



Federal Legislation

- 1862 - Morrill Act established Land Grant Colleges (signed by Abraham Lincoln)
- 1890 - Morrill Act established Land Grant Colleges for African-Americans
- 1914 - Smith-Lever Act authorized Cooperative Extension



Higher Education – A Private Cost or A Public Investment?

- A strong economy requires highly-skilled & regularly-trained workers
- Competitively-smart kids require trained, up-to-date elementary & secondary education teachers
- Will MO graduates want to stay in MO?
- Will other states wait for MO to catch up?
- Would students from other states want to come to MO?

UNIVERSITY OF MISSOURI
Extension

Does Missouri Value Education?

- How Missouri ranks:
 - **1st** among the 50 states in meth lab seizures and incidents
 - **20th** in percent of both adults and children living in poverty
 - **29th** among the 50 states in per-capita personal income
 - **44th** among the 50 states in per-capita state tax burden
 - **44th** among the 50 states in per-capita support for higher education

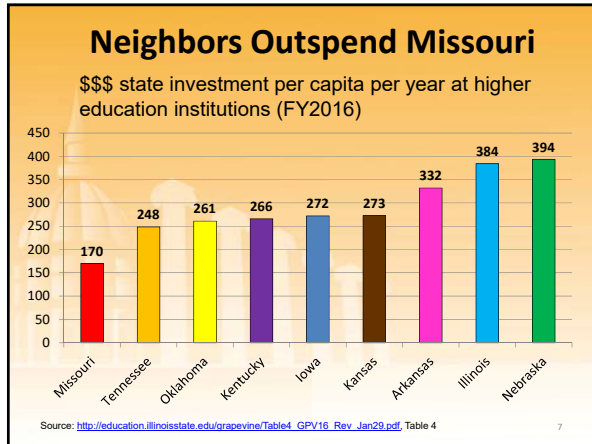
Higher Education Funding

- Student **enrollment up 19%** from 2005-2015
- State **support down 35%** since 2007
- Missouri student tuition fees have exceeded state support since 2005
- Tax-supported or tax-assisted?
- MU Extension gets **no share of tuition** to support programs, but is expected to help offset shortfalls in tuition income

Appropriation per Capita Ranking

Information obtained from the Grapvine Report published by Winona State University

Sources: http://education.illinoisstate.edu/grapvine/Tables_CPV16_Rev_Jan09.pdf
www.mobudget.org/files/mob_310%20report.pdf



Economic Impact of UM System

April 2016 report

- Every \$1 spent on the UM System from the state equals \$38.43 of goods and services (GDP)
- Every \$1 spent in UM appropriations generates \$1.46 in state general revenue funds
- From 1997-2015, only Michigan has grown at a slower rate than Missouri
- Loss of human capital (brain drain) affects growth
 - In 2007, 73% of graduates stayed in MO
 - In 2016, 60% of graduates stayed in MO
 - The 25-year impact on the state economy is \$238 billion

Source: <https://uminfo.umsystem.edu/media/about/um-economic-report.pdf>

University of Missouri Extension is a joint partnership of:



University of Missouri campuses

- MU (Columbia)
- MS&T (Rolla)
- UMKC (Kansas City)
- UMSL (St. Louis)



Lincoln University (Jefferson City)



The people of Missouri through county extension councils



National Institute of Food and Agriculture (formerly CSREES)

Other stakeholders and partners

MU Extension Vision

University of Missouri Extension is a valued and trusted educational solution to improve the quality of life in Missouri, the nation and the world.

Resource: <http://extension.missouri.edu/about/strategic-plan.aspx>




MU Extension Mission

Our distinct land grant mission is 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.

