RETURN ON INVESTMENT

UNIVERSITY OF MISSOURI
Extension

University
of Missouri
Extension

Osage County
2010
Annual
Report
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Dear Members of the County Commission and the Community:

When you invest public funds, you want to know that those funds are making a real difference – that the program has value to the public. And in these tough economic times, you especially are interested in programs that create and retain jobs. Fortunately, that is exactly the case with your investment in University of Missouri Extension programs.

Here are just a few examples:

- The **FastTrac New Venture** course creates new jobs by providing tools to those who want to start their own business. Entrepreneurs determine the economic feasibility of their business concept, design a business model that matches their personal vision, and create a business plan to communicate the opportunity to investors.

- **Pasture-based Dairies**, modeled on MU Extension’s rotational grazing systems, have generated 1,100 jobs and added more than $124 million to Missouri’s economy.

- The Office of Social and Economic Data Analysis works with the Missouri Department of Economic Development to provide an **online career exploration tool**, which provides information about promising employment arenas.

- **Eat Well Be Well with Diabetes** provides practical information and skills to self-manage the disease and promote optimum health. Employees who have better control of their blood glucose levels have reduced rates of job absenteeism.

- **4-H science, engineering, math and technology projects**, such as robotics and computing, are preparing youth for jobs of the future. Teens are learning how to be team players, to be lifelong learners, and to approach problem-solving with confidence.

- **Leadership education** for steelworkers, pipe fitters and other union workers prepares shop stewards and others to understand how global issues affect today’s workforce and how to secure jobs using practices that reflect joint employer-employee goals.

MU Extension programs are tailored to meet local needs. Visit your local extension center or go online to learn more about the MU Extension programs that create and retain jobs in your community.

Sincerely,

Michael D. Ouart
Vice Provost and Director

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

EQUAL OPPORTUNITY/ADA INSTITUTIONS
From the Osage County Extension Council:

University of Missouri Extension is part of a network of nationwide land-grant universities. We are your local contact to the University of Missouri campuses.

Each of Missouri’s 114 counties has an extension council who oversees local educational programs. The Osage County Extension Council consists of 12 elected and 4 appointed members. We are proud to offer quality programs that meet the highest-priority needs of our communities.

This Annual Report highlights programs provided in Osage County during the past year. Many positive outcomes have been reported by the individuals, families, farmers, and businesses who have participated in the programs. The benefits frequently go beyond what is gained by the participants whereas the community may realize a significant value as well.

We want to recognize and thank all of the volunteers, organizations, and businesses for their support and hard work. We also are grateful for the continued financial support of the Osage County Commission. These partnerships make University of Missouri Extension programs possible in our county.

Please call or stop by the extension center if you have question or would like additional information or assistance.

Sincerely,

Owen Wagner
Connie Thomeczek
Chair
Secretary

The Osage County Extension Council appreciates the continued support of extension programs by Osage County Commissioners Russell Scheu len, Elmer Senevey and Vince Samson.
Parents Learn Effect of Divorce and Separation on Children

"To realize what my kids are going thru really opened my eyes” and "It helped me as a parent to see how each and every aspect of my separation is affecting my daughter, from how I feel and act when not around my Ex to how I feel and act around my Ex." were comments provided by participants in the Focus on Kids program. In 2010, 37 individuals from Osage County participated in the 12 seminars offered in Osage and Gasconade County. The total number of participants was over one hundred forty parents.

Focus on Kids is a 2-1/2 hour program empirically based, and developed by the University of Missouri-Columbia Human Development/Family Studies Department. Individuals with children 18 years of age and under who are divorcing, filing a motion to modify or custody case are mandated to participate in this parent education program.

Objectives and Goals of the Session include:

- Convey the importance of sustained, supportive, and nurturing involvement by both parents
- Provide information on children’s and adolescents’ developmental needs, abilities and common reactions to divorce
- Suggest specific things to do (e.g., Supporting other parent’s involvement) and not to do (e.g., Criticizing other parent in front of children)
- Provide information on community resources

Sessions Assist Drug Court Participants

Building Strong Families is a multi-session program that helps individuals identify their strengths, build on those strengths, and learn skills to help improve relationships, communication, parenting, money management, and health. The program is based on research showing family members can make significant changes in their behavior by focusing on strengths rather than on problems.

