PROGRAM PLAN
July 1 2006 - June 30 2007

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GREENE COUNTY EXECUTIVE SUMMARY
Co-County Program Directors
Tom Hansen, agronomy specialist
Byron Morrison, 4-H youth specialist
Greene County Extension Center
833 Boonville, Springfield, Mo. 65802
Tel: (417) 862-9284
Fax: (417) 862-9284
E-mail: greeneco@missouri.edu
It is the vision of University of Missouri Extension to improve people's lives through relevant lifelong learning.

University of Missouri Extension is your local link to the University of Missouri campuses and to a nationwide network of land-grant universities. Education that meets high-priority needs is our focus. MU Extension uses science-based knowledge and engages people to understand change, solve problems and make informed decisions. Extension is funded through federal, state and county tax dollars. In addition, grants, contracts, fees and private gifts support our educational program efforts.

**County Extension Council.** In Greene County, our volunteer advisors – members of the county extension council -- play a vital role in identifying community needs; providing counsel to regional and campus faculty about educational programs and personnel; and assisting in finding resources to support the local educational program. The extension council is statutorily created to work with the University of Missouri in carrying out the local extension program (*Sections 262:550 to 262:620, Revised Statutes of Missouri*).

**Plan of Work Process.** During fall 2005, University of Missouri Extension embarked on a five-year plan of work process by conducting statewide needs assessments, which included:

- A random-sample telephone survey with 1,005 Missourians;
- Conversations on economic development in 16 locations;
- Conversations with extension councils in every county, including the voices of the Greene County Extension Council; and
- Conversations with the eight regional extension councils.

The campus Program Directors also reviewed research literature and demographic and economic trends and identified emerging issues for educational programming.

To ensure that the input was representative, we also conducted discussions among underserved audiences across the state. As a publicly funded institution, University of Missouri Extension is responsible for serving diverse populations and for providing access to educational programs for all. Special efforts will be made to reach underserved audiences as identified in the following program descriptions.
Results of all the needs assessments have been reviewed by state and regional extension specialists, extension administrators and county extension councils to determine program directions for the future. The ultimate goals are to determine extension program needs statewide and, on the county level, to match those needs with appropriate, limited resources.

**2006 – 07 County Program Plan.** After careful consideration of educational needs and available resources, the regional faculty serving Greene County plan to provide the programs listed in the following pages to residents of Greene County during 2006-07. The names of specialists slated to deliver the programs and intended program outcomes on a statewide level are indicated. Given limited resources, it is not possible to deliver programs for all the needs identified during the plan of work process. When possible, we will work with you and others on campus and in the community to find additional resources and plan for ways to deliver needed programs in the future.

In some instances, needs may be referred to other agencies, organizations or educational institutions that are better equipped to meet those needs. With your support and the support of the Greene County Commission, every effort will be made to meet high-priority needs and to deliver programs that enhance the lives and livelihood of the residents of our county.

Thank you for all you do to support extension programs in Greene County.
Plan of Work – Executive Summary
For Greene County

AGRICULTURE AND NATURAL RESOURCES (ANR)

Council identified needs: Utilize farmers’ markets; small acreage farms; family farm profitability; land values vs. ag enterprises; environmental issues; community food plots; demonstration farms and gardens; growing of personal foods – meat and produce;

Program, Description, Personnel to address needs

Profit Focused Agriculture: Team effort of state and regional University of Missouri Extension faculty partnering with private businesses, agencies focused on enhancing economic viability and sustainability of Missouri agriculture. Accomplished through high quality, research based frontier educational programs. The program is designed for beginning, primary, secondary income and transitioning farmers, landowners and agribusiness agencies. Personnel: Gordon Carriker, Wesley Tucker

Annie’s Project - An interactive risk education course for farm women provides training in the fields of production management, financial management, marketing, legal issues, and human resources. It fosters a learning environment for ages 19-84. Personnel: Gordon Carriker, Wesley Tucker

Golden Age Farming - Workshops provide education on estate planning, retirement issues, and transition planning. It includes techniques to maximize Social Security, alternative health care, and familiarizes participants with new estate tax laws. Personnel: Gordon Carriker

Farm and Small Business Estate Planning - Targeted at farmers and small businesses, this program provides basic estate planning concepts as well as helps participants seek out professional help. Personnel: Gordon Carriker