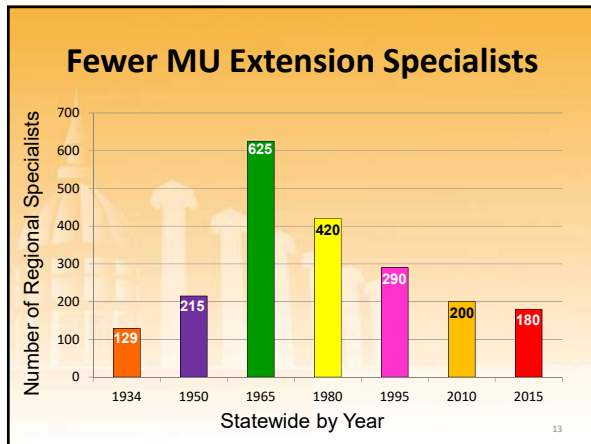


MU Extension's Funding Partnership

- Federal
- State
- County
- Grants & Contracts
- User Fees
- Donations & Gifts



Other countries are asking the U.S. for help in setting up "extension services" because they recognize their economic value, while the U.S. is dismantling theirs by starvation funding.



University of Missouri Extension Regions

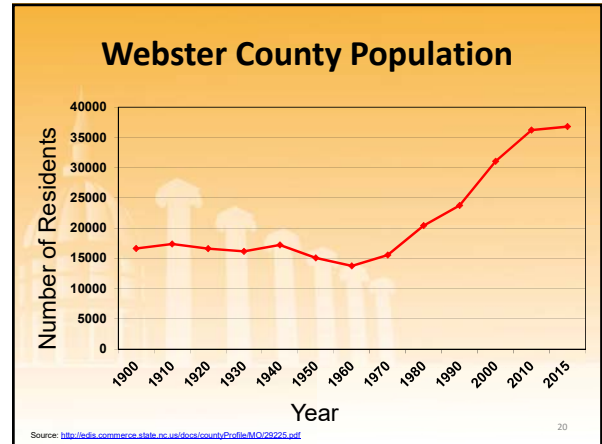
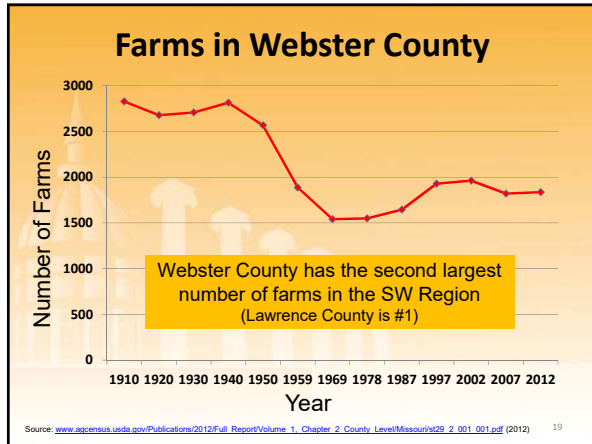
Jay Chism
Southwest Region Director

- ### Southwest Region Extension Personnel – 2017
- (subject to change)
- Regional Director = 1
 - Specialists / CPDs = 30 (multi-county responsibilities)
 - 12 Agriculture
 - 8 Human Environmental Sciences (1 vacant)
 - 6 4-H Youth Education
 - 3 Community Development
 - 1 Business Development
 - Para-professionals = 32.3 (mostly county-specific)
 - 7.3 Youth Program Associates & Assistants
 - 25 Nutrition Program Associates & Assistants

- ### Our Audiences Are Diverse
- 17-county SW Region has 889,643 people and 20,234 farms
 - Farmers (full- & part-time)
 - Homeowners, immigrants & tourists
 - Business owners
 - Government agencies
 - Public officials (city, county, state, federal)
 - Media (TV, radio, newspaper, magazine)
 - Worldwide via the Internet & media
- Sources:
<http://quickfacts.census.gov/qfd/states/29000.html> (2014 estimates)
http://www.agcensus.usda.gov/Publications/2012/Full_Report/Volume_1_Chapter_2_County_Level/Missouri/SP9_2_001_001.pdf (2012)