In 2010, University of Missouri Extension partnered with the 20th Judicial Circuit Court to provide Building Strong Families to Drug Court participants in Osage County. Life skills classes such as Building Strong Families are important in helping drug court participants develop new lifestyle habits and discontinue the cycle of substance use and criminal activity. These changes result in substantial savings to the community by replacing costly incarceration with less expensive treatment programs and significantly reduce recidivism.

“Living with Less” Learning how to spend less but still live well takes skill, determination, and know-how – but it can be done! Two women and four men participated in the program. The facilitator decided to join the group and be a participant.

Quotes:

- Learned “how to use a planning chart. How important a budget is in every home.”
- Learned “that in these hard times we have to be wise spenders for what little money we make.”
- Learned “skills for budgeting. Tips to reduce spending. The importance of developing and utilizing a budget.”
- Plan to “assess how and what I spend my money on to try and save more.”
- “Thank you for the work sheets to help learn how to manage my money.”

“Balancing Responsibility” If a family is to remain strong, there needs to be adequate time available for the members to nurture, support, and enjoy each other. This session looks at ways that family members can make the necessary adjustments to improve the
quality of their lives and strengthen their family relationships. Two women and seven men participated in this session.

Quotes:
- Learned “about the economy. What I should be doing with my family."
- Learned: Time management-I should [make] a list. Better organize."
- Learned: “The stress I caused myself. I plan not to cause myself so much stress.”
- Learned: “Tips to build a strong family. Too much stress is bad for relationships with family. Be more positive with family issues.”

“Food and Fitness” was another session provided to the drug court participants in Linn. This module focused on healthy food choices and tips for staying fit.

Participants indicated that they had learned new skills from the class, including planning balanced meals and reading food labels. As a result they planned to “eat more vegetables”, “eat better”, “not drink so much Gatorade”, and “buy better food”.

Comments included: “Thank you for teaching us more about what we eat”, “Thanks for showing us how to take better care of ourselves”, and “I really learned a lot”.

Stay Strong, Stay Healthy is a ten-week exercise program developed for middle-aged and older adults, as many older Americans are inactive or do not get enough physical activity to provide important health benefits. Research has shown that older adults who strength train regularly increase muscle mass, strength, bone density, and balance. This type of exercise also relieves arthritis pain, controls blood glucose, maintains weight, manages stress, reduces depression, and enhances sleep. Overall, strength training improves quality of life.

The improvements gained from strength training reduce the risk of falls and chronic illnesses such as heart disease, diabetes, and osteoporosis. These health benefits decrease the likelihood of a participant’s need for major medical care, resulting in financial benefits for the health care industry, employers and, ultimately, families. The money saved, benefits others by providing more discretionary income within the community as well as lower health care costs for employers and consumers.

Seven people enrolled in a Stay Strong, Stay Healthy class held in Westphalia. After the last session, participants completed a fitness assessment and class evaluation. Results included:

- All of the survey respondents reported feeling physically stronger.
- 75 percent were very satisfied with the class, felt they were in better health and were more flexible as a result of participation.
- All participants improved in at least four measures of strength, flexibility and balance, while 67 percent improved in all five measures.
- Of those who had painful joints before the class, all felt they had less joint pain because of the exercises.
- For those respondents who had previously experienced sleep difficulties, 67 percent felt the class helped improve their sleep.
- All were confident or very confident they would be able to continue doing the exercises on their own. This is important so participants do not lose the improvements made during the program.

Participants each gave examples of how the program had improved their lives, including:
• I can run up steps.
• My joints don’t ache at night.
• Got me back in shape; reminded me what I need to do.

To learn more about Stay Strong, Stay Healthy visit our website: 
http://missourifamilies.org/sssh

Extension Brings Nutrition Education to Elementary Students

University of Missouri Extension Family Nutrition Education Programs (FNEP) reached 1189 participants with nutrition education in Osage County during 2010. FNEP provides information on nutrition, food safety, and physical activity for lifelong health and fitness.

Show Me Nutrition Education for youth provides information in kid-friendly terms and lessons with hands-on activities. Activities include opportunities for taste-testing healthy foods and practicing skills that lead to good health. At each of the seven lessons taught, a newsletter goes home to the family. It provides a summary of the lesson taught, sometimes using a game or puzzle as an interactive way for parents to discover what their student learned.

