2012 Programs of Distinction

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University of Missouri Extension does not discriminate on the basis of race, national origin, sex, sexual orientation, religion, age, disability or status as a Vietnam era veteran in employment or programs.
December 2012

Dear County Commissioners and Associated Friends of MU Extension:

At MU Extension, we know that citizens want their taxpayer-supported institutions to be responsive to their needs. Our distinct land-grant mission is to provide relevant, reliable and responsive education that improves Missourians' lives, communities and the economy. We fulfill that mission by providing access to many research-based resources of the University of Missouri, in partnership with local and statewide organizations and groups.

Funded through the support of federal, state and county government; grants and contracts; fees for services; and private gifts, MU Extension leverages every dollar received to create expanded educational opportunities. Every dollar appropriated from county government is leveraged with $6 to create a significant return on investment.

MU Extension creates value for citizens – including those who do not participate directly in its programs. For example:

- The MU Extension Fire and Rescue Training Institute teaches volunteer and career firefighters how to handle or mitigate fires and disasters, resulting in safer firefighters, citizens and communities. In FY2012, MU FRTI trained 17,096 fire and emergency service personnel through 217,000 instructional hours of training. Enrollees were from all of Missouri's 114 counties.

- This summer's severe drought put MU Extension faculty in an active leadership role in helping Missourians deal with the crisis. MU Extension developed educational materials and programs and provided technical assistance for homeowners, businesses and the agricultural community. Social media, including Facebook, YouTube and websites, were used to inform citizens on such topics as animal nutrition, including nitrate poisoning; heat-related disabilities; government programs; wildfires; and more. Extension faculty also worked with Soil and Water Conservation Districts to implement drought cost-share practices, which allowed more than 11,000 landowners to apply for state assistance to access adequate water supplies for livestock and crop production.

These are just two examples of MU Extension's public value impact. I'm sure you will find many other examples in your local community.

I want to thank you for your support of MU Extension as a critical team player in your locale. Your ideas for improving our partnership are always welcome.

Sincerely,

Michael D. Quall
Vice Provost and Director

University of Missouri, Lincoln University, U.S. Department of Agriculture and Local Extension Councils Cooperating

EQUAL OPPORTUNITY/ADA INSTITUTIONS
University of Missouri Impact on Mercer County, Missouri*

The County at a Glance

- Population: 3,785
- UM Students: 14
- UM Alumni: 59
- UM Employees: 1

UM Students from the County in 2012

- 14 students
  - 12 - MU
  - 1 - UMKC
  - 1 - Missouri S&T
  - 11 - Undergraduates
  - 3 - Graduates
  - 13 - Full-time students
  - 1 - Part-time students

UM Employees and Retirees Residing in the County in 2012

- 1 person employed by UM

UM Alumni Residing in the County in 2012

- 58 alumni
  - 49 - MU
  - 5 - UMKC
  - 5 - Missouri S&T
  - 5 - UMSL
  - 24 Selected School Alumni
    - 2 - Medicine
    - 3 - Nursing
    - 1 - Pharmacy
    - 1 - Veterinary Medicine
    - 14 - Agriculture
    - 2 - Engineering
    - 1 - Law

UM Alumni Teaching K-12 in the County in 2012

- 6 teachers
- 10% of all county teachers
- 1 principal or administrator
- 20% of all county principals and administrators

UM Services Received in the County in 2012

- 43 patients seen at UM Health Care, with $11,962 of uncompensated care.
- 4 patients seen at the UMKC School of Dentistry with an average of $36 per patient in uncompensated care.
- 2,595 contacts with MU Extension through MU Extension events held in district counties.

*source: Office of Government Relations, 309 University Hall Columbia, Missouri

Farewell and Welcome

2012 was a year of transition for University of Missouri Extension in Mercer County. We said goodbye to Wilson Majee, our County Program Director (CPD) and Community Development Specialist, and welcome to Shaun Murphy, our new CPD. Shaun is a 4-H Youth Specialist headquartered in Livingston County.
January 31, 2013

Dear Mercer County Constituents,

The mission of University of Missouri Extension is to provide relevant, reliable and responsive information to the public. In pursuit of that goal in Mercer County, our office is staffed with a part-time office manager and a part-time Extension Associate (4-H). Additionally, there are a variety of specialists to serve the citizens of Mercer County from county offices across NW Missouri through workshops, consultations and educational programming.