- ### Flexible Program Access
- One-on-one consultations
 - Publications (fee) and Web content (mostly free)
 - Classroom training
 - Demonstrations
 - Workshops
 - Media (newspaper, TV, radio, magazines)
 - Distance education
 - Computer-based education
 - Community programs
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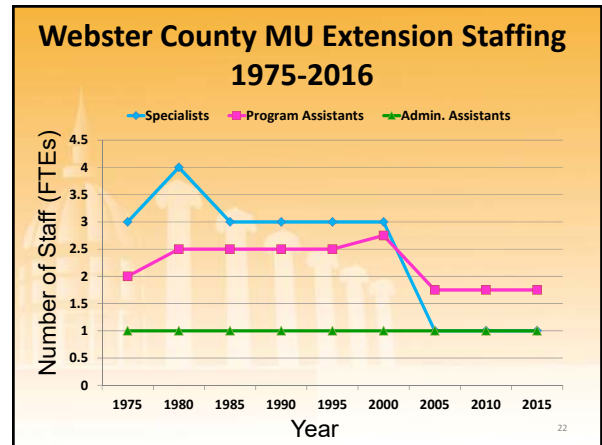
- ### Webster County Demographics
- 1st in Missouri for community size of Amish population
 - 2nd in Missouri for milk & other dairy products
 - 2nd in SW Region of Missouri in number of farms
 - 7th in Missouri for other hay production
 - 9th fastest growing in population in Missouri
 - 13th lowest (out of 114 counties) in per-capita income
 - 85% over age 25 have high school or more education; 15% some college
 - 18.9% of population below poverty line
 - 57% of population commutes outside of county to work
 - 12% of county workforce comes from other counties
 - 0 cents per \$1 of collected property taxes fund county general revenue services
 - \$1.19 per resident per year of county general revenue goes to Webster County Extension Center
 - 96.3% white, 3.7% other races & ethnicities
 - 19% of population has one or more disabilities; 49% work despite them
- Reference: <http://quickfacts.census.gov/qfd/states/29/29225.html>



MU Extension Funds Leveraged

Year	County Appropriation	Staffing, Specialist + Ed. Asst.	University/County Support Ratio, \$:\$
2000	\$ 44,048	3.0 + 2.75	
2001	\$ 30,000	3.0 + 2.75	5.70:1
2002	\$ 36,000	2.0 + 2.75	6.55:1
2003	\$ 36,720	1.2 + 2.75	5.17:1
2004	\$ 35,000	1.2 + 2.75	3.73:1
2005	\$ 35,000	1.0 + 2.75	3.38:1
2006	\$ 38,600	1.0 + 1.75	2.84:1
2007	\$ 42,200	1.0 + 1.75	2.77:1
2008	\$ 42,200	1.0 + 1.75	2.55:1
2009	\$ 48,200	1.0 + 1.75	2.59:1
2010	\$ 48,200	1.0 + 1.75	2.25:1
2011	\$ 48,200	1.0 + 1.75	2.25:1
2012	\$ 48,200	1.0 + 1.50	2.26:1
2013	\$ 44,000	1.0 + 1.50	2.29:1
2014	\$ 44,000	1.0 + 1.54	2.50:1
2015	\$ 44,624	1.0 + 1.75	2.72:1
2016	\$ 44,624	1.0 + 1.75	2.61:1

Annotations: \$60,652 if adjusted for inflation to 2016; \$1.19 per resident per year; Lowest in SW Region.



Tax Dollars for MU Extension in Webster County – 2016

Federal	State	Webster County
0.47 cent/day	1.2 cents/day	0.33 cent/day

Total educational investment per person = 2 cents/day

2016 Federal appropriations = \$10,508,367 ÷ 6,083,672 residents = \$1.73/person/year = 0.47 cent/day
 2016 State appropriations = \$27,588,412 ÷ 6,083,672 residents = \$4.53/person/year = 1.2 cents/day
 2016 County appropriations = \$44,624 ÷ 37,483 residents = \$1.19/person/year = 0.33 cent/day