During 2010, Monica Haaf, nutrition program assistant, provided classes to students at Osage County RIII Elementary in Westphalia and Osage County RII Elementary in Linn.

In April, Linn Elementary and in November, Fatima hosted Food Power Adventure, a K-5th grade program that teaches students the importance of healthy eating. This interactive exhibit experience takes children to the farm to learn where food comes from, and into the human body to learn how it gives them energy to grow and play.

Food Power Round-Up, a nutrition education assembly performance was presented to Linn Elementary students. Puppetry, music and audience participation encouraged students to make positive food and physical activity choices.

Show Me Nutrition Education Displays updated teachers and staff on nutrition and health information. Teachers use this information in the classroom or by modeling healthy behaviors to their students. With these exhibits we are “training trainers” to deliver good nutrition messages.

4-H Youth Development

4-H Camp
“I learned that teamwork is important and that you can’t do everything on your own. Sometimes when you use teamwork you can get done with things faster and sometimes find an easier way,” said one camper. 4-H camp was held June 7-10, 2010 at Camp Clover Point. This year led to record camping numbers with 36 campers from Osage County and 7 counselors.

Camp allows youth to apply the essential elements so important to the mission of 4-H, independence, belonging, mastery, and generosity. 97% of our campers felt that 4-H camp helped them to be responsible for their own actions. Young campers ages 8 to 12 engage in a unique, residential camping experience that helps them to feel a part of a group while experiencing independence from their family.

However, they are certainly not alone, trained camp counselors ages 14 to 18 provide important guidance and support for youth at camp. 83% of our campers felt that their counselors helped campers in their cabin to get along. Counselors are provided guidance from camp staff and 4-H specialists to help
campers overcome homesickness, experience growth, and have a positive experience at camp. 89% of our campers found that cabin counselors were friendly and helpful, this is a wonderful testament to our screening and training process that occurs months prior to camp.

**Fair**
The culmination and summit of a 4-Her’s experience is the county fair. The Osage County Fair provides youth an opportunity to solidify their understanding as they discuss and reflect on their projects with a judge through conference judging. Livestock projects allow youth an opportunity to develop life skills such as keeping records and goal setting.

The Osage County Fair includes shows for livestock, domestic animals, and public speaking. Exhibition provides youth an opportunity to demonstrate that they have mastered a project that is developmentally appropriate. These experiences provide an opportunity for youth to stretch past their comfort zone in a safe environment which promotes growth and learning.

**Clubs and Participation**
Osage County 4-H clubs offer long-term educational experiences in which members learn life skills such as decision making, public speaking and working with others. Members learn by doing under the guidance of adult volunteers, who teach projects ranging from aerospace and arts to veterinary science and sport fishing. Clubs also involve children and teens in community service, camping and educational trips.

**4-H Grows Future Scientists**
4-H project work helps youth explore interests from animal science to aerospace, resulting in increased interest in science at a rate three times that of non-4-H peers. Interest in science is a predictor for young people to choose science-related careers. This interest in science, along with 4-H members’ 70 percent greater likelihood to go to college than youth participating in other out-of-school programs, is helping grow future scientists. Future scientists are critical to our state, national and global economy; three-quarters of Missouri’s $10.6 billion in products and services exported in 2005 were science, engineering and technology-based industries (Lerner and Lerner, Wave 6; MERIC).

In 2010, 210 Osage County youth participated in 4-H through 9 multiple project community clubs, and 1 single project shooting sports club.

In addition, 358 youth participated through School Enrichment programs, 36 youth attended 4-H Camp and nearly all members exhibited an item in the Osage County Fair. 4-H members in Osage County were supported by 122 adult volunteers.

According to 2009 US Census Data, approximately 24% of the youth in Osage County between the ages of 5 and 19 participated were in some type of 4-H program (including club and school enrichment programs) during 2010.

**Business Development Programs**
By supporting MU Extension’s Business Development Program, enterprising Missourians receive information and training to successfully start, run and expand businesses. This increased business activity creates jobs, increases consumer demand, promotes economic development and generates tax revenue for the public’s welfare. As entrepreneurs and innovators, Missouri’s small businesses are becoming a more diverse group that continues to make the state’s economy productive. The approximately 500,000 small businesses in Missouri account for 98 percent of all businesses with employees.

