

UNIVERSITY OF MISSOURI
EXTENSION

2015
ANNUAL REPORT



STRENGTHENING COMMUNITY

A MESSAGE FROM THE VICE PROVOST

Throughout my extension career, individuals have asked me, “Who is served by University of Missouri Extension?” My response has always been an understandably simple one; “The people of Missouri.” In more recent years, the power of the Internet has provided an educational platform that allows MU Extension to reach well beyond the borders of Missouri.

While my answer has never changed and the expectations of Missourians are as great as ever, extension’s ability to deliver educational efforts that fulfill citizen expectations is challenging. Appropriated resources — provided by our historical federal and state partners — have been flat or declining in recent years.

In response, MU Extension has become more entrepreneurial. We are fulfilling our mission through increased grant and contract work, as well as through noncredit courses, publication sales and a range of educational offerings traditionally delivered at minimal or no cost to the user.

Our educational efforts might take place in a one-to-one teaching situation but are just as likely to take place in the community. The word community — in the context of extension — might take the form of place, interest or influence through third-party partnerships.

In this annual report, we are sharing just a few notable examples of the many ways that extension addresses its land-grant mission to people through community. Those educational experiences take place in every conceivable setting. Whether at a farm, business, neighborhood, community or more regional setting, we positively affect lives all across the state.

Please take a few moments and read about the positive outcomes and impacts that occur daily in Missourians’ lives. These outcomes are only possible with your support of your land-grant university and its extension efforts.



Tom Henderson
Interim vice provost and director

Thomas G. Henderson

Tom Henderson

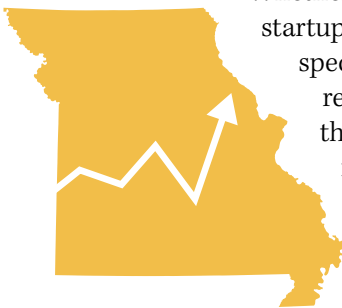
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WHY COMMUNITY?

Each year the annual report illustrates how the different units of University of Missouri Extension work together to fulfill the land-grant mission and serve the public good. This year, we highlight a common thread that runs through every program, initiative, curriculum and daily interaction — community.

Our efforts in every corner of the state all boil down to one thing: **they strengthen the communities they work with.** ▼



Whether assisting a municipal government, a startup business or a livestock operation, our specialists draw on a wealth of knowledge and research to help communities grow and thrive. MU Extension's development efforts in fiscal year 2015 strengthened local economies across Missouri through counseling and advising efforts, as well as face-to-face consultation.

9,088

jobs created or retained

\$166 million

in new financing secured

256

new organizations created

4,235

local, state and federal contracts won

\$6.43 million

in grant funding secured

\$303 million

total in contracts

\$224 million

in increased sales



Preschoolers learn about healthy food choices as part of the Family Nutrition Education Programs.

Extension strengthens communities by

improving the availability and quality of food grown by and for Missourians.

In both production and distribution, University of Missouri Extension has specialists and programs devoted to improving the systems that put food on shelves at the grocery store and on the table at home. Improving these systems improves not only the health and well-being of Missouri's consumers, but also the individuals and businesses that produce the fruits, vegetables, dairy and meat we eat every day.

Before Missouri beef sees the inside of a grocery store, the **Show-Me-Select Heifer Replacement Program** works with livestock producers to improve the quality of beef cattle herds. The heifer replacement program draws on the expertise of MU Extension specialists, veterinarians, beef producers and industry leaders to improve the quality of beef cattle herds across the state. Extension specialists apply the latest research in health, nutrition and reproductive science to ensure Missouri continues to be a national leader in providing a steady supply of quality beef.

Neighborhoods across the state now have better access to supermarkets due to the work of **Stock Healthy, Shop Healthy**, a



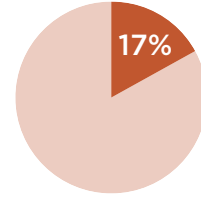
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On June 2, 2015, the FDA released the final rule of its **Veterinary Feed Directive**, marking a shift in how antibiotics should be administered to livestock. The FDA is trying to phase out the use of antibiotics for production purposes, such as feed efficiency, and increase veterinary oversight. The rule affects many of Missouri's 55,000 livestock operations, which is why **Veterinary Medical Extension and Continuing Education** specialists have been meeting with producers statewide ahead of the December 2016 deadline to educate them on how the changes might affect their operation.

program that enables communities to work with small food retailers to make healthy foods available where they were previously scarce or entirely unavailable. Stock Healthy, Shop Healthy also educates the community about making healthy food choices and where they might be available at a supermarket. With better access to a supermarket stocked with healthy, affordable foods, people rely less on fast-food restaurants or corner stores to feed their family. When this program began, it focused on a single urban neighborhood in need of better food choices. Today, it has expanded statewide to improve the economic and social fabric of rural and urban communities alike.