The work represented in this annual report is only a partial listing of the total educational programming that goes on in the county. We take pride in knowing that this is just a sample of the outstanding work generated within the county by extension personnel. From their efforts, citizens of the county learn to be effective in managing time, money and resources when achieving their goals. Workshop participants gain knowledge in agricultural best practices, health and nutrition, communication, family dynamics and youth enrichment activities that will enhance their ability to be lifelong learners and productive citizens.

In recognizing the reality of today’s economic climate, coupled with the tightening of county, state and federal budgets, University of Missouri Extension has strived to remain relevant. Extension works to pave the way for citizens to remain the primary focus of their mission by delivering crucial information in programs that build jobs within our rural community, strengthen businesses, improve families and create economic wealth through estate planning and financial planning and instruction.

We hope that you enjoy reading about our mission to provide relevant, reliable and responsive information to the citizens of Mercer County. A huge thank you goes out to the Mercer County Commission, Mercer County 4-H Foundation, City of Mercer and all the businesses and individuals that contributed financially to the success of our well-being.

Sincerely,

Colleen Horsch
Extension Council Secretary

Debbie Goodnight
County Council Chair

Shaun Murphy
County Program Director

University of Missouri, Lincoln University, U.S. Department of Agriculture and Local University Extension Councils Cooperating

University of Missouri Extension does not discriminate on the basis of race, color, national origin, sex, sexual orientation, religion, age, disability or status as a Vietnam-era veteran in employment or programs.
## 2012 Financial Report

<table>
<thead>
<tr>
<th>Income</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governmental Appropriations</td>
<td>Payroll Expenses $8,615.98</td>
</tr>
<tr>
<td>County</td>
<td>Non-Payroll Expenses $4,847.09</td>
</tr>
<tr>
<td>City of Princeton</td>
<td>Travel $2,552.96</td>
</tr>
<tr>
<td>City of Mercer</td>
<td>Postage $324.08</td>
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<tr>
<td>Gifts/Grants/Contracts $714.63</td>
<td>Telephone $784.16</td>
</tr>
<tr>
<td>Resale/Educational Services</td>
<td>Rent/Lease Equipment $480.50</td>
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<tr>
<td>Postage Fund $675.00</td>
<td>Reproduction/Copy Services $901.16</td>
</tr>
<tr>
<td>Miscellaneous $252.03</td>
<td>Supplies/Services $1,266.33</td>
</tr>
<tr>
<td><strong>Total Income $21,081.76</strong></td>
<td>Other Contract Services $200.00</td>
</tr>
<tr>
<td><strong>Total Expenses $22,011.42</strong></td>
<td>Insurance (Surety Bond) $100.00</td>
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<tr>
<td><strong>Net ($929.66)</strong></td>
<td>Petty Cash $230.14</td>
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<tr>
<td></td>
<td>Professional Development $50.50</td>
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<td></td>
<td>Soil Test Expenses $869.00</td>
</tr>
<tr>
<td></td>
<td>Publications for Resale $214.50</td>
</tr>
<tr>
<td></td>
<td>Furniture/Equipment $300.83</td>
</tr>
</tbody>
</table>

The Mercer County Extension Council and office would like to thank the Mercer County Commissioners and City of Mercer for their support of the University Extension.

Additional thanks to Premium Standard Farms, Bethany and Trenton Hy-Vee, Bethany and Chillicothe Walmart, Big G Foodland, Breadaux Pizza, Mercer Plus Pizza, Princeton First Baptist Church, and the Mercer and Harrison County Soil and Water Districts for their support of the Water Festival.

Students participate in Close-up Science Investigation (CSI) during the Water Festival

Adam Brandsgaard of the Missouri Dept. of Conservation discusses "Birds and Beaks" with students during the Water Festival
Staff and Extension Council

Staff Serving Mercer County Extension

County Program Director: Shaun Murphy
Office Manager: Deb Stratmann
Ag Business: Kevin Hansen
Agronomist: Heather Benedict
Food and Nutrition: Janet Hackert
Nutrition Program Associate: Debbie Herrold
Horticulturalist: Tim Baker
Human Environmental Specialist: Jessica Trussell
Information Technology: Meredith Berry
Livestock: Shawn Deering
Youth Specialist: Shaun Murphy
Youth Program Assistant: Lisa Delameter