**So What Does That Really Mean?**
In Osage County, during 2010, business development program specialists served 16
people and their companies with business start-up and management counseling, training, and other assistance. This assistance included market research to identify potential new suppliers for an existing company who was dissatisfied with their current suppliers.

The Business Development Program Delivery Network Includes:

**Missouri Small Business & Technology Development Centers (MO SBTDC)** – Services include individualized business counseling and a wide variety of educational opportunities. Another of the products offered is assistance with winning government awards to commercialize technology.

**Missouri Procurement Assistance Centers (MO PTAC)** -- This program helps businesses win government contracts for a wide range of products and services.

**Missouri Market Development Program** – This program helps business owners find markets for recycled materials and helps other businesses in securing funding for the manufacture of new goods using those recycled materials.

**Career Options** – This program assists displaced workers and others in many ways, including through the exploration of business ownership and career repositioning following company closings, layoffs and other employment-related changes.

**Missouri Environmental Program** -- Shows businesses how to save money by reducing waste, understanding regulations and using recycled materials.

**Integrated Pest Management**

Integrated Pest Management (IPM) has been a county program since the mid-1980s. The adoption of IPM by farmers and the introduction of transgenic crops eliminated the need for Extension sponsored crop scouting. IPM benefits counties by reducing the number of applications and amount of pesticides applied and increasing the effectiveness of applications.

Pheromone traps are used to survey for insects during the growing season. Adjacent crop fields are used for insect and disease surveys. Results are sent to the University of Missouri IPM program and reported in the weekly IPM post cards along with management suggestions. Survey information is also used in radio programs, weekly newspaper articles and individual contacts.

A special monitoring project to trap and survey for stink bugs was conducted during the growing season. Three different traps and two different pheromone lures were tested. Stink bugs are becoming more of an economic pest in Missouri.

Dung beetles and native pollinating bees have become subjects of special interest in Cole, Callaway and Osage Counties. These beneficial but misunderstood insect groups were the focus of recent field days and workshops each attracting approximately 100 people each.

Forty weekly IPM post cards were sent to approximately 150 producers in Audrain, Callaway, Cole, Osage, and Boone Counties as a quick and timely way to inform of pest occurrences and pest related issues. Over the years, respondents liked the post cards with 90%+ rating it good to excellent and the information made a difference in their pest management planning. Comments included thanks, excellent and right on target.
Private Pesticide Applicator Training

Since 1978, farmers must be trained and certified as private applicators to purchase, apply and supervise the application of Restricted Use Pesticides (RUP). This training educates farmers, the safe and proper use of RUP and allows them to be licensed or renew/recertify their current applicators license. Certification shows farmers can handle, apply and store agricultural pesticides properly.

Some of the subjects covered are proper pesticide handling, personal protective equipment, pesticide regulations, storage considerations, worker protection, endangered species and environmental protection, pesticide laws and application record keeping.

A private applicator certification class using approved PowerPoint presentations was provided in Osage County. Also, farmers can certify and recertify individually at Extension Centers. Total certification and recertification in Osage County was 26.

- Applicator evaluations indicated they had become aware to very aware and familiar to very familiar (4 to 5 of 1 to 5 rating scale) with laws and regulations, pesticide labeling, ground water protection, pest identification, personal protective equipment, calibration, environmental concerns and pesticide handling during the training no matter what method was used.
- Applicators are able to purchase a wider variety of pesticides to make their production more efficient and productive.
- Applicators are able to purchase, apply and supervise the application of pesticide requiring a greater level of safety, environmental awareness, or special handling according to the pesticide’s characteristics causing it to be registered by the United States Environmental Protection Agency as a Restricted Use Pesticide (RUP).
- Survey comments included: very good; I actually enjoyed it; and I am planning to update my storage.

Agronomy and Soil Fertility

Missouri soils are highly variable with a tendency toward low phosphorus and low pH or acid soils. The levels of fertility and subsequent fertilizer recommendations to correct nutrient imbalances have to come from soil tests.

