RELEVANT  RELIABLE  RESPONSIVE

WITH SUPPORT AT THE LOCAL, STATE AND FEDERAL LEVELS, EXTENSION IN JACKSON COUNTY COLLABORATED WITH MORE THAN 220 AGENCIES, ORGANIZATIONS, BUSINESSES AND SCHOOLS IN 2008

MU Extension provides Relevant, Reliable and Responsive programs throughout Missouri by leveraging state, federal and local funds. In this past year, Extension had more than 54,795 educational contacts with the citizens of Jackson County. University research-based information designed to help solve the everyday problems of living was distributed through one-on-one teaching, publications and technologies such as satellite systems and the internet. In December 2008 we moved the Eastern Jackson County Extension office to downtown Blue Springs and are enjoying our newly remodeled facility that includes a dedicated classroom for MU Extension programming and meetings.

Also in December the Blue Springs Economic Development Corporation in conjunction with the University of Missouri and the City of Blue Springs announced the plans for the Mizzou Innovation Center as part of the new 500 acre Missouri Innovation Park to be located in Blue Springs. The state-of-the-art, multidisciplinary Mizzou Innovation Center will ultimately provide the basis for scientific collaboration and commercial innovation links between the MU campus in Columbia and the research and private industrial community in Western Missouri. University of Missouri Extension will be an anchor tenant in the facility.

This year’s annual report gives you a sampling of the many innovative programs and economic development activities MU Extension provides that are making a real difference in the daily lives of individuals and families in Jackson County. We look forward to continuing to help the residents of Jackson County as they Live and Learn in 2009!

Doris Foley
Extension County Chair
University of Missouri Extension
Jackson County

Cynthia Zluticky
County Program Director
University of Missouri Extension
Jackson County

University of Missouri Extension provides $12.63 in services for every dollar invested by the Jackson County Legislature. Without this foundation of local funding for basic operating costs, Extension wouldn’t be able to function in the community.
ECONOMIC VIABILITY

CARE: CREDIT ABUSE RESISTANCE EDUCATION
The CARE Program is designed to take credit education into the high school classroom to encourage young people to use credit judiciously from the very beginning. In the past three years, 71 attorneys and judges presented the CARE program to 4,300 students at 23 Jackson County Schools.

RENT SMART
The Rent Smart program provides practical education to help people acquire and keep decent rental housing. Rent Smart was presented to clients residing at the Hillcrest Ministries transitional living facility in Independence. The four-session program in 2008 reached 24 households. Over a four year period the program has reached 96 families. Each of the families participating in the program found affordable and decent rental units after completing the course. Based on statistics from Hillcrest, 80% (n=77) of the Rent Smart families avoided early lease termination after utilizing Rent Smart resources. It is estimated breaking a lease early results in a financial loss of $1500 per family resulting in saving these Hillcrest families a minimum of $115,200. The case worker at Hillcrest Ministries stated, “MU Extension’s Rent Smart program has more positive impact on our families that any other resource. It is focused on financial readiness and finding a place to live, exactly what our families need.”

This past year, MU Extension client businesses achieved nearly $252 million in government contracts, an additional $90 million in sales, and the creation of 6,800 jobs.

FAITH-BASED EMERGENCY MANAGEMENT TRAINING
Faith-based organizations are an integral part of recovery efforts in communities struck by disaster. Sixty-one attendees of the Regional Mass Care Citizen Preparedness and Emergency Human Services Symposium held in August in Lee’s Summit learned how to develop an external ministry focused on emergency human services.

HOUSING AND ENVIRONMENTAL DESIGN
In 2008, more than 583 housing and environmental design consumer questions and requests for information were answered through telephone calls, office visits and printed information.

BUSINESS DEVELOPMENT
Field faculty assisted 1240 clients and their companies with business start-up and business management issues. The Career Options program assisted displaced workers in many ways through the exploration of business ownership. That assistance resulted in:
- 181 new jobs,
- $42,780,196 sales increases,
- $61,097874 in government contracts,
- 10 new businesses,
- 133 job retentions,
- $2,740,000 in acquired assets
- $522,500 in business loans and investments
- 825 people participated in business training programs in Jackson County
- 415 Client/companies receiving business counseling

This past year, MU Extension client businesses achieved nearly $252 million in government contracts, an additional $90 million in sales, and the creation of 6,800 jobs.

WEST CENTRAL REGION
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Al Black
West Central Regional Director
816.252.7717
Milly Carter
Regional Administrative Associate
816.252.7717
Rebecca Gants
Regional Marketing Specialist
816.812.2534

2008 JACKSON COUNTY EXTENSION COUNCIL
The Extension Council serves as an advocate for University of Missouri Extension in Jackson County. Elected and appointed members provide assistance in setting and accomplishing extension education program goals and objectives, developing the annual operating budget and determining local educational priorities.

