DEAR FRIENDS,

In 2014, MU Extension in Jackson County relocated its eastern office within the city of Blue Springs to a site highly visible from I-70. The new locale at 1600 NE Coronado Drive provides improved programming space and additional meeting rooms to better serve the Jackson County community.

The generous funding of the Jackson County Legislature provides a key foundation that allows Extension in Jackson County to offer significant programming opportunities. Extension is able to leverage every dollar invested by the county to provide $11.87 in services for residents. This investment by the county enables us to fulfill the mission of MU Extension: to improve lives, communities and economies by producing relevant, reliable and responsive educational strategies that enhance access to the resources and research of the University of Missouri.

Rich Boulton
Extension County Chair
MU Extension in Jackson County

Matt J. Brillhart
County Program Director
MU Extension in Jackson County

This was a significant year for the Jackson County Extension Council as the University of Missouri Extension celebrated the 100th anniversary of the signing of the Smith-Lever Act, which established the Cooperative Agricultural Extension Service. This service was created to provide people nationwide with access to research being done at land-grant universities like the University of Missouri.

Over the past century, MU Extension has improved the lives of the people of Missouri in countless ways. In the beginning, extension professionals demonstrated to farmers how to improve the yield and quality of various agricultural products. Today, the role of MU Extension has expanded dramatically to include hundreds of programs for after-school youth leadership curriculums, health and nutrition for all ages, community development, financial education, housing, horticulture and business development.
NUMBER OF NEW JOBS CREATED IN 2014 THROUGH THE BUSINESS DEVELOPMENT PROGRAM
651

ECONOMIC BENEFIT IN TERMS OF INCREASED SALES FOR PARTICIPATING BUSINESSES
$39,715,578

NUMBER OF CLIENTS AND COMPANIES RECEIVING BUSINESS DEVELOPMENT COUNSELING
522

BUSINESS DEVELOPMENT

MU Extension contributes to local economic development through growth in jobs, sales, innovation, technology development and commercialization. The Business Development Program provides research-based education and technical assistance to Jackson County business owners to help them improve the competitiveness and success of their small businesses. In 2014, the program assisted 522 clients/companies through individualized business counseling and 2,036 individuals through training programs. The economic benefit from these projects included $39,715,578 in increased sales, 28 new businesses, 651 new jobs and $26,785,068 in loans and investments.

PROVIDING TECHNICAL ASSISTANCE TO DEVELOP LOCAL SMALL BUSINESSES

MU Extension in Jackson County launched a Small Business and Technology Development Center within its Blue Springs office in 2014. This was made possible with the addition of Jackson County’s first Business Development Specialist, Jeff Samborski.

The SBTDC program is recognized nationally and funded in part through a cooperative agreement between the U.S. Small Business Administration and MU Extension. This new resource provides area businesses with easy access to a comprehensive network of technical assistance services.

The MU Extension Community Development program creates more vibrant communities by increasing the leadership skills of residents, enhancing the ability of nonprofit organizations to provide services and protecting the environment. In the fall of 2014, the Jackson County Community Development Program went through a reboot with the hiring of a new Community Development Specialist, Daniel Cash. The program will offer researched-based training and support of inclusive community assets in the Independence Avenue Community Improvement District in Northeast Kansas City. Extension services will also be integrated within other targeted communities.
AGRICULTURE AND NATURAL RESOURCES

MASTER GARDENERS OF GREATER KANSAS CITY

In 2014, Master Gardener volunteers answered 1,227 hotline calls. Speakers Bureau volunteers gave 26 home gardening presentations to community organizations, which were attended by 350 participants. The 301 Master Gardeners contributed more than 19,536 hours of volunteer service, valued at $413,577. A total of 25 volunteers completed the 16-weeks of Master Gardener training. The Master Gardeners are increasingly involved in assisting Kansas City midtown and downtown residents, especially in neighborhoods with minority populations. The volunteer group has established six demonstration gardens.

OSAGE TRAILS CHAPTER OF THE MISSOURI MASTER NATURALISTS

In 2014, 118 active Master Naturalists contributed more than 11,800 hours of volunteer service through 19 community partnerships in Jackson County. The estimated dollar value for this volunteer time was $249,806. A total of 27 new volunteers entered training. A broad range of service activities were offered, including teaching at local nature centers, local river cleanup efforts, tree plantings, glade restoration and invasive species removals.