Low pH, acid soils do not release nutrient in the soil and tie up applied fertilizers. Easily available agricultural lime, applied at recommended rates, neutralize the soil acidity releasing nutrients for crop growth.

Applying fertilizer without an analysis will either not supply sufficient nutrients for proper crop growth or provide excess nutrients leading to less economical production, polluting nutrient loss in surface or ground water and possibly crop injury.

During the past year 117 soil tests were run for Osage County. This does not include soil tests that were recalculated for different crops or different levels of crop yield or production. All soil tests are reviewed before they are signed and forwarded.

Home Horticulture and the Environment

Gardening is the most popular hobby in the U.S and the benefits of gardening add to quality of life. At least 24 Osage County citizens received high quality horticultural information that is unbiased and research-based in 2010.

They were instructed on the best way to fertilize their garden, be it turf, vegetable, flowers, shade trees or other. Proper fertilization improves plant performance,
generally reduces fertilizer expense, and reduces pollution in the water runoff. Twelve soil samples for horticulture were submitted in 2010.

No less than twelve citizens walked in or phoned seeking some type of home horticulture related assistance, such as disease or pest control, tree pruning, variety selection, or lawn maintenance. The primary way for teaching on a subject request is with MU resource publications, which are provided at no charge.

**Capitalizing on Your Community Heritage Conference**

Over 80 individuals participated in this conference. They learned about what community heritage is, how to utilize it and increase income for their counties or communities. Groups created action plans to implement when they returned to their communities. Outcomes have included Folklore Reading Theater programs, community festival enhancements, tourism marketing, and development of six training modules to be presented to local communities.

Comments from conference participants included:

"Love this innovative idea in community development."

"Great Conference. Thanks!! (The best workshops I’ve ever attended and I attend a lot.)"

**Legislative Workshops**

An Extension training team, comprised of both state and regional extension faculty provided information and hands-on experiences to legislators and their aides on how to access and use the Community Issues Management System and the data from the Office of Social and Economic Data Analysis (OSEDA). These workshops provided the participants the tools to research pertinent information on their districts and how to manage that information for effective legislative decision making. These workshops provided a public service to legislators to assist them in learning about their districts and the issues facing them.

---

**Extension Faculty and Staff Serving Osage County**

- Kathy Dothage, Human Development Specialist/County Program Director
- Larry Dickerson, Community Development Specialist
- Monica Haaf, Nutrition Program Assistant
- Jenny Flatt, 4-H Youth Specialist
- James Jarman, Agronomy Specialist
- James Quinn, Horticulture Specialist
- Julie Royse, Food and Nutrition Program Coordinator
- Mark Stewart, Interim Regional Director
- Faith Slusser, Osage County Secretary
- Mary Sobba, Agriculture Business Specialist
- Dr. Mark Stillwell, Regional Director
- Chris Thompson, Business Development Specialist
- Jamie Thompson, Family Financial Education Specialist
- Lynda Zimmerman, Nutrition & Health Education Specialist

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.
# Impact on Osage County, Missouri