Both programs address the same complex societal issue. That is, how do you ensure all Missourians have access to healthy food, regardless of income or location? The programs' methods differ, but their goals are the same: improve Missouri's food production and distribution systems to ensure every community, large and small, has access to healthy food options.

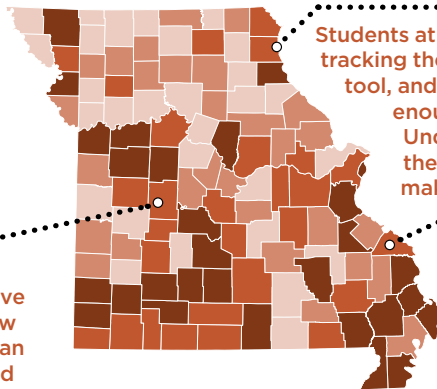
But making healthy options available and helping people make healthy food choices are different challenges. It can be especially difficult for low-income populations, so the MU Extension **Family Nutrition Education Programs (FNEP)** work in every county of the state to reach all age groups with programs tailored to their needs. Extension nutrition specialists go into schools and adult education centers to educate people of all ages, all across Missouri.



A recent USDA report estimates that 17 percent of the U.S. population have limited access to a supermarket, meaning they live more than a half-mile from the closest supermarket in urban areas. Low-income and elderly people typically have the least access to healthy foods.

FNEP CONTACTS BY COUNTY

- 0 - 870
- 871 - 1422
- 1423 - 2703
- 2704 - 9230



On the last day of the Eating Smart Being Active curriculum at the Warsaw Senior Center, one woman said she and her husband hated dieting and never did well at it. Instead, they changed how they ate according to what they learned in the program to help them lose weight, despite not being on a diet.

Students at Canton High School have been tracking their food intake using the MyPlate online tool, and many found they were not eating enough fruits, whole grains and vegetables. Under the guidance of an FNEP specialist, they learned how to use the website to make healthier food choices.

At Perryville Middle School, students made healthy wraps with new ingredients, such as radishes and avocados, as part of an in-school nutrition education activity. Many balked at the ingredients but were asked to try a bite before removing anything they didn't like. Students admitted to enjoying the wraps and said they look forward to trying new foods.

🏠 **FNEP specialists have hundreds of anecdotes like these from parents, teachers, relatives and participants all over the state.** Extension is involved at both ends of the spectrum; helping operations produce quality food and ensuring it is available for all Missourians, no matter where they live.

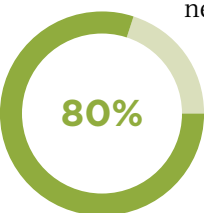


An instructor enters MU FRTI's new mobile grain engulfment rescue training simulator.

Extension strengthens communities by
**helping them account for
 unseen factors affecting their
 environment and preparing
 for unforeseen disasters.**

Many take for granted that water from the faucet is clean and safe, or that the lights come on when you flip a switch. Water can be difficult to clean up once it has been contaminated — think of an oil spill — so prevention is key. Missouri is one of the leading states in the nation in agricultural production, and agricultural runoff is a major concern.

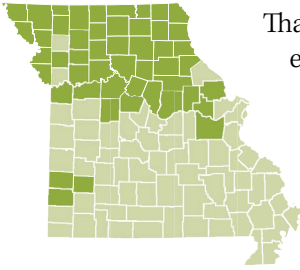
Missouri corn farmers are better acquainted with the issue of runoff than most. **▼ Atrazine is an herbicide used on more than 80 percent of Missouri's corn acres each year.** As herbicides go, it's one of the most affordable for what it does at \$12 per acre; the next best, equally effective alternative costs \$34 per acre. If atrazine levels exceed a certain threshold in the water supply, the Environmental Protection Agency can level sanctions against the offending areas that include limiting or prohibiting use of atrazine, which would force farmers to turn to



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Disaster resilience is often underappreciated in terms of its value to a community. Communities see a greater return on investments made in disaster mitigation and preparedness, which ultimately reduce expenses from disaster damage and recovery. A study by FEMA concluded that for every dollar spent on disaster mitigation measures, communities save four times as much on disaster relief and response.

more expensive alternatives. At that point, atrazine becomes as much of a financial concern for farmers as an environmental one.