Business Management - Educates farmers and ranchers to plan and undertake a business-like approach to the use of land and resources in agriculture or farm endeavors. Programs focus on financial resources, record keeping, computer use, marketing, and legal issues. Personnel: David Whitson

Your Farm, Your Resources, Your Business - Provides information through classroom presentations on possibilities, feasibility, and legal issues related to beginning a farming operation or managing your resources. Topics include financial resources, business planning, soils, matching livestock, proper equipment, horticulture production and legality. Personnel: Gordon Carriker

Legal Concerns for Rural Landowners: Rural Landowner Legal Concerns is designed to be a 6 or 7 session workshop or can be divided into individual sessions or topics. Rural legal issues that will be addressed are: Missouri’s Fence & Boundary Laws, Land Leases and Contracts, Government Programs impacting landowners, Employers, Employees & Others (including liability questions,) Environmental Regulations and Issues, Livestock Ownership Concerns & Overall Risk Management Strategies Personnel: Gordon Carriker
Rural Agriculture Safety and Health - Preventative program to help reduce the number of deaths and disabling injuries sustained by rural Missourians. The program educates Missourians on the proper safety and safety techniques for agriculture and rural living. **Personnel:** Robert Schultheis

AgrAbility Program (Assistive Technologies for Farmers with Disabilities: Missouri) - Education, networking, and assistance for agricultural operators with disease, disabilities, or disorders. The program targets rural farm families and collaborative partners. **Personnel:** Robert Schultheis

Private Pesticide Applicator Training - Initial training and recertification of private pesticide applicators. The program trains in methods of safe and proper use of agricultural pesticides on farmland. **Personnel:** Thomas Hansen

Forage Production and Management - Targeted program to teach producers how to improve forage production economic return while protecting the environment. Techniques include management intensive grazing, pasture based dairying, seasonal feeding systems, and fescue toxicosis. The program inspires increased economic development and social viability in rural Missouri. **Personnel:** Gordon Carriker, Robert Schultheis, Thomas Hansen

Home Horticulture and Environment - Focused program that provides research-based horticulture information for gardeners and homeowners. They will learn techniques through workshops, demonstration plantings, newsletters, and horticulture training. This program recaps the benefits of maintaining healthy turf, ornamental, or fruit and vegetable plantings. **Personnel:** Gaylord Moore

Master Gardener - Provides in-depth horticulture training for Missourians who wish to spread their knowledge of gardening. The Master Gardener Program prepares volunteers for horticulture questions frequently asked by citizens around the state, based on unbiased research based gardening information. **Personnel:** Gaylord Moore, Gordon Carriker, Thomas Hansen

Missouri Grown - Geared towards small farm families, educational program that focuses on successful techniques, and marketing high horticulture value crops best suited to Missouri’s climate conditions. **Personnel:** Gaylord Moore

Turf grass Management and the Green Industry - Through workshops, field days, and demonstrations, Green Industry personnel will obtain research-based information that will help them identify and resolve cultural and pest problems in using cost effective and environmentally sound methods. The target audience for this program includes golf course superintendents, sports turf managers, public grounds managers, nursery and greenhouse growers, landscapers and garden center operators. **Personnel:** Gaylord Moore

Dairy Production Systems - Provides information about dairy management, facilities and herd management, expansion, labor, improved dairy cattle genetics and health, waste management, reproductive health, and techniques in management of dairy records. **Personnel:** Stacey Hamilton, Tony Rickard

Pasture Based Dairy Systems - Program promotes, enhances, and develops concepts in economically viable and sustainable forage-based dairy production. Participants acquire skills in financial management, high quality pasture foraging, and animal husbandry through monthly pasture walks and classroom meetings. **Personnel:** Stacey Hamilton, Tony Rickard

Beef Production Systems - Provides producers with a wealth of information on beef production. Topics span disease prevention, sanitation, vaccinations, site evaluations, appropriate feed rations, nutrition, and reproductive physiology. **Personnel:** Gary Naylor, Dona Funk

Show-Me-Select - Beef production educational experience examining breeding/mating, herd health management, methods of reproduction, and production economics. Participants come from a wide range,
different sizes in herds, forage availability, and experience, and leave with a vast knowledge of beef production. **Personnel:** Gary Naylor, Dona Funk