Doris Foley
District 2, Chairman
Carol Jean Mays
Independence, Vice Chairman
Amica Gomersall
District 1, Treasurer
Gloria Austin, District 3
Assistant Treasurer
Jessica Ramirez
Blue Springs, Secretary
Janet Vest,
Lee’s Summit
Assistant Secretary

Barbara Barry, District 1
Danny Barker, Farm Bureau
Linda Manlove-Braxton,
Kansas City
Dale Close, District 2
Monica Curis, District 1
Pat Farrell, District 3
Raymond Thompson
Grandview
Angha Childress, District 1
Melissa Maurer-Smith,
District 3
Ron Ritter, Raytown
Sue Russell, District 2
Bob Steiert, District 2
Linda Verman, District 3

County Program Director
Cynthia Zluticky
Community Development Specialist
816.252.5051

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AGRICULTURE AND NATURAL RESOURCES

MASTER GARDENERS OF GREATER KANSAS CITY
Volunteers answered approximately 2,500 hot line calls providing unbiased, research-based information on home gardening topics. More than 17,111 people in Jackson County benefit from the horticulture education provided by 228 active Master Gardeners. These university-trained volunteers donated more than 14,942 hours of service in 2008. The speakers bureau presented more than 60 garden-related talks, reaching 1,000 people.

OSAGE TRAILS CHAPTER OF THE MISSOURI MASTER NATURALIST PROGRAM
Sixty-nine Master Naturalists have been trained in this program that combines education and volunteer service at the community level and empowers citizens to become more involved in natural resource management and education. In 2008 they contributed 5350 hours of volunteer service in sixteen community partnerships in Jackson County. These citizen volunteers enhance the quality and diversity of the community through conservation, protection and restoration of our natural resources.

KINDERGARTEN FARM FOOD INITIATIVE
A new program offered at five Kansas City Charter Schools the Kindergarten Farm Food Initiative addresses issues of childhood obesity through increased consumption of locally grown fruits and vegetables. Approximated 328 Kindergarten students at Benjamin Banneker, Gordon Parks, Academie Lafayette, Scuola Vita Nouva and Della Lamb elementary school are participating in the 35 week program. Funding is provided by the Health Care Foundation of Greater Kansas City.

TECHNICAL SUPPORT
The Jackson County Extension Center served as a resource center, in which producers and homeowners were provided information and data regarding soil analysis, plant disease identification, plant and insect identification and forage analysis.

Specialists helped 15 local vegetable and fruit farmers increase their knowledge of cultural methods and integrated pest management. Forty-three 1-on-1 field and phone consultations occurred regarding forage production, row-crop management and production, plant protection issues and commercial and home horticulture. Twenty-five individuals completed private pesticide applicator certification in Jackson County in 2008.

Soil test samples were submitted for laboratory testing by 286 consumers, commercial horticulturists and farmers.

Watershed management plans educate and change attitudes among livestock and poultry producers, saving more than $3.26 million in fertilizer costs and improving water quality.
FAMILIES AND COMMUNITIES

BUILDING BRIDGES
This intergenerational program reached 52 schools, youth groups, nursing homes and senior centers in 2008. Providing opportunities for connections between young and old with a strong community partnership of more than 60 program partners, more than 21,100 youth, seniors, and frail seniors have been involved in the program since 2001.

EARLY CHILDHOOD EDUCATION
A total of 226 early childhood educators, childcare providers and parents participated in workshops on early childhood education and child discipline.

The $1.5 million in federal funds invested each year for teaching families healthy eating habits results in an estimated annual reduction of $13.1 million in future medical costs.

EATING FROM THE GARDEN
Eating from the Garden, a newly restructured University of Missouri Extension youth nutrition and gardening program for fourth and fifth grade students reached more than 400 children in 15 Kansas City schools and community centers. Students plant and maintain outdoor vegetable gardens, taste new foods and participate in nutrition, plant science and environmental awareness lessons taught by 25 trained Nutrition Gardening Volunteers. Funding for this program was through the Health Care Foundation of Greater Kansas City.

FAMILY NUTRITION EDUCATION PROGRAM
FNEP provides information on nutrition, food safety and physical activity for lifelong health and fitness to low-income families.

In 2008, 12,514 participants in Jackson County were reached through the adult and youth FNEP programs. In Missouri, the $1.5 million in federal dollars invested each year results in an estimated $13.1 million annual reduction in medical costs. Food Power exhibits were held in eight schools, reaching 3,505 students. The FNEP program partnered with the Kansas City Historic City Market to provide nutrition and health information, healthy recipes and samples featuring local produce. In FY08 more than 13,464 people received information at the FNEP booth at City Market.

