

## Monthly Report of MU Extension in JEFFERSON COUNTY: November/December 2019



# Extension

*University of Missouri*

### In November and December of 2019, the Office Support Assistants at the Jefferson County Extension Center:

- Received **149** phone calls, which included **7** information calls for county government.
- Greeted and supported **76** visitors to the MU Extension Center at 301 3<sup>rd</sup> Street, Hillsboro, MO.
- Added **13** new emails to the list for a total of **1182** working email addresses.
- For November MU Extension Facebook reached appx. **2,908** people through **35** posts. **752** people engaged with the post and we added **16** new page likes. 4-H Facebook reached appx. **791** people through **22** posts. **218** people engaged with the post and we added **10** new page likes.
- For December MU Extension Facebook reached appx. **2,888** people through **85** page views. **975** people engaged with the post and we added **8** new page likes. 4-H Facebook reached appx. **420** people through **43** page views. **53** people engaged with the post and we added **1** new page like.
- Processed **12** soil tests serving **251** agronomic acres and **7,120** horticultural sq. footage (lawn & gardens) and **3** hay tests.
- Distributed over **1,575** pieces of educational material by mail, workshop handouts and community literature racks.
- Sent out **2,331** E-newsletters, **1,159** Open House invitations, and **1,158** Extension Council Nomination reminder by e-mail.

The office closed at noon on Wednesday, November 27 and was closed Thursday and Friday, November 28 and 29 for the Thanksgiving holiday.

The office was closed due to weather on December 16 and December 17.

The office closed at noon on Tuesday, December 24 and was closed through January 1 for the holidays.

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### Mistti Ritter – County Engagement Specialist in Community Economic Development

- On Thur, Nov 7, I attended the Jefferson County Extension Council monthly meeting and the **annual holiday dinner** on Thurs, Dec 5<sup>th</sup> at Jilly's Café & Steakhouse in High Ridge, MO and supported oversight of financial and business proceedings that occurred in these months, to be reported and approved at the January 2020 meeting.
- The ballot for the **2020 Extension Council Election** is being prepared and the required announcement of candidates was posted in The Leader as prescribed by the *Missouri State Statutes* for the public election of county Extension Councils. There are currently **no candidates for District 1** (Fox/Windsor School Districts). Candidates can still be added to the ballot with a 25 signature petition through Jan 8<sup>th</sup>. To promote the need for candidates and MU Extension in general, Debi Kelly and I attended an **Arnold Rotary** meeting as guest of Circuit Clerk Mike Reuter, a meeting of Arnold/Imperial businesses per the guest of County Council Chair Charles Groetke. Extension programming in general as well as Extension Council leadership opportunities are promoted. Future activities like this will be identified.
- I served as a point of contact between the office of the Jefferson County Executive Dennis Gannon and county auditor, and the Jefferson County Council via Renee Reuter regarding the **2020 County Appropriations Request**. And worked with the extension council's budget committee and bookkeeper to accommodate the proposed reduced 2020 funding appropriation. The initial request as \$88,550 - an increase from \$84,700 in 2019 which was based on the increase of cost of benefits for county support staff. The County Executive's initial proposed reduced funding of \$71,000 was formally presented at the County Council's initial budget workshop held on Tue, Nov 12<sup>th</sup> and attended by myself, Melissa Scheer, Debi Kelly, Brenda King.
- **Two budget open houses** were hosted for stakeholders and those interested in how the budget reduction might impact MU Extension programming and support services in Jefferson County. 21 visitors and extension council members attended the first open house held Mon evening, Nov 25. And additional 6 people joined the group at the later held County Council meeting and spoke during the public comment portion of the budget hearing in support of MU Extension programming and services in Jefferson County. A proposed amendment returned the

appropriation back to the 2019 level of \$84,700. Eleven visitors and council members attended the second open house on December 9<sup>th</sup>, preceding the second budget-related County Council meeting where the budget with the amended amount was unanimously approved by the council. The additional **\$3,850 budget shortage for 2020** will be addressed during the 2020 calendar year.