<table>
<thead>
<tr>
<th>UM Students from Your County in 2010</th>
<th>UM Employees and Retirees Residing in Your County in 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 90 students</td>
<td>- 30 people employed by UM</td>
</tr>
<tr>
<td>- 64 - MU</td>
<td>- 13 - MU</td>
</tr>
<tr>
<td>- 5 - UMKC</td>
<td>- 1 - UMKC</td>
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<tr>
<td>- 19 - Missouri S&amp;T</td>
<td>- 3 - Missouri S&amp;T</td>
</tr>
<tr>
<td>- 2 - UMSL</td>
<td>- 11 - UM Health Care</td>
</tr>
<tr>
<td>- 73 - Undergraduates</td>
<td>- 2 - UM System</td>
</tr>
<tr>
<td>- 17 - Graduates</td>
<td></td>
</tr>
<tr>
<td>- 75 - Full-time students</td>
<td></td>
</tr>
<tr>
<td>- 15 - Part-time students</td>
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</tbody>
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<table>
<thead>
<tr>
<th>UM Alumni Residing in Your County in 2010</th>
<th>UM Services Received in Your County in 2010</th>
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</thead>
<tbody>
<tr>
<td>- 347 alumni</td>
<td>- 1,376 patients seen at UM Health Care</td>
</tr>
<tr>
<td>- 286 - MU</td>
<td>with $268,081 of uncompensated care.</td>
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<tr>
<td>- 9 - UMKC</td>
<td></td>
</tr>
<tr>
<td>- 39 - Missouri S&amp;T</td>
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<tr>
<td>- 13 - UMSL</td>
<td></td>
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<td></td>
<td>- 6 patients seen at the UMKC School of</td>
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<td></td>
<td>Dentistry with an average of $41 per</td>
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<tr>
<td></td>
<td>patient in uncompensated care.</td>
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<td></td>
<td>- 1,873 educational contacts with MU</td>
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<td>Extension through MU Extension events</td>
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<td></td>
<td>held in your county.</td>
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<tr>
<td>- 170 Selected School Alumni</td>
<td></td>
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<tr>
<td>- 2 - Medicine</td>
<td></td>
</tr>
<tr>
<td>- 15 - Nursing</td>
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<tr>
<td>- 12 - Health Professions</td>
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<tr>
<td>- 3 - Dentistry</td>
<td></td>
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<tr>
<td>- 1 - Pharmacy</td>
<td></td>
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<tr>
<td>- 6 - Veterinary Medicine</td>
<td></td>
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<tr>
<td>- 75 - Agriculture</td>
<td></td>
</tr>
<tr>
<td>- 49 - Engineering</td>
<td></td>
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<tr>
<td>- 7 - Law</td>
<td></td>
</tr>
</tbody>
</table>

| UM Alumni as K-12 Teachers and          | Tax Revenue and Income Generated by UM      |
| Administrators in Your County in         | Employees and Retirees Residing in Your County in 2010 |
| 2010                                    | - $34,339 in Missouri State Taxes          |
|                                         | - $155,578 in Federal Taxes                |
|                                         | - $973,665 in Salary and Retirement       |
|                                         |   Income returning to the county          |
|                                         |                                           |
| - 23 teachers                          |                                           |
| - 16% of all county teachers           |                                           |
| - 2 principals and administrators      |                                           |
| - 22% of all county principals and     |                                           |
|   administrators                       |                                           |

## Health Professional Shortage Areas
- Your entire county is within a Primary Care, a Dental Care, and a Mental Care HPSA.

## Medically Underserved Areas
- Part of your county is within a MUA.
Impact on Osage County, Missouri

Statewide Impact

UM Research Expenditures Funded by Federal and Private Sources

Financial Aid Provided to UM Students in 2010
- $794.2 million
  - $380.9 million - MU
  - $191.8 million - UMKC
  - $87.6 million - Missouri S&T
  - $133.9 million - UMSL

Electronic Services to the State in 2010
- The Missouri Research & Education Network (MOREnet) provided internet connectivity and technical services to members that include:
  - 65 higher education institutions with 343,000 students and 50,000 faculty and staff.
  - 514 school districts with 890,000 students and 92,000 faculty and staff.
  - 135 public libraries connecting 319 library buildings that serve 5.3 million Missourians.
- MOREnet paid $18 million in telecommunications expenditures to companies doing business in Missouri.
- The Missouri Bibliographic Information User System (MOBIUS) loaned 217,013 books from higher education institutions to state students.

Impact on Education in 2009
- UM awarded 49% of the 998 doctoral degrees earned in Missouri.
- UM awarded 42% of the 1,833 first-professional degrees earned in Missouri.
- UM awarded 53% of the 27,683 degrees awarded by Missouri’s four-year public institutions.

Economic Development Highlights
- With $2.79 billion in total revenues in 2010, UM would have been the 18th largest publicly-held Missouri-headquartered company in the state in 2009.
- With more than 30,000 employees in the state, UM was Missouri’s 2nd largest employer in 2009.
- In 2008, UM’s $153 million in federal science and engineering research expenditures represented 92% of these expenditures at Missouri public universities.
- In 2009, UM’s $42 million in National Science Foundation (NSF) awards represented 90% of all NSF awards made to Missouri public universities.
- UM was issued 34 U.S. patents and filed 57 new U.S. patent applications in 2010.
- 7 startups were created around UM technologies in 2010.
- UM earned $10.1 million in licensing income in 2010.