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Bob Broz and a team of specialists held classes in **49 counties**, focusing on areas where atrazine runoff could threaten crucial drinking water reservoirs and areas with the heaviest claypan soils where runoff is a common issue. Their classes have reached **1,320 producers** responsible for more than **1 million acres**.

That's where Bob Broz, an agricultural engineering extension specialist, comes in. Through a combination of education and on-farm demonstrations, Broz worked with producers responsible for nearly a third of Missouri's corn acres to contain atrazine runoff. **◀ Broz focused his efforts in the northeast and north central parts of the state, where heavy claypan soils are most prevalent and there are several public drinking water reservoirs.** Farmers benefit from continued use of a low-cost herbicide and nearby communities benefit from continued access to a clean and safe water supply.

Resilient communities also take into account that not all disasters can be prevented, but damage can be mitigated with preparation. MU Extension has several programs that help ensure emergency personnel statewide are capable of responding to disasters of all kinds — from fires and floods to drought and disease.

The **MU Fire and Rescue Training Institute (FRTI)** has provided training for first responders for more than 80 years on handling disaster situations and routine rescue operations. Just this year, the institute added a mobile grain bin simulator to train first responders around the state how to rescue farmers from flowing grain entrapment. Mobile training like this is crucial to properly equipping Missouri's first responders, most of whom are volunteers.

About four of every five firefighters in Missouri are volunteers, which is why FRTI holds classes in all 114 counties. These volunteers often lack the time and resources to travel across the state for training. "We need to be able to reach those volunteers in their communities; where they work and live," said Dave Hedrick, director of FRTI.

FRTI is just part of the community safety net supported by extension programs, which includes programs that train law enforcement and medical personnel, as well as proactive development efforts, to build resilience in the face of unforeseen disasters. Each program addresses a different aspect of disaster preparation, response and recovery to create a safety net for communities across the state.



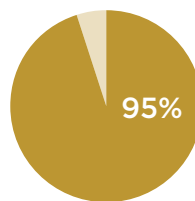
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In addition to runoff from farming operations, runoff from livestock operations can also cause water quality issues for nearby communities. The volume of manure generated by a livestock operation could create an environmental hazard, so the question becomes, "What do you do with all of it?" One extension specialist is working on turning that waste into a source of renewable energy. Using technology called an anaerobic digester, bacteria break down manure in an oxygen-free tank to create biogas that's harvested to be used as fuel to generate electricity or heat water.



Extension strengthens communities by
fostering economic development, educating and empowering local leaders, and improving civic participation.

MU Extension has helped communities — large and small, urban and rural — deal with lingering effects of the 2008 recession, such as the shifting demands of a modern workforce and a growing dearth of experienced management. Through a variety of development and education efforts, extension specialists work every day in every county of the state to prepare Missourians to join, thrive and advance in the modern workforce.

Demographics are shifting in the modern workforce as baby boomers begin to retire. Coupled with a state economy on the rise and a burgeoning technology sector, Missouri businesses face new challenges in the labor market. Extension specialists in the **Business Development Program** work with employment boards, banks, chambers of commerce and other development



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The National Association of Counties conducted a survey of 3,069 counties across the United States, taking into account annual unemployment rates, economic output and median home prices. It found that 95 percent of county economies have not yet fully recovered to their pre-recession levels.

organizations. In fiscal year 2015, they have helped Missouri businesses create or retain more than 3,200 jobs and helped start 213 new businesses.

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Bunch provided market research, business planning expertise and help with digital marketing, financial projections and management duties. There are specialists like Bunch all across Missouri, helping would-be entrepreneurs realize their vision and start new businesses. Entrepreneurs and business owners seek out MU Extension development specialists for their expertise to help grow and expand their business.