**MO-PORK** - Program offering applied research and educational practices resulting in application of management protocols and strategies to improve nutrient utilization, reproductive efficiency and management of swine. **Personnel:** Dona Funk, Gary Naylor

**Equine** – Programming aimed at equine owners related to horse management issues such as feeding, health management, training, breeding, and management issues. Limited on-site service and seminars geared towards pleasure owners. **Personnel:** Dona Funk, Gary Naylor

**Sheep and Goat Production** - Provides knowledge, skills, practices and policies that enhance economic viability and profitability. This program strives to improve the competitiveness and diversity of Missouri production enterprises. Topics covered will range from management, genetic improvement, nutrients, health assessment, to marketing strategies. **Personnel:** Dona Funk, Gary Naylor

**Missouri Woodland Steward** - Helps private land owners identify woodland habitats, and introduce them to basic forest and wildlife management concepts and practices. **Personnel:** Gaylord Moore

**Energy Conservation, Efficiency and Alternatives** – Educational programming for agricultural producers and the public on such issues as energy production, biofuels, alternative cropping systems, and to promote responsible management of energy through conservation, efficiency, and renewable fuels. **Personnel:** Robert Schultheis

**Individual Waste Water Systems** - Provides installers, real estate professionals, and home-loan inspectors with research-based information on the function of on-site septic systems, use of alternative systems, and how soils play an important role in site selection. **Personnel:** Robert Schultheis

**BUSINESS DEVELOPMENT (BD)**

**Council identified Needs:** Building processes and communications systems to assist business succeed; Internet business opportunities; competition for family owned businesses; increase opportunities for senior employees; lack of health benefits; need for marketing and cash management skills.

**Program, Description, Personnel to address needs**

**Starting a Business: The First Steps** – Provides an overview of the critical first steps associated with starting a business. The program is designed specifically for those who are thinking about a new business venture. Participants will assess their strengths and weaknesses in terms of business ownership, learn about the importance of planning, discuss legal and regulatory requirements and identify sources of funding. This is an introductory course for 3 hours. **Personnel:** Verna Lorton

**The Basics to Writing a Business Plan** – Educational experience for current and future business owners and entrepreneurs who have little or no knowledge of writing a business plan. Participants will learn the importance of business plans, the key required elements of a basic plan and data that must be included. **Personnel:** Verna Lorton

**FastTrac - New Venture** – Is designed for new businesses and introduce you to the key elements of successful entrepreneurship. Offers essential business information to help you develop your entrepreneurial skills and build your business on a strong foundation. Areas of study include concept analysis, and business planning. **Personnel:** Verna Lorton, Thomas Keohan
Introduction to QuickBooks Pro - Personnel: Verna Lorton

HR for Small Businesses: Compensation and Employee Retention – Designed for small businesses on the complicated topic of human resources management. Develop a job analysis and classification program in order to design compensation plans. Personnel: Verna Lorton

Customer Satisfaction and Beyond – Personnel: Thomas Keohan


Small Business Development Counseling/Coaching – Personnel: Verna Lorton, Thomas Keohan

Information Transfer - Personnel: Thomas Keohan

Government Marketing Fundamentals - Personnel: Verna Lorton

Southwest Business Networking and Marketing Support – Bi-monthly sessions include educational opportunities on effective marketing strategies, marketing plans, business planning, business trends, goal setting, employee motivation, business showcasing, and topics related to growing a business. The opportunity to attend on-going programs allows participants to build trusting relationships and use the power of networking and referrals to build their business, create jobs, and support their communities. An elected board of directors provides leadership, and the BD Specialist acts as advisor to the board and is the educational liaison. Personnel: Verna Lorton

Misc. Business Management - Requests are frequently fielded from small business owners and community resource groups for specific training customized to their needs on topics critical to their business management success; i.e., customer service, positive business communications, leadership, credits and collections, performance evaluations, etc. Program logic models have been approved for these offerings that are delivered upon request. Personnel: Verna Lorton

Entrepreneurial and Professional Development for Women - Programs and resource support will be provided to women entrepreneurs and professionals wanting to achieve business and professional growth. Personnel: Verna Lorton

Management - Personnel: James Wirth

COMMUNITY DEVELOPMENT (CD)

Council Identified Needs: Volunteer liability risks; importance of youth involvement in public issues and leadership; planning and zoning needs; communication of the benefits of extension programs.