Monthly Operational Cost of Webster County MU Extension Center

- Salaries & benefits (A.A. & YPA) = \$4,164
- Mileage costs = 591
- Telephone = 148
- Internet service = 25
- Office supplies = 473
- Postage = 148
- Utilities = 187
- Insurance = 164
- Repairs = 112

Monthly Expenses = \$6,021
 2016 County Appropriation = -\$3,719

Shortfall each month = \$2,302

2016 Estimated expenses

Webster County MU Extension Council

- Extension is grassroots-based; directed by
 - 12 elected members
 - 4 appointed members
- Make recommendations for programs
 - Identify needs
 - Secure funds
 - Ensure access
- Administer county share of extension service cost
- Involved in hiring & removal of personnel
- Manage & recruit assets required for extension program

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How MU Extension Programs Happen

- County Extension Council and faculty and staff help decide needed programs
- Subject matter support and input comes from campus department and Program Leaders
- Administrative direction comes from Regional Director
- Office & travel support comes from the county
- County resources pay to bring in out-of-county specialists for educational programs

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Webster County Faculty & Staff



Bob Schultheis
Natural Resource Engineering Specialist & County Program Director (1.0 FTE)



Jeannie Moreno
Youth (4-H) Program Assistant (0.75 FTE)



Amber Williams
Nutrition Program Assistant (1.00 FTE)



Donna Eldridge
Administrative Assistant (1.0 FTE)

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Other Regional Faculty Assigned to Webster County



Jeff Barber
Housing & Environ. Design Specialist




David Burton
Civic Communication Specialist



Patrick Bjers
Horticulture Specialist



Dr. Pam Dultsman
Nutrition Specialist



Janice Emery
4-H Youth Specialist



Theresa Fossett
FNP Program Coordinator




Sarah Kenyon
Agronomy Specialist




Nellie Lamers
Family Financial Education Specialist



Andy McCorkill
Livestock Specialist



Ted Probert
Dairy Specialist



Renette Wardlow
Human Development Specialist

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Webster County MU Extension Programming Partners

- Webster County Commission
- Schools & Libraries in Webster County
- Soil & Water Conservation Districts
- Chambers of Commerce & Civic Groups
- County Health Departments, OACAC, CommUNITY Partnership
- USDA Farm Service Agency & NRCS
- Webster County Food Pantries (Marshfield, Seymour, Rogersville)
- Missouri Department of Agriculture
- Missouri Department of Conservation
- Division of Family Services
- Internal Revenue Service
- MU Alumni Association
- Newspaper, Television & Radio Media
- Webster Electric Foundation
- Marshfield Area Community Foundation

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Program Emphasis Areas – Webster County

- **Agricultural sustainability & land use education**
 - Soil & forage testing, crop production, pest control, direct marketing, Best Management Practices (BMPs), land use planning
- **Water quality & environmental stewardship**
 - Sewage & water treatment, energy conservation, indoor air quality, regulations
- **Youth development & 4-H programs**
 - Self-esteem, life skills, leadership, school enrichment programs
- **Family growth, health & nutrition issues**
 - Family Nutrition Education Program (FNEP)
 - Master Gardeners, Farmers' Markets, AgrAbility Project
- **Small business & marketing**
 - Home-based businesses, value-added enterprises, SBDCs

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Services We Provide

- Soil testing
- Hay testing
- Food canner gauge testing
- Private pesticide applicator training
- Distance education test proctoring
- Plant and insect identification
- Plant disease diagnosis
- Meeting room rental (not-for-profit groups)

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Agricultural Sustainability

- Soil testing, crop production
- Fencing, watering systems
- Weed, insect, disease identification & control
- Forage production & management
- Crop damage from weather
- Farm leases, custom farming, tax issues
- Pesticide use, training, safety
- Building construction
- Soil & water management
- Technology (drones, computers)

Answers we provide help clients avoid poor decisions, save hundreds of thousands of dollars, increase farm profitability and efficiency, reduce crop damage, improve neighbor relations, and protect natural resources = **Grow the county economy.**