Mercer County Extension Council

Council Chairperson Debbie Goodknight
Vice Chairperson Maureen Funk
Secretary Colleen Hinshaw
Treasurer Sheryl Thompson
David Bomgardner
Lisa Byers
Doug DeVore
Shane Grooms
Lisa McIntosh
Fred Preston
Nathan Rogers
Marsha Shew
Pastor Arlen Wilson

Below: Vice-President Maureen Funk presenting Marilyn Hardy with Leaders Honor Roll Certificate

Above: Swearing in of the new 2012 Council Members by Judge Funk
Left to right: Marsha Shew, Fred Preston, Pastor Arlen Wilson, David Bomgardner

Leaders Honor Roll selections for 2011 were Ila Rae Easter and Marilyn Hardy. The honor roll recognizes two people each year who have exhibited leadership in the community and given long-term commitment and support to University of Missouri Extension.
Farm Family Day at Missouri State Fair

The Byers family was Mercer County's 2011 Farm Family Representative to Farm Family Day at the Missouri State Fair. Pictured are (from left to right) Scott, Cody, Sarah, Remington and Lisa Byers. The Byers family runs a cattle operation.

Shown in the picture with the farm family are (from left to right) Marc Lint, Associate Dean, Office of Research & Extension; Steve Luecker, Missouri State Fair Commission; Lowell Mohler, Missouri State Fair Commission; Dennis Baird, Deputy Director, Missouri Department of Agriculture; Mark Wolfe, Director, Missouri State Fair; Ted Sheppard, Missouri State Fair Commission; Blake Hurst, President, Missouri Farm Bureau.

Continuing Education through University Extension in Mercer County

University of Missouri (MU) Conference Office

The MU Conference Office (MU CO) was created in 1963 to provide high-quality, professional, full-service meeting management for a variety of noncredit educational programs, such as conferences, workshops, seminars and symposia. Whether a meeting is hosted on the MU campus, elsewhere in Missouri or anywhere in the world, the office's professional staff helps create the best learning environment for participants. For FY2012, MU CO registered 42 participants in Mercer County. Participants attended local conferences on Agricultural Lending, Health Care Reform, teacher training and advancing renewables, to name a few. For more information, see muconf.missouri.edu.

Fire and Rescue Training Institute

MU Extension's Fire and Rescue Training Institute (MU FRTI) provides comprehensive continuing professional education and training to Missouri's fire service and emergency response personnel. The institute has a direct impact on the well-being and protection of Missouri's 23,600 firefighters and the 5.9 million citizens they serve. Courses prepare firefighters for medical emergencies, hazardous materials response, and disaster preparedness and mitigation, as well as fires. In FY 2012, MU FRTI trained 19 firefighters in Mercer County. For more information, see mufrti.org.

Law Enforcement Training Institute

The MU Extension Law Enforcement Training Institute (LETI) brings state-of-the-art, certified, professional training to law enforcement officers as well as continuing professional education to a wide spectrum of other criminal justice and public safety practitioners. Established in 1948, the institute has been the state's recognized leader for more than 60 years in providing vital training and education services for Missouri's 20,000 working officers. LETI is now taking that expertise to non-traditional areas offering seminars to the general public in personal safety, workplace violence and citizen response to armed subjects. For more information, see leti.missouri.edu.

Missouri Training Institute

The Missouri Training Institute (MTI) provides continuing education, custom-designed training programs and business consulting services for business and industry, public and nonprofit organizations, and educational institutions. Training programs include subjects such as human resource management, supervision, management, leadership, team building, effective decision-making, generational differences and business writing. The institute's consulting services include HR, strategic planning, board development and facilitating board retreats. In FY2012, three Mercer County residents enrolled in some of the institute's 537 programs. For more information, see mt.missouri.edu.

University of Missouri Nursing Outreach

MU Nursing Outreach (MUNO) is committed to providing high-quality, affordable and accessible professional development programs for Missouri's nurses. With the half-life of nursing knowledge being less than five years, coupled with the complexities of patient care and health care delivery, it is crucial for professional nurses to have the latest, evidence-based knowledge and skills. MUNO serves a predominantly rural health care audience through face-to-face, web-based and telecommunication delivery methods. Participants rate the overall quality of their continuing education experience as 1.3 (4-point scale with 1 being the highest) and indicate they plan to change their clinical practice based on what they learned at Nursing Outreach programs. See: http://www.nursingoutreach.missouri.edu/