One of those new businesses, EnCircle Technologies, was founded under the guidance of Collin Bunch, a specialist from the **Small Business and Technology Development Center** in Columbia. Teri Walden and Becky Llorens started EnCircle to help autistic young adults with job training to join the workforce in the technology industry. **“It was really helpful for us to find somebody like Collin who knows the business side of things,” Walden said.**

Just as businesses turn to MU Extension, local communities turn to the **Community Development Program** for guidance and support. The program has a statewide network of specialists that advise and partner with local leaders to build resilient, sustainable communities.

Take Fredericktown, for example; a small community in the Ozark foothills. Many rural Missouri fire departments, like the one serving Fredericktown, depend heavily on volunteers for both firefighting and search-and-rescue. However, volunteer forces lack some of the resources available to traditional firehouses. Extension specialist Frank Wideman sought to make some of these resources available to his community using a tool found in many modern cellphones and cars: GPS technology.

Wideman employed the help of a local Boy Scout troop to map the town’s nearly 300 fire hydrants, then trained Fredericktown first responders on how to use GPS technology to locate those hydrants when dispatched. Knowing the exact locations of nearby fire hydrants helped Fredericktown volunteer firefighters cut response times. Using existing infrastructure and readily available tools, Wideman helped make Fredericktown more resilient in the face of disaster at relatively little cost to the community.

Whether helping Missourians start new ventures or using existing infrastructure and resources to build community resilience, MU Extension specialists work throughout the state to improve conditions for individuals, businesses and communities and give them every opportunity to grow and succeed.



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The St. Louis Storytelling Festival has been a mainstay in the region for more than 36 years, but its 36th outing was almost its last. The festival would have ended for lack of financial support but for the partnership formed with MU Extension, which helped make the 2015 Storytelling Festival one of the largest to date with more than 12,000 area schoolchildren in attendance.

**“The St. Louis Storytelling Festival lays the foundation for 21st century learning.”
—Lee Ann Woolery,
MU Extension community arts specialist**

By partnering with local stakeholders — such as schools, libraries, museums and community groups — the festival provides experiential learning opportunities to help schoolchildren learn about history, other cultures and conservation, among other topics.

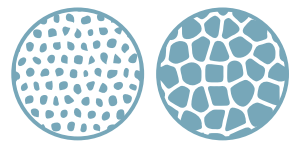


Thanks to Missouri AgrAbility, Chris Allen is once again able to work the land on his farm.

Extension strengthens communities by
improving public health standards and expanding access to new, up-to-date health care practices.

As with your own health, maintaining the health of a community takes a combination of preventive and responsive measures. A community should have the means to respond to health concerns — such as trained emergency responders and properly equipped care facilities — and take proactive measures to prevent or reduce the incidence of health concerns.

In the past five years, aging baby boomers have made Missourians age 60 and older the fastest growing age group in the state. As baby boomers approach retirement age, more of them are seeking care in hospitals and other care facilities. There's a gap between the supply of dedicated, experienced nurses and the demand for their services in hospitals and long-term care settings. MU Extension's **Nursing Outreach** program is working to close that gap and ensure Missouri's seniors get the care they need.



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Bone density and fall prevention are major concerns for the elderly, and being proactive is much more effective and less costly than dealing with these issues after the fact. **Stay Strong, Stay Healthy** is an eight-week strength training program tailored to the needs of older adults, regardless of fitness level, to increase bone density and build muscle to reduce the likelihood of a fall.

True to the land-grant mission of MU Extension, Nursing Outreach is dedicated to bringing resources available in the MU School of Nursing to resident nurses across the state and beyond. In addition to conferences and classes aimed at improving leadership, Nursing Outreach offers online learning opportunities to reach those who cannot attend programs in person.

Nursing Outreach partnered with the Missouri Department of Health and Senior Services to create the Enhanced Leadership Development Academy. The academy focuses on improving leadership skills and decreasing turnover, which can be a major problem in long-term care facilities. By improving participants' leadership skills in the workplace, the academy improves retention of these professionals and makes them invaluable resources at their care facilities. In addition to improving senior care, Nursing Outreach has other programs aimed at improving standards at hospitals and other care facilities across the state.