UNDERSTANDING THE 2014 FARM BILL

MU Extension and the USDA Farm Service Agency teamed up to educate crop producers about new provisions in the 2014 Farm Bill. This comprehensive farm bill is unique in its own right as crop producers make program decisions for their farms based on the life of the farm bill. Seminars covered topics such as Price Loss Coverage and Agricultural Risk Coverage and introduced web tools available to producers. Better understanding of the Farm Bill decision-making process offers Jackson County producers effective tools for risk management.
SOIL SAMPLE TESTS SUBMITTED FOR NUTRIENT CONTENT AND FERTILITY STATUS ANALYSIS

390

NUMBER OF TAX RETURNS ASSISTED BY MU EXTENSION AND THE MOTAX INITIATIVE

790

INDIVIDUALS WHO USED HUMAN DEVELOPMENT RESOURCES TO IMPROVE THEIR HEALTH

2,250

**BOOSTING HEALTH AND WELLNESS**

MU Extension worked with 12 community partners, including the VA Medical Center, to offer a series of Health and Wellness programs in 2014. Instruction included Tai Chi for Arthritis; A Matter of Balance; Fall Prevention; and Stay Strong, Stay Healthy. More than 2,250 people attended the classes.

The program helped adults of all ages, with and without physical disabilities, improve their health. Benefits included improved self-control, flexibility, muscle strength and body balance. Risk of falling, joint pain and stiffness were reduced.

**VOLUNTEER INCOME TAX ASSISTANCE**

The Volunteer Income Tax Assistance program offers free tax help to people who generally make $53,000 or less, persons with disabilities, the elderly and taxpayers who need assistance in preparing their own tax returns. IRS-certified volunteers from AmeriCorps provided free basic income tax return preparation with electronic filing to 790 qualified Jackson County residents in 2014. The average refund was $965.22. MU Extension Family Financial Education set up sites at the River Market, Northeast Library, Central Library, Plaza Library, Don Bosco Center, Lawn Dale Apartments and Hawthorn Place.

**FINANCIAL EDUCATION**

**DECISION-MAKING SKILLS FOR THE FUTURE**

Family Financial Education partnered with the Earnest Shepherd Memorial Youth Center to work with eighth grade youth at Hogan Preparatory Academy. Students had the opportunity to hone leadership, decision-making and critical thinking skills. Strategies were implemented that will lay the foundation for the youth to make effective financial decisions in the future.
**4-H YOUTH DEVELOPMENT**

Jackson County 4-H clubs offer long-term educational experiences to help youth learn life skills such as decision making, public speaking and working with others. In 2014, MU Extension reached 3,564 Jackson County youth through 4-H enrichment programs that supplement classroom learning. Local 4-H community clubs had 230 members who learned by doing through projects ranging from aerospace and arts to veterinary science and sport fishing. The 4-H Afterschool program served 1,587 elementary and middle-school youth, helping students enhance personal growth, develop leadership skills and achieve academically. Special interest programs had 200 participants. These conferences, distance learning and day camps often reach youth with special needs, such as those living in group homes or youth who are physically or mentally challenged. Jackson County 4-H was supported by 395 youth and adult volunteers. Their contribution was valued at more than $829,500.

### 2014 FUNDING FOR JACKSON COUNTY PROGRAMS

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Jackson County Legislature</td>
<td>$236,275</td>
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<tr>
<td>USDA nutrition grant</td>
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<tr>
<td>4-H Afterschool grants</td>
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<td>Value of volunteers</td>
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<td>Local grants</td>
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<td>Educational activities and services</td>
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<tr>
<td>University of Missouri Extension</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$4,634,589</strong></td>
</tr>
</tbody>
</table>

### 2014 FINANCIAL REVIEW

**EDUCATIONAL CONTACTS**

MU Extension delivered $4,634,589 in programming value, serving residents of all ages and all racial and socio-economic groups. A total of 59,474 educational contacts were made (38.16% Caucasian, 49.7% African American, 15.81% Hispanic, 2.28% Asian American, .87% Pacific Islander, .29% Native American, 8.67% Two or More Ethnicities and .04% Race Unknown).
EATING FROM THE GARDEN

Eating from the Garden promotes healthy family lifestyles and encourages nutrition and gardening leadership at schools. The program reached 1,000 children and 250 adults in Jackson County in 2014. Enrolled schools and community centers receive chef demonstrations and resources for lunchroom tastings of schoolyard-grown garden produce. The Nutrition Garden Committee at Thomas Ulitcan Elementary in Blue Springs estimated that 90 percent or more of their students took a fruit or vegetable option at lunch as a result of EFTG. The program is expanding into the homes of families involved with committee Garden Market events that provide student-cultivated plants for families to grow at home.