Continuing Medical Education

The Office of Continuing Medical Education (CME) serves rural primary care physicians with access to education that allows them to meet requirements for state licensure. Additional programs include specialty medicine as well as health education. Distance learning via the Missouri Telehealth Network provides access to weekly grand rounds from various School of Medicine departments. For more information, see http://medicine.missouri.edu/cme/.
# Agricultural (Ag) Update

<table>
<thead>
<tr>
<th>The Event</th>
<th>Participants and hours of collective participation</th>
<th>Program learning objectives</th>
<th>What Did They Learn?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual agricultural updates are held in all counties in northwest Missouri. Ag Updates offer growers the opportunity to obtain or renew their private applicator’s license. In addition, each agricultural discipline (Agronomy, Livestock, Farm Management, Ag Engineering, and Horticulture), offer updates of interest to growers on current problems. Water testing is also important to those who decide to apply their own pesticides. This is because hard water or water with the wrong pH can deactivate the pesticides. Other topics of interest to those in attendance included preventing open cows in a breeding system and the economics of herbicide resistant weeds. The presentation on cattle breeding included an update of the disease trichomoniasis in Missouri. This venereal disease of cattle prevents calving. Twelve people attended the annual agricultural update presented by four specialists in Mercer County. The attendees were mostly from Mercer County and a few from surrounding counties. Collective hours of participation totaled 42.</td>
<td>Ag update attendees: - receive training to obtain or renew private pesticide applicator license. - learn of some of the research and new trends in agriculture. - receive information on how to prevent the loss of calves and to avoid an unproductive time in the cycle of the cows.</td>
<td>Short-term Pesticide applicators learned how to test their water easily and cheaply in order to get the most effectiveness out of their chemicals. The meeting allowed attendees to meet with some specialists not headquartered in Mercer County who are available to serve the residents of the county. Long-term Those who attend the ag update were able to apply the herbicide properly to avoid its introduction into Missouri water systems.</td>
<td></td>
</tr>
<tr>
<td>Number of Learners</td>
<td>Topic</td>
<td>What Did They Learn?</td>
<td>How Did Participants Benefit?</td>
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<tr>
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<tr>
<td>198 Private Pesticide Applicators</td>
<td>County Ag Update and Pesticide Applicator Training</td>
<td>Initial training and recertification for private pesticide applicators and update on current agricultural topics.</td>
<td>Applicators completed the legal requirements to obtain or renew their private pesticide applicators license. In addition, agriculture specialists provided updates on current topics in agronomy, agricultural business, horticulture, and beef cattle production.</td>
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<tr>
<td>197 Newsletter Subscribers</td>
<td>NW Missouri Stock Talk Newsletter</td>
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<tr>
<td>250 FFA students</td>
<td>Hundley-Whaley Research Center FFA Field Day</td>
<td>How to manage resources in a drought by rotational grazing, stockpiling tall fescue, forage testing, strategic supplementing, strategic culling, grazing and baling corn residue, proper silage making, and nitrate testing drought stressed forage supplies.</td>
<td>Area beef cattle producers were able to do a better job managing limited feed and water resources caused by drought conditions. Producers were able to make informed decisions regarding purchasing forages, cutting corn for silage, strategic culling of their cow-herds, and even whole herd liquidations.</td>
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<tr>
<td>575 Beef Cattle Producers</td>
<td>Focus on Forages IV</td>
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<td></td>
<td>Northwest Missouri Grazing Group</td>
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<td></td>
<td>Hundley-Whaley Research Center Field Day</td>
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<td></td>
<td>Nitrate Testing Drought Stressed Forages –Dealing with Drought</td>
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<td>Four State Beef Conference</td>
<td>Industry leaders provided insight on the future of the beef industry and how important the production of high quality beef will be to the United States. Current herd health concerns and improvements in genetics were also discussed.</td>
<td>Producers are able to start the process of producing high quality beef by making better seedstock selection. They are also more informed of successful herd health protocols and how they can participate and receive premiums for producing cattle that the industry currently needs.</td>
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<td>Fall Beef Producers Seminar</td>
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<td></td>
<td>Ration Balancing and Nutrition Consulting</td>
<td>Lower cost rations were formulated for producers using the BRANDS software provided by the MU Animal Science Department.</td>
<td>Producers are able to feed their cattle more economically. That makes them more money and helps to stimulate local economies.</td>
</tr>
</tbody>
</table>
Shawn Deering is also a Pork Quality Assurance (PQA) Plus advisor who can provide guidance and on-farm assessments for enrolled producers.