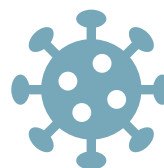
Whereas programs like those conducted by Nursing Outreach take a broader view of health across the state, **Missouri AgrAbility** focuses specifically on helping farmers, veterans and others with disabilities return to and thrive in agriculture, employment and rural life. With input from doctors, physical therapists, agriculture specialists and experts in assistive technology, AgrAbility helps people overcome injuries or disabilities to get back to what they love.

In Shelby County, a farmer named Chris Allen suffered a brain aneurysm that resulted in a stroke. Routine tasks such as walking the fence line or using a tape measure became tiring and difficult for him. When Allen was laid up in a St. Louis hospital bed needing to focus on his recovery, he said he couldn't help being nagged by thoughts of crops sitting untended in his fields. That's when AgrAbility got involved.

“I knew I needed to get home and get ready for harvest. The truth of the matter is at that time I couldn't have done anything. Physically and mentally, I wasn't up to it.”
—Chris Allen, farmer

With rehabilitation and help from AgrAbility, he learned how to use assistive devices and to rely on technology for tasks that would otherwise have been too taxing for him to do on his own. Now he doesn't tire as easily while going about the day-to-day tasks of operating and maintaining his farm.

Public health maintenance is a complex and multifaceted societal issue. However, MU Extension has the expertise and resources necessary to address public health generally with preventive measures and specifically with targeted, responsive programs.



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A survey of acute care facilities by the Centers for Disease Control revealed that 1 in 25 patients will suffer from a healthcare-associated infection (HAI), or infections contracted in health care settings. HAIs can be deadly to vulnerable populations, such as the young and the elderly. With support from the Missouri Department of Health and Senior Services, **Nursing Outreach** educates health care professionals on best practices to minimize the threat of HAIs in ambulatory care and long-term care settings, such as doctors' offices and assisted-living facilities.



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The **Family Nutrition Education Programs** encompass a host of programs and initiatives that educate Missourians on the value of good nutrition and healthy food choices. MU Extension specialists regularly visit school classrooms and adult education facilities across the state to offer these educational opportunities.



The 2015 Youth Futures conference attendees take a break to pose for a class photo.

Extension strengthens communities by
improving the standard of education and expanding access across the state.

MU Extension draws on the body of research and knowledge created by the state's flagship university to extend educational opportunities to every corner of the state. Education is the central idea behind the original act of Congress that created land-grant universities more than a century ago. Nearly everything extension does is an educational endeavor, whether that means giving young people their first glimpse into a career in a science, technology, engineering and math (STEM) field or providing training opportunities to keep Missouri's workforce up-to-date on the latest practices in their industry.

For more than a century, MU Extension has enriched school education with a variety of 4-H clubs, programs and activities. Programs have evolved with the times to respond to new challenges, such as the growing demand for STEM professions. **Missouri 4-H** provided STEM education opportunities for more than 62,000 students in 2015. Those efforts reached children in the classroom, at national competitions, on farms and even on the university campus.



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The average age of a farmer in Missouri is 56, meaning the state is on the verge of a significant transfer of farm ownership as the current generation nears retirement. MU Extension specialists developed a curriculum called **Your Farm, Your Business, Your Future** to educate farm owners how to manage and plan an estate to ensure a smooth transition to the next generation of farmers.

The annual Dairy Cow Camp is one such farm excursion that allows schoolchildren to explore careers in the dairy industry. “I love watching kids learn and grow, especially in agriculture,” said Gabrianna Gardner, a Cow Camp volunteer and former participant. “We need more kids in agriculture because agriculture is our future.” Gardner added that the camp helps pass the baton to young people who will become the next generation of farmers.



Extension’s commitment to expanding educational opportunities extends well beyond grade school, too. The **4-H Youth Futures** program helps make college an attainable goal for underserved young people by providing a dedicated adult mentor and on-campus experiences. 4-H continues to demonstrate commitment not only to helping young people while they’re in the program, but ensuring they have the tools they need to succeed after they have moved on to higher education.

Before the program, nearly half of participants were uncertain about going to college. **After participating in Youth Futures, participants reported outstanding results.** In the words of one participant, “Youth Futures is the reason I’m in college today. I don’t know where I would have been without it. I just would not have known what to do or who I could be today.”