- **Regularly scheduled replacement computers** for the faculty and staff of the Jefferson County Extension office have been proposed by the CES and forwarded to campus. The last round of computer upgrades occurred in early 2016 and these new computers will be expected to last 4 years and will be maintained/repared by campus with the exception of the Kathleen's computer which is the responsibility of the county to purchase and replace in case of breakage or malfunction. The **equipment reserve** of \$1500 was used to purchase a new computer and docking station for staff member Kathleen Firlie as well as an additional docking station for the board room usable with all new staff computers. An additional monitor was also purchased to replace the oldest monitor in the building which will no longer compatible with the newer systems docking stations. Cost for these items was \$23 over budget of that currently available in the equipment reserve line. The bookkeeper's computer system will be replaced with a new static tower system. *Note: FNEP educators are on a different replacement cycle.*
- Replacement computers & docking stations for faculty specialists Kelly, Scheer, and Ritter along with YPA Evans have been ordered. **A total of \$1159 in funding will be requested** in order to upgrade from the basic provided computer laptops to those with features similar to their current computer systems including touch screens.
- In December, campus technology department transitioned all **county websites** to a uniform page format. These changes are taking place in phases and the initial change which happened in early December included a new, **uniform front page** featuring a local photo which remains the Sandy Creek Covered Bridge. Additionally, there is a uniform statement regarding the identity, purpose and goals of MU Extension and a space which features the three most current events that are earmarked for promotion in the county. This included those in other counties and some state-wide events. These events are only those that use the CVENT registration system. This has created a concern about not being able to promote and prioritize local events that do not occur in the immediate future, nor those that do not use CVENT for registration. Office support staff and faculty are working with the campus website team to identify opportunities to customize the page as needed to promote specific local opportunities. **More changes** to the system are expected to occur later this winter. At this time, the upcoming Master Gardeners class and 4-H Embryology programs can now be accessed directly from the front page, but other events must be searched for through the events portal.
- **Registration for all programs is generally down** and at this time we do not have a way to determine if this is directly related to the info no longer being accessible throughout website, if it is because program registration is now primarily to occur online, or if this is just a lag from the holiday break.
- Additional **review of marketing opportunities** of Jefferson County Extension Programs is being analyzed. The cost of placing an advertisement in The Leader and a South St. Louis County paper to promote the upcoming Master Gardener class that will be hosted in Arnold at Jefferson College was priced and considered by the council. Additionally, the support staff are reviewing the use of the library and public publication racks, the use and expansion of the email distribution list as well as social media.
- On Dec 18, Mich Hancock, **100<sup>th</sup> Monkey Social Media** was invited by Phil Gebhardt to meet with specialists, council member Brenda King and Master Gardener officers to specifically consider how to better promote the Master Gardener classes using social media. Mich, who is a resident of Hillsboro is familiar with Extension through her work with the **Jefferson County Entrepreneurial Advisory Team** and the Entrepreneurial Dream Workshop . Mich advised growing social media connections through networking and marketing partnerships was a cost effective technique, but noted print advertising is still effective in certain circumstances.
- In December, a significant amount of time was dedicated to learning **end-of-year MU reporting** procedures that include use of the "*My Extension*" reporting system which helps translate faculty activity, impacts and outcomes to various reporting agencies including the USDA which allocates federal extension funding. These activities will continue through January and include preparations to produce the **2019 Annual Report**. Additional information is utilized by campus to report UM system goals and program-specific goals within each education departments (i.e. horticulture, youth development, community development, etc.)
- In December, I completed the first 6 credit hours toward my Doctorate in Education through UMSL's *Heritage Leadership, Sustainability & Social Justice* Learning Community cohort where most classes met collaboratively online on Wednesday evenings. My class schedule will remain the same in the spring of 2020 with the exception of a brief class trip to Alabama in mid-January where I plan us to vacation time to fully participate.

## Debi Kelly – Field Specialist in Horticulture

### NOVEMBER

#### Agriculture

-  Attended the Jefferson County Soil and Water Conservation District Board of Directors meeting.
-  Participated in the Missouri Beginning Farmers Program monthly zoom meeting.
-  Taught a session of the Soil Health Workshop held at the St. Charles County Extension Center.
-  Met with Karen Funkenbusch, PI of the Missouri Beginning Farmers Program to finish the first year reporting and begin planning the second year's plan of work.
-  Along with Kendra Graham, Field Specialist in Livestock, facilitated a Missouri Beginning Farmers Program event titled "Pastured Poultry Workshop". The group decided to meet at least once a month.