Program, Description, Personnel to address needs
Step Up to Leadership! - Builds the capacity of community-minded people who are wanting to make a difference; willing to assume the responsibilities of board membership; seeking understanding about group processes and the complexities of collaboration; and ready to take on the challenge of leadership. Personnel: Thomas Keohan
Vision to Action: Take Charge Too - Provides a community planning structure and inclusionary and participatory process for groups, organizations, and communities to develop a vision, identify priorities, develop an action agenda, and successfully develop and implement programs and projects. Personnel: James Wirth

Poll Worker Training - Provides comprehensive statewide training for those who work in local polling sites during elections. The training is the responsibility of local election authorities and is available in multiple formats (including an online module) and based on HAVA (Help America Vote Act) regulations, election laws, and administrative rules. Personnel: David Burton

Missouri Communities Deliberate - Assists communities in building their knowledge about and engaging difficult public issues through dialogue. The process helps to mitigate conflict, polarization and stalemates which commonly result over issues where there are no optimal solutions and, which require public input. Personnel: David Burton

Alianzas - An extensive partnership that assists immigrants and communities in accommodating and learning from each other. The goal of Alianzas is to enhance the ability of communities to collaborate with the growing immigrant Hispanic populations through a Hispanic, university and community partnership, using a community-based, co-learner approach. Personnel: James Wirth, Virginia Hopp

Cambio de Colores Conferences - Focus on the issues that Missouri confronts as a result of new Latino urban and rural settlers in every region of Missouri. The conferences connect researchers with the people, organizations, and communities that can benefit from their research; provides a forum for the professional development of people working with the Hispanic community; and identifies best practices and knowledge and service gaps. Personnel: Virginia Hopp

Strengthening Community Non-Profit Organizations - Supports small, community-based groups and nonprofits and they develop their capacity to address important community issues. The program assists groups on a range of development topics including incorporation, planning, collaboration, financial management, marketing, and others. Personnel: David Burton

The Community Emergency Management Program - Provides resources, personnel and educational programs and materials to support the mission of the Governor’s Disaster Recovery Partnership (established 1993) and assist communities and citizens in all areas of emergency management, including preparedness, response, and recovery. Personnel: David Burton, Robert Schultheis

Southwest Region News Service - Uses local Extension faculty to inform the public of programs and issues impacting our communities, families, farms, homes and businesses. Subscribe now and receive a free weekly e-mail of news specific to southwest Missouri. This involves the production of a weekly e-mailed package of media releases, 2 regular weekly newspaper columns, various special assignments, an active website with surveys and work with various media organizations and newspapers. Personnel: David Burton

CONTINUING EDUCATION

Council Identified Needs: Drop outs need for high school diploma; training and licensing for childcare providers; assistance for newcomers to function within our society – credit, homes, career, banking and other community resources; increase language competencies; training for health care professionals.

Program, Description, Personnel to address needs
No Continuing Education staff currently in region. A number of these needs are addressed by HES and CD programs in particular. Others are more directly the domain of other agencies and service organizations.

**HUMAN ENVIRONMENTAL SCIENCES (HES)**

**Council Identified Needs:** Care for elders/seniors; strengthen family units, enhance parenting skills; financial resources and management for seniors; high cost of medial services; improve public knowledge of diabetes; impact of nutrition on health; reduced childhood obesity; impacts of menopause; pre-natal education; assist those losing Medicaid benefits.