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Agricultural Challenges


- FAO predicts need to feed 9.6 billion people on planet by 2050
- Food production must increase by 70% by 2050, in spite of:
 - Limited availability of arable lands
 - Increasing need for fresh water
 - Agriculture consumes 70% of the world's fresh water supply
 - Impact of climate change affecting seasonal events in the life cycle of plant and animals.
- Future of agriculture = smart farming

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Agriculture




Conferences on latest agricultural topics



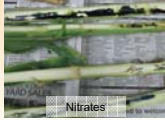
UAS (drones)



Media interview on hot hay



Spotted knapweed




Toxic plant management

Environmental Stewardship

- Water supply development, testing, protection
- Indoor air quality (asbestos, mold, radon, CO, lead)
- Energy conservation and alternatives
- Fuel cost comparisons
- Geology, sinkholes, land use
- Composting, recycling
- Hazardous materials use, disposal
- Laws and regulations




Environmental Stewardship



Little or no pollution problems, may be priority shared
 Periodic, high water pollution potential
 Limestone deposits may provide high pollution potential
 Little or no use in which to locate absorption field



Developing water supplies



Solving pollution problems



Mold control



Plugging abandoned wells



Webster County land practices influence 6 Missouri watersheds

Youth Development & 4-H

- 4-H is part of University of Missouri Extension
- The world's largest youth-serving organization
- Objectives of the program
 - Develop positive self-esteem
 - Develop leadership skills
 - Develop decision-making skills
 - Learn citizenship and practical life skills
- 4-H clubs
 - Members, club leaders, project leaders
- School enrichment programs
 - Hatching Chicks in the Classroom



Youth Development & 4-H



Youth learn life skills at Dairy Cow Camp



Participation in trips and national conferences



Learning about poison look-alikes



Embryology projects

Family Growth, Health & Nutrition

- Stay Strong Stay Healthy
- Building Strong Families
- Basic Parenting
- Building Better Child Care
- Tackling the Tough Skills
- A Matter of Balance (aging)
- Chronic disease management
- Family financial management
- Food preservation

- Food production systems (gardens, greenhouses, high tunnels, hydroponics, etc.)
- Fruit and vegetable production & marketing (organic, conventional)
- Tree, lawn and flower care
- Weed, insect, disease identification & control
- Poisonous plants
- Pesticide selection, use



Family Growth, Health & Nutrition



Health and safety fairs



Chronic disease management classes



FNEP in schools and pantries



Food canner gauge testing



Master Gardener Program

Small Business & Marketing

- Starting a Business: The First Steps
- The Basics of Writing a Business Plan
- Successful Social Media Marketing
- Introduction to QuickBooks®
- Understanding Financial Statements
- How to Control Cash Flow
- Strategic Planning Tic-Tac-Toe
- Predicting Future Cash Needs
- Employment: Careers & Advancement
- FastTrac NewVenture
- What the Affordable Care Act Means for Businesses

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Small Business & Marketing



<http://missouribusiness.net/>



Produce auctions & farmers' markets

Webster County MU Extension Educational Outreach for 2016

- 10,196 individual requests for help answered
- \$ 428,485 estimated market value of consultation services
- 7,839 people involved in group educational activities
- 3,312,100 people reached through regional media
- 4,963,300 people reached through state & national media
- 107 MU guidesheets and 4-H publications distributed
- 41,289 copies of information and newsletters distributed
- 2,118,840 accesses were made to Extension Center's website
- 386,520 of those accesses were made to view presentations not attended
- 28 persons received pesticide applicator training
- 33 exams proctored for independent study students
- 253 persons from Webster County took continuing education courses through MU Extension
- 168 agricultural & horticultural soil samples tested
- 27 forage samples were tested on-site for toxic nitrate
- 16 drinking water samples were tested for minerals & NO₃
- 14 food canner pressure gauges tested; 7% were faulty
- 6,657 volunteer hours provided by 4-H leaders, Master Gardeners, and Extension Council members
- \$ 141,861 value of volunteer hours, at BLS \$21.31 per hour rate

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Giving Options to MU Extension

Current Gifts

- Cash
- Stock and Other Securities
- Real Estate
- Personal Property

Future Gifts

- Wills and Bequests
- Living Trusts
- Life Insurance
- Retirement Plans
- Certificate of Deposits

Life Income Gifts


- Charitable Gift Annuities
- Charitable Remainder Trusts
- Charitable Lead Trusts
- Life Estate Agreements
- Honor and Memorial Gifts





Questions??