All programs listed on page 6 were available to Mercer County producers in 2012. In addition, some Mercer County producers were enrolled in the Show Me Select Replacement Heifer Program.

Show Me Select Replacement Heifer Program

<table>
<thead>
<tr>
<th>The Program</th>
<th>Program objectives</th>
<th>Eligibility Requirements</th>
<th>What Do They Learn?</th>
</tr>
</thead>
</table>
| The Show Me Select Replacement Heifer (SMSRH) Program is focused on Missouri's farmers and is dependent upon active participation from regional extension livestock specialists and local veterinarians, each of which are critical components of the agricultural sector of this state. This program is unique in that it is an educational program targeted at improving production efficiency through increased use of existing technology, coupled with the marketing component. | The objectives of the SMSRH Program are to:  
- Implement a Total Quality Management strategy to on-farm heifer development  
- Enhance marketing opportunities for and add value to Missouri-raised heifers  
- Provide a reliable source of quality replacements based on management, reproduction, and genetics | Producers must meet requirements in the following areas to take part in the SMSRH program:  
- Enrollment  
- Ownership  
- Prebreeding Evaluation  
- Minimum Vaccinations  
- Pregnancy Examination | Producers enrolled in SMSRH learn:  
- available technology and emerging management practices  
- a fundamental understanding of basic principles regarding animal breeding, genetics, reproductive biology, nutrition, animal health, and economics.  
For detailed requirements, please refer to the following website: [http://agebb.missouri.edu/select/prgmreq.htm](http://agebb.missouri.edu/select/prgmreq.htm) or contact: Jim Humphrey - Regional Coordinator  
Andrew County Extension Center  
Savannah, MO 64485  
Phone: (816) 324-3147 |

Producers have been educated on the best way to utilize corn stalks as an emergency feed.
<table>
<thead>
<tr>
<th>Number of Learners</th>
<th>Topic</th>
<th>What Did They Learn?</th>
<th>How Did Participants Benefit?</th>
<th>How Does This Work Make My Assigned Area and Missouri Better?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1233 Commercial and home contacts in six counties</td>
<td>On-site visits with commercial ag producers</td>
<td>Identification and control of plant diseases and insects</td>
<td>Commercial producers growing horticultural crops have great potential for profits. However, diseases and insects can act very quickly to wipe out a crop and produce significant losses. By timely intervention, these growers' crops may be saved.</td>
<td>Keeping the rural economy going means keeping families on the farm, and doing so profitably. Commercial horticultural production has some of the greatest potential for profits in modern agriculture. By keeping these farming enterprises going, and dealing with problems as they arise, the farmer is kept on the farm, and the trickle-down effect of his success is spread across the entire community as he purchases inputs for his farm and conducts everyday commerce with his friends and neighbors.</td>
</tr>
<tr>
<td>Meetings for commercial ag producers</td>
<td>Starting a horticultural farming operation</td>
<td></td>
<td>Commercial fruit and vegetable producers are coming under increasing pressure to conform to the standards of GAPs. By offering training in GAPs, Extension helps these growers produce safer food. They are also made aware of the regulatory environment surrounding GAPs, and how to satisfy requirements in this area.</td>
<td></td>
</tr>
<tr>
<td>Working with produce auction</td>
<td>Introduction to Good Agricultural Practices (GAPs) and food safety</td>
<td>Marketing options</td>
<td>The proper use of pesticides is critical for both grower and consumer safety. Growers trained in this area learn to safely use these materials, leading to better health.</td>
<td>Producing a good and safe food supply is critical for our nation. Whether it is through the safe handling of pesticides or following Good Agricultural Practices, a farmer who produces high quality and safe food passes on a product that inspires confidence in the consumer. Food such as this is more nutritious, producing better health. This ultimately leads to decreased health care costs.</td>
</tr>
<tr>
<td>County Ag Updates and Pesticide Applicator Training</td>
<td>Proper use of pesticides</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educating homeowners for their horticultural needs</td>
<td>Landscaping for homeowners</td>
<td></td>
<td>Homeowners seeking help with horticultural problems learn not only how to combat the problem, but end up increasing property values.</td>
<td>Homeowners who practice horticulture, whether it is producing food or planting ornamentals, increase the value of their homes. When this is practiced on a community-wide scale, the effect can be remarkable. Communities with poorly-developed landscaping are not as attractive as those where homeowners seek to beautify their properties. Collectively, these improvements lead to increased property values throughout the entire community.</td>
</tr>
<tr>
<td>Plant care for homeowners</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
In addition to his contacts with Mercer County residents through commercial and home visits, telephone and online consultations, Tim Baker also writes a bi-weekly column which appears in Mercer County newspapers. Along with other Northwest Region Extension specialists, he takes part in the Extension Connection radio program which airs on radio stations KAAN (Bethany), KCHI (Chillicothe) and KTTN (Trenton).