**Program, Description, Personnel to address needs**

**Healthy Homes** - a national program educating consumers about sources, health risks, and control measures related to common residential pollutants, and toxins help consumers reduce their health risks. **Personnel:** Robert Schultheis

**RentSmart** - a consumer education program that stresses information that can help participants succeed as tenants and avoid confrontations and legal hassles with landlords. **Personnel:** Jeffery Barber

**Disaster Preparedness** - emergency preparedness education teaches families a five-step process for preparing and coping with possible disasters. They include: Identify hazards likely to happen to your family; Mitigate against the hazards; Develop a response plan, including evacuation route; Plan for coping after a disaster; and Implement drills and family education. **Personnel:** Renette Wardlow

**Aging In Place** - educates older adults, their families, and caregivers to ensure that older adults can remain in their homes and independent living situations. **Personnel:** Jeffery Barber

**Successful Aging:** Provides educational resources to support successful aging and to strengthen the aging family. **Personnel:** James Wirth, Renette Wardlow, Tamara Roberts, Virginia Hopp

**Basic Parenting** - helps parents with children of all ages learn how to better manage personal stress, understand, guide, nurture, and motivate their children, in order to become more effective parents. **Personnel:** James Worth

**RETHINK** - teaches parents how to manage their anger when dealing with children’s difficult behaviors. The following skills are emphasized: identifying constructive and destructive anger, developing better relationships with children, using appropriate discipline strategies, understanding children’s behavior at different ages, and managing anger more effectively. **Personnel:** Renette Wardlow

**Building Strong Families: Challenges and Choices** Program (http://extension.missouri.edu/bsf) - designed to help families find their strengths, build on those strengths, and learn skills to create stronger families, improve relationships, and increase communication. The Program draws from an interactive, 13-module curriculum to provide a series of life skills workshops that are supported by strength-based research. **Personnel:** James Worth, Virginia Hopp

**School Wellness** - Program Description: Educate teachers and resource staff about ways that they can comply with the new wellness policies. This program will help educators implement a school wellness policy. **Personnel:** Tamara Roberts

**Family Meals** - an interdisciplinary program for parents and other family members caring for children. The program focuses on improving family relationships, nutrition, and family finances through family meals. **Personnel:** Tamara Roberts
Relatives As Parents - provides education for relative caregivers. Topics included may range from parenting, relationship building, financial, and legal issues. Personnel: Virginia Hopp

Tackling The Tough Skills - a fun, innovative, and highly interactive life skills curriculum to help hard-to-reach adults or teens prepare for success in work and life. Personnel: James Wirth

Child Care Core Competencies - series of research-based training opportunities covers the areas described in Missouri's Core Competencies for Early Care and Education Professionals; specifically, child growth and development, learning environments, child observation, families and communities, interactions with children, and program planning. Personnel: James Wirth, Renette Wardlow

New Staff Orientation – developed at Penn State University, the program is specifically designed for new staff members in child care centers and includes videotaped material, a workbook, and hands-on activities and assignments. Personnel: Renette Wardlow

Child Physical Activity - this workshop, developed by University of Missouri Extension, addresses national concerns with children's inactivity and centers on the importance of physical activity, one's personal activity beliefs and behaviors, children's motor skill development, and age-appropriate activities to encourage children's movement and motor development. Personnel: Renette Wardlow

Indoor Air Quality - 2-hour workshop, developed by University of Missouri Extension, assists those who provide child care to create a healthier indoor environment for children with asthma and allergies. Personnel: Jeffery Barber

Jump Into Action - a program for fifth grade students which teaches nutrition and physical activity education with a goal of preventing or reducing the risk of Type II diabetes. Personnel: Terry Egan

Food Power - elementary school students travel the path food takes from the farmer’s field to the sports field and learn where the food they eat comes from and how it gives them the energy to grow and play. Personnel: Terry Egan, Brenda Shannon

Family Nutrition Program (FNP) - a nutrition and physical activity education program targeted to limited resources audiences. This program provides education in schools, community settings, and through media campaigns. The average participant receives six lessons. The primary audience for FNP is youth and the adults who support them. Personnel: Brenda Shannon, Dina Good, Kathleen Embrey, Rebecca Roark, Teresa DeFord Petefish, Terry Egan, Tylane Garrett and Marty Wood

Expanded Food and Nutrition Education Program (EFNEP) is nutrition and physical activity program targeted to limited resource audiences. This program provides education in homes and community settings. Program participants receive 6-12 lessons over the course of the program. The primary audience for EFNEP is adults. Personnel: Tamara Roberts, Jacki Castrodale