#### Horticulture

-  Participated in the 2020 'Plan of Work' for Plant Health and Production - Program Area Zoom Meeting.
-  Attended the Volunteer Engagement Program Zoom Meeting with the topic of the Garden and Grow Program.
-  Participated in a 4-week In-Service Training via Zoom on Blueberry Production offered by the University of Arkansas via the Southern Region Small Fruit Consortium.
-  Attended and gave an update on the Statewide Missouri Master Gardener Program at the Jefferson County Master Gardener Chapter Meeting.
-  Attended the Metro Food Team Meeting in Columbia. The team is planning its strategic efforts for the new team to be named "Local Food Systems Team".
-  Participated in the Food Regulations for Selling Local Foods In-Service Education in Jefferson City.
-  Met with Tamra Reall, Field Specialist in Horticulture and Justin Keay, Field Specialist in Horticulture at the St. Louis County Extension Office to provide guidance in how to complete the MyExtension Reporting and MyVita.
-  Participated in the Great Plains Growers Conference Planning Committee Zoom Meeting.
-  Met via zoom with the leaders of the MoEATS Program to determine if this would be a good program to offer in Jefferson County.

#### Other

-  Met with the Jefferson County Extension Council's Budget Committee along with Mistti Ritter and Melissa Scheer.
-  Attended the Jefferson County Extension Council Monthly Meeting.
-  Participated in the Office Staff Meeting.
-  Participated in the Regional Staff Meeting.
-  Attended the Jefferson County Extension Office Open House and then the Jefferson County Council Meeting.

### DECEMBER

#### Agriculture

-  Attended the Jefferson County Soil and Water Conservation District Board of Directors meeting.
-  Attended the Jefferson County Soil and Water Conservation District Board of Directors and Missouri Department of Natural Resources auditors to hear the results of the 2019 audit for the Jefferson County SWCD.
-  Participated in the USDA – National Institute of Food and Agriculture's Small Business Innovation Research for Small and Medium Sized Farms Grant Panel Zoom Meeting.

#### Horticulture

-  Co-taught the Volunteer Engagement Program Zoom Meeting with the topic of the Volunteer Location Site Applications and Reporting along with Tamra Reall, Field Specialist in Horticulture in Jackson County.
-  Participated in the Know Your Cost to Grow facilitator meeting via zoom. This Oregon State University/Oregon Tilth hybrid course is being beta tested across the country. Jefferson County is one of twenty locations across the US.
-  Participated in the USDA – Agriculture Marketing Service's Specialty Crop Multi-State Grant Review Panel.
-  Attended the Local Food System Team Zoom meeting.
-  Participated in the Great Plains Growers Conference Planning Committee Zoom Meeting. The conference will be held Jan 9-11, 2020 in St. Joseph MO.

#### Other

-  Attended the Jefferson County Extension Council Holiday Dinner and Meeting.
-  Participated in the Regional Staff Meeting.
-  Attended the Jefferson County Extension Office Open House and then the Jefferson County Council Meeting.
-  Completed my reporting for the year in MyExtension and completed my PIVOT, the plan of work for 2020.
-  Attended the Imperial Business Club's Breakfast meeting w/ Mistti Ritter, invited by Charles Groeteke, County Council.
-  Attended the Arnold Rotary Club's Luncheon w/ Mistti Ritter, invited by Mike Reuter, County Circuit Clerk.
-  Attended a meeting on social media marketing along with Mistti Ritter, Melissa Scheer, Kathleen Firle, Phil and Mary Ann Gebhardt, Linda and Paul Klossner to learn more about how best to promote our extension events and office.

## Melissa Scheer – 4-H Youth Development Specialist

In November and December, Melissa worked the following:

- ✿ Joyce Evans has jumped in with both feet and has been doing a great job learning and beginning her work. I have supported her in learning the ropes of planning 4-H programs, using curriculum and meeting community partners. Her report speaks for itself. I am continuing to work towards supporting the current grant and partnership and thinking of continuing in the future.
- ✿ 4-H Enrollment is continuing – Kathleen, Jody and Joyce have been learning various parts of the enrollment system so that we can help customers enroll and communicate with them using the system. To date we have 69 enrollments of youth and volunteers.
- ✿ 4-H Banquet was November 8! Youth and parents were awarded a variety of awards and recognition. Thank you to Paul and Linda Klousner and Brenda King for attending from the extension council.
- ✿ Healthy Habits Training for Teens (12/16 – snowed out!) We were prepared to teach teens to lead youth in Healthy Habits programming and then we had a snow day! This will be rescheduled.
- ✿ Jefferson College partnership meeting (11/19) – Joyce and I met with administrators at Jefferson College and gave an update about her programming so far. We are continuing to plan for the future and are excited about the partnership!
- ✿ 4-H Council Meeting (11/21) – the 4-H Council officers planned upcoming events and meetings. Instead of regular meetings they are coordinating their schedules so that they can attend.
- ✿ 4-H 101 Planning – I am again on the training team for new to 4-H staff. We met in Columbia (11/25), and on line (12/9) and are planning a 3-day training for 25 staff who are new to 4-H.
- ✿ Regional PIVOT training for YPAs (12/3) – I worked to learn the new reporting/evaluation system and then teach it to Cornita Robinson and Joyce Evans.
- ✿ State 4-H Innovation Team Chair (12/4, Columbia) – I am the chairperson for the state 4-H Innovation Team. We are planning to ask for funding to support and recognize 4-H colleagues who want to create innovative 4-H programs.
- ✿ Hillsboro Christmas Parade I provided support to the Dreamcatcher's 4-H Club in terms of marketing materials and candy. The parade was on 12/14, Wendy Miller was the point person for risk management.
- ✿ We have had some sad news in 4-H this season. Amanda Belcher, 4-H Alumni of Ace Bronco Bunch Club was killed in a car accident the week before Christmas. Tasha Lopretta, 4-H Alumni of Pro-Farmers was badly injured in a car wreck in early December and will have a very long road to recovery.
- ✿ I attended meetings (on computer unless otherwise stated): County staff meeting (11/12, Hillsboro), MyVita evaluation system (11/12, 11/26), Youth and Families (11/18), Urban East 4-H Staff (11/19, St. Louis), Youth Experiencing Homelessness (11/20, 12/18), 4-H Planning and Reporting (11/21), County Budget meeting (11/19, Hillsboro), Open House and County Govt. Meeting (11/25, Hillsboro), National Access Equity and Belonging in 4-H (12/3), CYFAR Youth Futures (12/6), State 4-H Team Meeting (12/12), County 4HOnline Training (12/12), 4-H Evaluation Advisory Committee (12/13), 4-H Professional Development Team Meeting (12/16), Regional Live Stream (12/17), Marketing Meeting with Mich Hancock (12/18, Hillsboro), Global Education Committee (12/19) and I had 14 days out of the office for vacation/holiday/snow.

## Joyce Evans – Youth Program Associate

In November, Joyce did the following:

- ✿ I have worked towards the goal of getting caught up with all things Jefferson County 4-H.
- ✿ I have begun to learn about the specifics of the Youth Futures Program.
- ✿ Created a sign in sheet for the Bridges Youth Futures classes.
- ✿ I attended the 4-H banquet. I helped set up and manned the sign in sheet table. (11/7/19)
- ✿ Continued to promote the new 4-H Spin club, Scrap my Future. It will meet on Tuesday's, on December 10<sup>th</sup> from 6:00 pm to 8:00 pm. The focus is career research and then scrapbook their favorite career. We are looking for volunteers of people in photography and other careers to be speakers at these meetings.
- ✿ Continuing to procure supplies for the Scrap Your Futures Club.
- ✿ I researched various curriculums that will be used in the Youth Futures program. I continue to fill out the CYFAR Youth Futures Program Plan.
- ✿ I went to Bridges, Fox High School Alternative High School and had students fill out the 4-H enrollment forms.
- ✿ While at Bridges I taught the students about Learning Styles. We discussed that there are 3 primary ones and did a making airplanes activity to help them learn what style they are.
- ✿ Created a flyer for the upcoming Bridges Family Dinner.

In December, Joyce did the following:

- ✿ I continue to work towards getting caught up with all things Jefferson County 4-H.
- ✿ I continue to learn the specifics of the Youth Futures Program and how to implement it into the Bridges lessons.
- ✿ At Bridges I taught career exploration and the Numbers team building activity on 12/3-4/2019.
- ✿ I attended the Extension Council Holiday party and meeting on 12/5/2019.
- ✿ I attended the Advocacy 101 Training put on by JCDPC and Jefferson County Health Department on 1/5/2019.
- ✿ The 4-H Spin club, Scrap my Future met, on December 10<sup>th</sup> from 6:00 pm to 8:00 pm. The focus is career research and then scrapbook "All About Me" including a page on their possible career choice.
- ✿ I continue to procure supplies for the Scrap Your Futures Club. The club will be held again in the spring of 2020.
- ✿ I filled out and sent for approval my PIVOT evaluation form.
- ✿ I researched various curriculums that will be used in the Youth Futures program. I continue to fill out the CYFAR Youth Futures Program Plan.
- ✿ I went to Bridges, Fox High School Alternative High School and had students fill out the CFAR Pre-Survey forms.
- ✿ While at Bridges I taught the students about general budgeting by doing The Bean Game.
- ✿ I attended New Hire Orientation Meeting in Columbia on 12/11/2019.
- ✿ I attended 4-H Team Meeting on 12/12/2019.
- ✿ I attended 4-H Online training on 12/12/2019.
- ✿ Passed out flyer for the upcoming Bridges Family Dinner.
- ✿ Reserved the room at the Arnold Ponderosa and paid for 20 dinner, the minimum. Homeless Youth Initiative is paying for the Bridges Family Dinner and class snacks.
- ✿ Sent in my memo report the Homeless Youth Initiative meeting on 12/13/2019.
- ✿ I attend the Regional Staff Meeting for Urban East 4-H faculty on 12/17/2019.
- ✿ Embroider the designs chosen by the 4-H members of the Urban East Region for the Missouri Quilt on 12/22-23/2019 and 1/2-3/ 2020.
- ✿ Winter Break December 25-January 1<sup>st</sup>.

## Family Nutrition Education Programs – FNEP

The Family Nutrition Education Programs (FNEP) are an important part of the University of Missouri Extension-bringing the latest nutrition information to low-income Missourians.

Current /Upcoming	Activity / Location / County	Description of Engagement and Impact to County
<b>Gidget Mudd, Nutrition Program Associate – November 2019</b>		
Current	Fun With Food and Fitness/Crystal City 1 <sup>st</sup> Grade	Nutrition
Current	Fun With Food and Fitness/Crystal City 2 <sup>nd</sup> Grade	Nutrition
Current	Adventures in Nutrition/Pevely Kg	Nutrition
Current	Fun With Food and Fitness/Vineland 1st Grade	Nutrition
Upcoming	Stay Healthy, Stay Strong with Leslie Bertsch at DeSoto Public Library	Nutrition and Physical Activity
Current	Kids In The Kitchen/Sunrise 6 <sup>th</sup> , 7 <sup>th</sup> and 8 <sup>th</sup> Grade	Nutrition and hands on cooking activities
Upcoming	Food Group Express/Pevely 2 <sup>nd</sup> Grade	Nutrition
Upcoming	Fun With Food and Fitness/Athena 1st Grade	Nutrition
Upcoming	Adventures in Nutrition/Athena Kindergarten	Nutrition
<b>Gidget Mudd, Nutrition Program Associate – Decemberr 2019</b>		
Current	Fun With Food and Fitness/Crystal City 1 <sup>st</sup> Grade	Nutrition
Current	Food Group Express/Crystal City 2 <sup>nd</sup> Grade	Nutrition
Current	Adventures in Nutrition/Pevely Kindergarten	Nutrition
Current	Fun With Food and Fitness/Vineland 1st Grade	Nutrition
Upcoming	Stay Healthy, Stay Strong with Leslie Bertsch at DeSoto Public Library	Nutrition and Physical Activity
Current	Kids In The Kitchen/Sunrise 6 <sup>th</sup> , 7 <sup>th</sup> and 8 <sup>th</sup> Grade	Nutrition and hands on cooking activities
Upcoming	Food Group Express/Pevely 2 <sup>nd</sup> Grade	Nutrition
Upcoming	Fun With Food and Fitness/Athena 1st Grade	Nutrition
Upcoming	Adventures in Nutrition/Athena Kindergarten	Nutrition
<b>Darla Wood, Nutrition Program Associate November 2019</b>		
Current	1 <sup>st</sup> Fun with Food & Fitness/Hillsboro R-3	✓
Current	2 <sup>nd</sup> Food Group Express/House Springs Elementary And Murphy Elementary	✓
Current	4 <sup>th</sup> Choosing Foods for Me/House Springs Elementary	✓
Current	Healthy Changes Workshop/Peace Pantry	✓
<b>Darla Wood, Nutrition Program Associate December 2019</b>		
Current	1 <sup>st</sup> Fun with Food and Fitness/Hillsboro Primary	✓
Current	4thChoosing the Food Groups/House Springs Elementary	✓
Current	2 <sup>nd</sup> Food Group Express/House Springs Elementary and Murphy Elementary	✓
Current	Healthy Changes/Cedar Hill Peace Pantry	✓