### Missouri Taxpayer Education Initiative

<table>
<thead>
<tr>
<th>The Event</th>
<th>Participants and hours of collective participation</th>
<th>Program details</th>
<th>Public Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Missouri Tax (MoTax) Education Initiative assists people by preparing and electronic filing income tax returns and by providing financial education to help families maximize their tax refunds. This educational initiative reaches its audience through the “3 P’s”:</td>
<td>Eight income tax returns were completed in Princeton. Total refunds were $3,676. Federal refunds totaled $1,980. Missouri state refunds totaled $1,696. One taxpayer owed $18 in Missouri state income taxes.</td>
<td>Adjusted gross income (AGI) ranged from $0 (three taxpayers) up to $16,884; combined AGI is $44,742. One taxpayer actually had a negative AGI due to business-related expenses. Two families received $316 of Earned Income Credit (EIC), $43 and $273 respectively. One family was able to take advantage of the Child Tax Credit (CTC) in the amount of $99. Four taxpayers qualified for the property tax/rent credit, a combined amount of $1,456 (individual amounts were $131, $393, $420, and $512).</td>
<td>When you support the Missouri Taxpayer Educational Initiative, taxpayers learn basic financial management strategies, leading to families being able to repair or replace a vehicle, which assists in stimulating the local and state economy.</td>
</tr>
</tbody>
</table>

Above and right: Dr. Rebecca Travnichek, AFC, Extension Family Financial Education Specialist, assisting Mercer County taxpayers with their returns.
### Mercer County Annual Water Festival

<table>
<thead>
<tr>
<th>The Event</th>
<th>Participants and hours of collective participation</th>
<th>Program learning objectives</th>
<th>What Did They Learn?</th>
</tr>
</thead>
</table>
| The Mercer County Annual Water Festival provides concentrated, hands-on learning in a fun and memorable atmosphere, presented by professionals in environmental and natural resource fields. Mercer County Extension works in partnership with other community organizations to host the event. | In 2012, 136 3rd and 4th graders from Princeton, Mercer, Spickard, Bethany, Ridgeway, and Cainsville participated in the five-hour Water Festival. Educators included nine MU Extension specialists and two Missouri Department of Conservation professionals. | Help students understand:  
- where our water comes from  
- water pollution prevention  
- groundwater, stream table, and water cycle  
- soils and soil erosion  
- birds and beaks  
- relationships between human activities and groundwater qualities. | Short-term  
All teachers found the program to be very educative and necessary for students. Students also showed increased awareness of water pollution and the amount of water available for human use. Average increase in scores from pre-test to post-test was 25 percent, with the lowest increase being 3 percent, and the highest increase being 66 percent.  
Students learn that polluting the ground also pollutes the water, and that once in underground aquifers, it can spread. | Long-term  
Real life demonstrations helped students to increase their understanding of the relationship between water, animals and trees/vegetation. |
## MY LOCAL GOVERNMENT (MYLOGO)

<table>
<thead>
<tr>
<th>The Program</th>
<th>Participants and hours of collective participation</th>
<th>Program learning objectives</th>
<th>What Did They Learn?</th>
</tr>
</thead>
</table>
| My Local Government (MYLOGO) is an eight unit local government program offered to 6th and 7th graders at Princeton and North Mercer schools from January through May of each year. Units covered are: County Government Municipal Government Special Purpose Governments Local Government Financing Planning and Zoning Discovering Community History Analyzing issues in Your Community | In 2012, through one class at North Mercer R-3 and two classes at Princeton R-5, a total of 42 students participated in the program, giving a total of 1428 hours. Classroom educators included invited guests Commissioner Grooms, local historian Jennie Vertrees and Mercer City Clerk Colleen Hinshaw. Many others addressed students during the community tour. From the courthouse: Judge Funk, Commissioners Wilson, Shipley and Grooms, Sheriff Steve Stockman and Patsy Holt. From the Fire and Ambulance Districts: Doug Devore, Doug Priest and their team members. | MYLOGO is designed to:  
- teach students about their local government and show them ways they can get involved.  
- bring students into direct contact with local governments and local government officials.  
- familiarize students with the profession of city management and public administration.  
- provide opportunities for students to research and discuss problems and challenges facing local government in their communities.  
- strengthen the relationship among local government officials, schools, and University of Missouri Extension. | Short-term  
Students showed increased awareness of the organization and operation of local government. They also became more aware of community issues.  
Long-term  
Students have expressed feeling motivated to get involved in their communities.  
In response to in-class discussions with County Commissioner Shane Grooms, one student has expressed the desire to become a county commissioner when grown up. |