ALIANZAS BI-NATIONAL HEALTH WEEK
The fifth annual Bi-national Health Week in Missouri was held in Kansas City to increase public awareness, understanding and knowledge of services available to low-income Hispanic communities regardless of healthcare coverage and cultural or ethnic status. This year, citywide events and services at nine community-based health events provided much needed health information and diagnostic, screening and referral services for 755 Latino residents of Jackson County. Volunteers included 166 physicians, nurses, medical students and community health advocates. The project is an initiative of the Institute for Mexicans Abroad, MU Extension Project Alianzas, University of Missouri-Kansas City, and UMKC Institute for Human Development.
4-H YOUTH DEVELOPMENT AND CONTINUING EDUCATION

4-H AFTER-SCHOOL AND SUMMER ACADEMIC PROGRAM
These Extension programs are designed to help students enhance personal growth, develop leadership skills and achieve academically. In partnership with the Local Investment Council (LINC) and Kansas City urban schools, 4-H provides quality after-school and summer school youth development programs. The 4-H contract with LINC totals more than $2 million over a six-year period. The after-school and summer programs involve more than 600 elementary and middle school youth in nine schools.

4-H YOUTH DEVELOPMENT
Jackson County 4-H Clubs offer long-term educational experiences in which members learn life skills such as leadership, citizenship, decision-making, public speaking and working with others. Extension reached more than 8,186 youth through 4-H clubs, enrichment programs, special interest groups and camps. Jackson County 4-H community clubs after-school programs had an enrollment of 842 youngsters. Members learn by doing projects ranging from aerospace to veterinary science and sports fishing. Last year 4-H had 459 adult and youth volunteers. The school enrichment programs are short-term educational experiences that supplement or enrich learning in the classroom. Jackson County 4-H values its relationship with schools and welcomes the opportunity to provide educationally sound, fun, action-oriented, experiential curriculum for use in classrooms. In 2008, there were 5,920 participants in 4-H school enrichment programs.

4-H POWER UP TRAINING - Provided training to over 500 after school providers in Jackson County through a $10,000 grant from MetLife that directly improved the quality of these programs by impacting personal development and academic performance.

FIRE AND RESCUE TRAINING INSTITUTE
Continuing professional education is offered to more than 25,000 career and volunteer firefighters, who serve nearly 1,000 local fire departments and fire protection districts; 577 firefighters and emergency personnel in Jackson County participated in MU Fire and Rescue Training education in FY2008. Every hour of instruction translates directly into safer firefighters and safer communities.

MU DIRECT AND CENTER FOR DISTANCE & INDEPENDENT STUDY
High School and University credit courses were provided through the internet, interactive television and independent study to 899 Jackson County residents. A total of 1,826 registrants participated in MU Direct non-credit conferences, workshops and seminars.

In Missouri, 4-H programs reached 100,700 youth ages 5 to 18. Students who participate in 4-H are more likely to go to college and enjoy increased financial success.
Volunteer Support

In 2008, Jackson County residents benefited from 12,342 hours of service from 1794 extension volunteers and partners. The total value of these volunteer services is $240,792, based on the worth of $19.51 per hour for volunteer time as set by the Independent Sector. Extension trains, supports and coordinates the efforts of a variety of volunteers, including 4-H leaders, Master Gardeners and Building Bridges and Family Nutrition Education Program volunteers.

2008 Missouri Leaders Honor Roll

Esther Brandt, Don Bjuland, Vicki Kerr, Marianne Ronan and Willie Mae Conway were recognized for their outstanding contributions at the Jackson County Extension Council Annual Meeting. Brandt, was honored for her contributions as a 25 year 4-H leader and Bjuland as a leader and 15-year volunteer for the Master Gardeners. Kerr was recognized for her contributions to the Building Bridges Intergenerational program and Ronan and Conway for their contributions to the Nutrition and Health program.

Jackson County Farm Family of the Year

The 2008 Jackson County Farm Family was the Greg and Lisa Dieckman Family Farm of Levasy.

Extension delivered $2,494,229 in programming value in 2008 in Jackson County, serving residents of all ages and all racial and socio-economic groups.

Financial Review

Educational Contacts

MU Extension had 54,795 educational contacts with Jackson County residents in 2008 (44.4% Caucasian, 37.2% African American, 9% Native American, 5% Asian American, 7% Pacific Islander, 3.3% 2 or more, 13.1% Unknown and 14% Hispanic).

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<thead>
<tr>
<th>2008 Funding for Jackson County Programs</th>
<th>2008 Budget</th>
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<tr>
<td>Jackson County Legislature</td>
<td>$165,280</td>
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<tr>
<td>USDA nutrition grant</td>
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<tr>
<td>4-H after-school grants</td>
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<td>Value of volunteers</td>
<td>240,792</td>
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<td>Local grants &amp; United Way</td>
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<td>Educational activities &amp; services</td>
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<td>Interest Income</td>
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<td>University of Missouri Extension</td>
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<td><strong>TOTAL</strong></td>
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<tr>
<th>Council General Operations 2008 Budget</th>
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<td><strong>TOTAL</strong></td>
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Office Support Staff

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