FAMILY NUTRITION AND EDUCATION

FAMILY NUTRITION AND EDUCATION

YOUTH AND ADULTS LEARN SKILLS FOR LIFELONG HEALTH AND FITNESS

Family Nutrition Education Programs reached a total of 44,514 low-income participants in Jackson County during 2014. FNEP provides information on nutrition, food safety and physical activity for lifelong health and fitness. Nutrition education for youth provides information in kid-friendly terms and lessons with hands-on activities. Students have classroom opportunities to taste-test healthy foods and practice skills that lead to good health. Students began to make healthier meal and snack choices according to observations of 67 percent of the school teachers.

FNEP education for adults covers the importance of nutrition, food safety, physical activity and food resource management. Participants learned to better manage their food dollars: 59 percent began to use shopping lists, 53 percent compare prices and 68 percent now plan meals in advance.

HOUSING AND ENVIRONMENTAL DESIGN

In 2014, 37 enrollees participated in Rent Smart classes. Each enrollee represents a family of two to five people within a household. Rent Smart stresses information that can help participants succeed as tenants and avoid confrontations and legal hassles. Role-playing exercises are used to train participants in conflict resolution as part of responsible renting. An evaluation shows that 80 percent of the families were able to avoid the $2,000 expense of breaking rental leases. They were also able to pre-assess physical condition of the rentals.
2014 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.

Rich Boulton, District 3, Chairman
B. Allen Garner, District 2, Vice Chairman
Valencia Broadus, Kansas City, Secretary
Alexa Barton, Grain Valley, Assistant Secretary
Judy Qualkinbush, Blue Springs, Treasurer
Vonda Schnelle, District 2, Assistant Treasurer
Barbara Barry, District 1
Tu’Fanza Byrd-Primos, District 1
Mary Cowan, District 2
Gary Fruits, Lee’s Summit
Viannella Halsall, District 1
Drew Kelley, District 2
Kim Roam, District 3
Alethea Rollins, District 2
Matthew Scanlon, District 1
Lyle Shaver, District 3
Greg Stegner, Farm Bureau
Reinhard Weglarz, District 3

2014 MU STATE EXTENSION COUNCIL REPRESENTATIVE
B. Allen Garner

URBAN REGION
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Cindy Zluticky, Regional Director
Milly Carter, Regional Administrative Associate

MU EXTENSION FACULTY AND STAFF IN JACKSON COUNTY

Matt J. Brillhart, County Program Director

Agriculture
Lala Kumar, Horticulture Specialist
Catherine Bylinowski, Horticulture Educator

Business Development
Jeff Samborski, Business Development Specialist

Families and Communities
Marsha Alexander, Housing and Environmental Design Specialist
Dr. Nina Chen, Human Development Specialist
Karen Elliott, Nutrition & Health Education Specialist
Angela Lanigan, Nutrition & Health Education Specialist
Kelsey Jeter, Nutrition & Health Education Specialist
Shatomi Luster, Family Financial Education Specialist
Rachael McGinnis Millsap, Eating from the Garden Coordinator
Daniel Cash, Community Development Specialist

Family Nutrition Education Program
Rachel Gordon, Project Coordinator
Juliann Hadfield, Program Manager

FNEP Staff
Nadine Boles, Pat Carner, Jackie Coleman, Leia Darden, Crystal Doffoney, Ruby Gomez, Andrea Grelle, Monica Haaf, Sara Hazan, Veronica Hernandez, Eugenia Houston, Sonia Jackson, Juana Lopez, Keri Preston, Gwen Reaws, Donnell Roberts, Juanita Robertson, Jamimah Shonekan, LaChelle Simpson, Pamela Smith, Ara Staab, Teri Tillman, Carol Zagar

4-H
Beth Rasa Edwards, 4-H Youth Development Specialist
Amanda Perry, 4-H Youth Development Specialist
Susan Smith, Youth Educator
Shelli Botts, 4-H Program Assistant

4-H Afterschool Program Associates
Brett Campbell, Lucinda Carr, Shachunda Hampton, Christine Hines, Katie Thomas, Liliana Sanchez, Mark Pelmore, Naomi Reynolds, Isha Williams

OFFICE SUPPORT STAFF
Crystal Lutgen, Office Manager/Bookkeeper
Sara Hill, Receptionist/Office Support Assistant
Karen Colby, 4-H Office Support Assistant
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Celeste Tilley, Office Support Assistant II
Kelli Hamilton, FNEP Administrative Assistant
Rita Ortiz, FNEP Support Assistant IV

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