Above and below: North Mercer R-3 students prepare and present their research.  
Above: Local historian Jennie Vertrees and Mercer City Clerk Colleen Hinshaw give presentations at North Mercer R-3.  
Below: Princeton R-5 students during MYLOGO research presentation.
Photovoice Missouri

**The Program**

Photovoice Missouri is a University of Missouri-funded project focused on telling the story of community development and healthy living through pictures. Students participating in Photovoice Missouri are given cameras to capture community issues through photography. Students then prepare PowerPoint presentations to use in their discussions with key shareholders in their communities – city councils, commissioners, school boards, and recreation boards.

Photovoice Missouri is run primarily through social media platforms – Facebook for the teachers and Flickr for the student photos and captions. These venues offer a chance for interaction. By posting photos on Flickr, students from one community can view and comment on what is being done by another community and see that, although there may be hundreds of miles separating them, many of the problems from one place are very similar to another (or different, as the case may be). This also gives the students a place to go and see that their work is being seen. Photovoice Missouri gave them an outlet for their voices that they may not have been able to get otherwise.

**Participants and hours of collective participation**

Five North Mercer R-3 students participated in Photovoice Missouri.

**Program learning objectives**

Photovoice Missouri's objective is to give teens, especially in rural areas, a platform for their unique perspective and provide them with the opportunity to be advocates for change.

**What Did They Learn?**

Youth learned to express their views in youth-adult discussion.

According to the project director, “Through a thorough evaluation plan, including pre- and post-surveys of teachers and students, key informant interviews, and comparisons of survey responses and photos/captions, we were able to measure student thought and behavior change in each community. We saw that many students who normally do not participate in class are responding to Photovoice Missouri, and they are excited about advocating for a healthier community.”

Above: A winning photo in the Photovoice Missouri contest.

Below: Photovoice Missouri students’ field trip to Jefferson City.
Family Nutrition Education Programs (FNEP)

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| Family Nutrition Education Program (FNEP) provides information on nutrition, food safety, and physical activity for lifelong health and fitness. | One hundred six elementary students participated in FNEP at North Mercer R-3 Elementary School. | Evaluation data collected reflects the positive impacts that occur in every county with FNEP. The following are students’ changes reported by teachers after FNEP classes.  
  - 99% reported one or more changes  
  - 90% reported students are more aware of nutrition  
  - 65% make healthier meal and/or snack choices  
  - 45% eat breakfast more often  
  - 77% are more willing to try new foods  
  - 83% improved hand washing  
  - 37% improved food safety other than hand washing  
  - 62% increased physical activity | Participants in FNEP in Mercer County who practice healthy eating and activity behaviors are more likely to enjoy a high quality of life as an adult and into old age. A healthy labor force is critical to attracting and keeping jobs in Missouri. In addition, this important programming effort serves to reduce healthcare costs over the participant’s lifetime, saving taxpayers money in reduced public healthcare benefits and insurance premiums. |