Robert A. (Bob) Schultheis
 Natural Resource Engineering Specialist
 Webster County Extension Center
 800 S. Marshall St.
 Marshfield, MO 65706
 Voice: 417-859-2044
 Fax: 417-468-2086
 E-mail: schultheisr@missouri.edu
 Web: extension.missouri.edu/webster



Program Complaint Information
 To file a program complaint you may contact any of the following:

University of Missouri

- MU Extension AA/EEO Office
 109 F. Whitten Hall, Columbia, MO 65211
- MU Human Resources Office
 130 Heinkel Bldg, Columbia, MO 65211

USDA

- Office of Civil Rights, Director
 Room 326-W, Whitten Building
 14th and Independence Ave., SW
 Washington, DC 20250-9410

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Budgeted Sources of Funding – FY2017

University general allocation	\$26,310,931	33%
Grants and contracts	22,039,462	28%
Federal funding	10,777,862	14%
Sales, services and fee revenues	7,098,847	8%
County council funds	5,994,193	7%
Local county appropriations	5,216,550	7%
Other	500,000	1%
Recovery of facilities and administrative costs	400,000	1%
Gift revenue	271,055	1%
	\$78,608,900	100%

Source: http://extension.missouri.edu/staff/fiscal/documents/budget/muext212_revised_062016.pdf

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Budgeted Expenditures by Program Area – FY2017

Human Environmental Sciences	\$18,168,310	23%
Agriculture and Natural Resources	13,257,378	17%
Local program support	11,915,057	14%
Continuing Education	10,405,035	13%
Business Development	7,700,789	10%
4-H Youth Development	6,732,586	9%
Statewide program support	4,436,438	6%
Community Development	3,583,168	5%
Administration	2,410,139	3%
	\$78,608,900	100%

90% of budget is invested in people

Source: http://extension.missouri.edu/staff/fiscal/documents/budget/muext212_revised_062016.pdf

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Webster County MU Extension Center Locations over the Years

- **1918-1941 Library Basement, Ph. #241**
 – Averaged 6 business calls per day
- **1941-1958 Courthouse Basement, SE Corner**
- **1958-1976 Federal Building, 2nd Floor**
- **1976-1977 Young's Shopping Center**
- **1977- Now 800 S. Marshall St. (next to City Hall)**
 – Now average 25-30 requests per day



July 27, 1976
 Groundbreaking for
 Webster County
 Extension Center



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Webster County MU Extension Milestones

- 1862 - Morrill Act creates land-grant university system to bring the benefits of higher education to all citizens
- 1895 - University of Missouri pioneers a Missouri Agricultural Extension Service
- 1913 - Missouri General Assembly first appropriates \$25,000 to support extension work
- 1914 - Smith-Lever Act establishes the Cooperative Extension Service nationally
- 1918 - First county agricultural agent employed in Webster County
- 1927 - 4-H program becomes part of Cooperative Extension
- 1936 - First home extension agent employed in Webster County
- 1947 - Balanced Farming Program started
- 1970 - Area Specialist system replaces County Agent system
- 1975 - Musk thistle weevil first released in state in Webster County
- 1976 - Groundbreaking for new Webster County Extension Center
- 1984 - Extension Center gets first computer
- 1999 - Extension Center designated "Frances L. Pringle Education Building"
- 2003 - Master Gardener Program started
- 2008 - Spotted knapweed weevils first released in Webster County

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