension specialist or using the MU Extension website.