Left: Nutrition Program Associate, Debbie Herrold, teaches students the importance of dairy foods and how they help them to have stronger bones.
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<th>Sample Events</th>
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<td>4-H Clubs</td>
<td>77 students participate in the six 4-H clubs.</td>
<td>Mercer County 4-H focuses on learning by doing through experiential learning. This learning better prepares youth for jobs – critical for economic recovery. Youth are given the opportunity to put learning into action through opportunities in leadership, citizenship, teamwork, community service and other life skills. Life skills are defined in a variety of ways. 4-H, in recent years, has given special attention to youth interest, attitudes and engagement in science, engineering and computer technology. Active 4-H members spend almost ten times more of their out-of-school time engaged in science-based activities than their non-4-H peers. Project work builds important life skills. 4-H’s S.E.T. (Science, Engineering and technology) program helps close the gap in the demand for trained scientists and engineers. 4-H provides 332,090 youth contacts and 19,018 adult contacts in projects such as robotics, water quality, conservation, livestock, veterinary science, and computers.</td>
<td>4-H is a great return on investment. For every $1 invested from public resources for Missouri 4-H, the programs leveraged $3.42 for our citizens. According to a Carnegie report, the value of youth development programming provided by MU Extension 4-H faculty and staff is $9,968,600 or a return on investment of $1.47 on the public investment. County 4-H clubs offer long-term educational experiences in which members learn life skills such as decision making, public speaking, citizenship and working with others. Members learn by doing under the guidance of adult volunteers. In 2012, the Missouri 4-H Program enrolled 13,247 volunteers. Missouri 4-H volunteers donate an average of 6 to 10 hours/week or 72 to 120 hours annually. The Independent Sector values a Missouri volunteer’s time at $18.70 per hour. Accordingly, Missouri 4-H volunteers are providing $15 to $25 million in volunteer services annually. Studies show the youth in programs like 4-H are 70% more likely to attend college and increase their earning potential $2.01 million dollars over their lifetime. This would create $14 billion of earning potential.</td>
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Show-Me 4-H Wares

The Show Me 4-H Wares program is part of the MU Extension 4-H entrepreneurship project, through which youth learn how to start a small business or a social venture that addresses a need in their community. For more information on this and similar programs, see the “Cloverpreneurs” page on Facebook, or visit [http://www.4h.missouri.edu/programs/entrepreneur/](http://www.4h.missouri.edu/programs/entrepreneur/).
Clockwise from top left:
Mercer embryology program participants,
Dale Bagley presenting a 4-H science demonstration,
Hannah and Sierra Bruse at State Show-Me Waros,
Brea Shipley exhibiting at the Mercer County Fair.
## We Own the Net

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<td>This event is designed to teach youth how to stay safe online and equip adults with the resources to instruct youth in internet safety.</td>
<td>351 students 18 educators</td>
<td>The program places special emphasis on youth ownership of their digital environment, self-empowerment online and the group benefits of reporting offensive online behavior and criminal activity. Students learn to defend themselves against account hacking, cyberbullying, sexting and sextortion.</td>
<td>Short-term Students learn which behaviors are acceptable and which are unacceptable. Students, parents and educators are provided resource information for reporting online abuse and credible threats. Long-term Students gain tools that will help them make better life choices while practicing safe internet use. This makes Mercer County a safer place for our youth.</td>
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Left and below: Jennifer Schiffman, a prevention specialist for the Missouri Internet Crimes Against Children Task Force, speaks with students about protecting themselves on the internet.
Mercer County Extension Annual Program Review

University of Missouri Extension conducts annual reviews of all the programs offered at a county level. The purpose of the review is to get input that can assist with determining program priorities for the succeeding year. The goal is to identify "the important opportunities at county level so University of Missouri Extension programs can target those opportunities and make a difference in the lives of people."

The exercise was conducted by the Mercer County Extension Council, an official public body designated by state law to work with the University of Missouri to:

- Identify concerns in the community as well as current and emerging trends affecting residents of the county
- Make recommendations to the University about needed programs.

A total of 10 community representatives (business managers, faith-based organization leaders and others), came together on August 27, at Breadaux Pizza in Princeton, Missouri to discuss the following questions:

- What issues could extension address in your communities as part of the community, economic, business and workforce development integrated thematic areas?
- What issues could Extension address as part of the Global Food Systems integrated thematic area?

The exercise increased the knowledge of participants on community issues, the challenges faced and opportunities available to address the issues. In addition, the forum provided networking opportunities. Community needs included lack of acceptable jobs for young people, transportation deficiencies, specialty doctors, business deficiencies. In discussion about what issues Extension could address as part of Global Food Systems thematic area, emphasis was placed on gardening education (potential for community garden) and adding diversity to the business, entertainment and recreational aspects of Mercer County in an effort to become more of a regional "hub."

Your support in shaping the future of this county is always appreciated. You are welcome to join in next year's annual program review. Please contact our office 748-3315 for details if interested.

Below: Mercer County Extension Council Members and community leaders participating in the APR.

Above: Janet Hackert, Harrison County Extension Community Program Director (CPD) and Extension Nutrition Specialist facilitated the Mercer County Extension Annual Program Review (APR).
University of Missouri

Mercer County Extension

Helping youth and adults become lifelong learners while strengthening their community and families.

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