Reliable, Responsive and Relevant to Today’s Needs

MU Extension, the University’s higher education classroom in rural and urban communities in 114 counties, was created by federal and state statutes to ensure people’s access to research-based knowledge to improve their quality of life and economic well-being. As the Flagship land-grant University, MU has a statewide mandate. MU Extension partners with public and private entities to reach more people without duplication of services.

Aligning with Missouri’s Priorities

Every $1 million invested in MU Extension programs generates $27 million in economic impact. For example:

- **JOBS**: For the three-year period FY2010-FY2012, MU Extension’s Business Development Program:
  - Generated $2.5 billion in economic impact
  - Helped clients increase sales by $986 million
  - Helped clients gain $857 million in government contracts
  - Created or retained 32,961 jobs.

- **HEALTH**: Every $1 invested in the Expanded Food and Nutrition Education Program (EFNEP) saves families about $8.74 in future medical costs. More than 350,000 Supplemental Nutrition Assistance Program (SNAP)-eligible Missourians annually receive an average of six lessons through classroom education. An additional 600,000 are reached through health fairs, newsletters and educational displays.

- **EDUCATION**: MU Extension is the University’s rural and urban statewide “classroom” in small businesses, farms, homes, schools, senior citizen centers, state agency conference rooms, youth aerospace camps, housing projects, hospitals, factories and on the World Wide Web. MU Extension is the University for more than 1 million people, many of whom may never set foot on a UM campus.

Responding to Today’s Needs

In today’s economic crisis, Missourians are concerned about their jobs, health, family and education. MU Extension is responding by:

- Growing the number of jobs through increasing company sales, commercializing technology, starting businesses and developing new agribusiness
- Helping people manage their personal finances, housing, businesses and farms
- Addressing high rates of obesity, sedentary lifestyles, diabetes and chronic diseases through improved nutrition education and increased physical activity
• Helping people who have lost their jobs re-enter the workforce

• Reaching out to families in crisis—whether dealing with divorce, death, loss of jobs, incarceration or youth at risk—to improve communication, relationships and life skills

• Developing youth through leadership training, technology experiences (rockets, robotics and geospatial), and other engineering, science and math activities, which increase college attendance and access to high-tech jobs

• Providing access to continuing education (reaching police, firefighters, nurses and others)

Using Modern Technology to Expand Educational Reach

MU Extension uses and will continue to expand blended learning—incorporating online, live and recorded video, and face-to-face methods to reach all ages:

• Web sites to deliver noncredit courses and research-based information online;

• Social media applications to reach a younger audience;

• Just-in-time messaging via cell phones and texting.

Continually Changing to Address the Future

MU Extension is responding to tomorrow’s challenges, adapting by:

• Addressing energy independence; moving University research to the marketplace; developing sustainable environments; and preparing youth for careers in sought-after fields

• Adopting new technologies through the national eXtension online delivery system—providing 24/7 access to “the best of the best” research-based content from land-grant universities across the country

• Increasing the leverage power of each state dollar by increasing fees and expanding grant revenues. MU Extension leverages each state dollar received 3 times.

• Working with county commissioners, local elected councils, state agencies, legislators and federal funders to ensure MU Extension remains relevant.