Stay Strong, Stay Healthy - an eight week strength training program for middle-aged and older adults. The program’s goal is to improve health and quality of life. The program incorporates warm-up exercises, strengthening exercises, and cool down stretches. Over the eight weeks participants learn exercises to improve strength and balance. Personnel: Tamara Roberts
**Eat Well, Be Well with Diabetes (Dining With Diabetes)** - a four-session series that provides people with type 2 diabetes, their family and friends, with tools for the self-management of diabetes. The series focuses on nutrition, the cornerstone of diabetes management, but also reviews other self-management strategies that can help individuals avoid diabetes complications. Food demonstrations and tasting are included. **Personnel:** Tamara Roberts

**Health for Every Body** - a multi-session workshop designed to move adults away from diets to a non-diet or health promotion approach to living in a healthy body. Using a variety of educational strategies individuals gain new attitudes, learn new information and develop new skills related to appreciating self and others, healthful eating, and active living. **Personnel:** James Wirth, Tamara Roberts

**Food Preservation** is a program designed to assist clients in safely preserving their foods. **Personnel:** Tamara Roberts

**Money Action Plan** – Is a curriculum to address the need for financial management education. It is a train-the-trainer curriculum, targeting helping professionals who are working with people having money problems. Includes seven modules: introduction to money management, developing a spending plan, record keeping, credit, communication about money, insurance and consumer issues. Each module includes background information as well as activities, handouts and worksheets for one-on-one or group settings. **Personnel:** Janet Lafon

**Estate Planning** - designed to assist Missourians to meet their future needs in regard to asset management and wealth transfer. **Personnel:** Janet Lafon

**4-H YOUTH DEVELOPMENT**

**Council Identified Needs:** Lack of understanding our American History; Grandparents raising grandchildren; Latch-key children; 4-H club and project leadership; marketing 4-H programs, especially to urban and minority populations; child abuse and neglect; increase number of 4-H clubs.

**Program, Description, Personnel to address needs:**

**Building Character** - Show-Me Character* is a program that teaches young people to make wise ethical choices. It also encourages adults to become more involved in helping youth develop positive character traits, such as trustworthiness, fairness, respect, caring, responsibility and citizenship. **Personnel:** Byron Morrison

**Creating Environments for Positive Youth Development** - Through workshops, volunteer forums, leadership roles and web-based instruction, state and county extension faculty will help adult and youth volunteer leaders gain knowledge and skills to communicate, manage programs, design and deliver education events, develop interpersonal skills and create environments that promote positive youth development. **Personnel:** Byron Morrison, Rebecca Fay

**Program Management** – Volunteers demonstrate the ability to involve others in providing the structures necessary to deliver positive 4-H programming in a community. **Personnel:** Byron Morrison, Rebecca Fay

**Adult Leadership Roles** - Through leadership roles, state and county extension faculty will help adult and youth volunteer leaders gain knowledge and skills to communicate, manage programs, design and deliver education events, develop interpersonal skills and create environments that promote positive youth development. **Personnel:** Byron Morrison, Rebecca Fay

**Developing Youth Leaders** - Youth join in the dynamic process of learning leadership skills through interactive activities, real life experiences in relationship building, communication group process, and
planning and organization. All activities offer a cross-cultural perspective. All activities offer you the ability to become a good leader. **Personnel:** Byron Morrison, Rebecca Fay

**Empowering Youth Citizens** - Youth learn about local, state and national governments and how to actively engage as a citizen. **Personnel:** James Wirth, Rebecca Fay

**Developing Interpersonal Communications** - All 4-H youth development programs provide opportunities for youth to learn and/or improve communication skills. Learning communication skills enhances learning, fosters healthier interpersonal skills and facilitates leading groups. **Personnel:** Rebecca Fay

**Animal Science and Technology – Food Animal Projects** - To increase the knowledge and awareness of Missouri youth about food quality issues related to animal production (beef, sheep, swine, goats and meat rabbits). **Personnel:** Byron Morrison, Rebecca Fay, Gary Naylor

**Environmental and Natural Resources Science and Technology** - Youth learn knowledge and skills in stewardship of the environment, shooting sports, sports fishing and aquatic sciences, water quality, forestry and conservation. **Personnel:** Byron Morrison, Rebecca Fay

**Information Science and Technology** - Youth learn through project curricula, camps and educational events knowledge, skills and application of information sciences such as using computers, geospatial technology, digital media and internet sciences. **Personnel:** Byron Morrison, Rebecca Fay, Jeffery Barber, Robert Schultheis