94 percent now plan to pursue a college degree after high school



87 percent learned where to find financial assistance for college



93 percent learned who to consult for help applying to colleges



97 percent now have a firmer understanding of how to get to college

In the same way 4-H gives young people tools and resources to explore future careers, other MU Extension programs offer those in the workforce opportunities for professional growth and development. Each program, initiative and project discussed in this report are the result of research and work conducted by MU Extension faculty, staff and specialists. But at the core of all of those programs, initiatives and projects is the idea that Missourians need not come to campus to benefit from that research.

Programs such as Nursing Outreach and MU FRTI; initiatives such as Frank Wideman’s in Fredericktown to map local fire hydrants; and projects such as Bob Broz’s atrazine runoff prevention — when it comes down to it, these are all educational efforts. Each in its own way exemplifies how MU Extension honors its land-grant mission.



The **4-H Youth Futures** program won a \$660,000 grant from the USDA this year to expand staff and resources to St. Louis and Jefferson counties, with an emphasis in Jefferson on homeless young people. The grant also allows the program to expand to reach more young people this year. There are plans to expand further still when Missouri 4-H reapplies for the grant next year.



Each summer, middle and high schoolers from around Missouri descend on the university for **Summers @ Mizzou**, a five-day camp that gives students a chance to learn from some of the leading researchers on campus in an atmosphere that promotes creativity, imagination and innovation. Students have had opportunities to learn about building a business, filmmaking, careers in health care and, recently, exploring the arts as a means of understanding and communicating the complexity of science.

MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY

Missouri S&T's Office of **Technology Transfer and Economic Development** (TTED) is well positioned to help grow Missouri's economy by advancing technology commercialization, encouraging entrepreneurship and facilitating business opportunities. TTED hosts a Small Business and Technology Development Center (SBTDC) to provide aspiring entrepreneurs and small business owners with training and counseling.

Longtime friends and SBTDC clients Josh Stacy and Josh Goodridge created Public House Brewing Company in 2010. Given the warm reception of the beers it produced, Public House Brewing entered into a partnership with St. James Winery to distribute its beers to a growing customer base. The partners built a 10,000 square foot facility in St. James, Mo., just over a year ago to boost production for wholesale distribution. From local production and distribution in St. James, Public House beers are now available throughout Missouri, as well as Illinois and Arkansas.

Missouri S&T's Technology Development Center in Innovation Park is home to a number

of entrepreneurs, early-stage companies and the campus offices of Boeing and Garmin, which creates invaluable educational work experiences for students to continue co-op and intern experiences after they return to campus.

TTED was able to offer the Entrepreneurial Internship and Cooperative Education Program for a second year. This program is an innovative experiential learning opportunity that provides funding for Missouri S&T students to pursue an entrepreneurial venture full-time under the guidance of mentors for up to four months.

The Technology Transfer Office had a record-setting year with 44 invention disclosures, 44 U.S. and foreign patents applications and nine license and option agreements. The current license and option agreements generated an all-time high of \$483,000 in income for the university. This year, the university secured 31 new patents, one of which was issued jointly with Case Western Reserve University on a new class of chemical compounds that hold promise for the treatment of traumatic brain injuries and a potential treatment to slow the progression of Alzheimer's disease.



Joel Burken, an engineering professor, and students work in the Baker Greenhouse, where researchers explore environmental issues, plant sciences and issues of sustainability.

UNIVERSITY OF MISSOURI-KANSAS CITY

UMKC works with MU Extension through two primary units: the **Institute for Human Development** (IHD) and the **Innovation Center**. These partnerships reach into the community and build the capacity of individuals and organizations. The IHD serves as the primary liaison between MU Extension and UMKC.

This year, efforts included a focus on making community organizations more inclusive for underserved young people. The IHD partnered with several community organizations, such as with the YMCA in recruitment efforts to help program staff build capacity and develop skills to include underserved young people and those with disabilities in their programming, such as the six-week Self-Determination Academy piloted this year. The IHD also runs Alianzas, a program that helps MU Extension and its partners recognize and respond to challenges faced by Hispanic and Latino groups. This year, Alianzas expanded its monthly newsletter to a bilingual format and coordinated bilingual



workshops to educate families on health issues and opportunities.

The Innovation Center works with the community to spark entrepreneurial efforts in the Midwest and across the country. The center hosts programs that help emerging and existing business owners hone business basics, evaluate commercialization opportunities and harness the right resources. This year, the Innovation Center partner programs helped create 947 new jobs and 57 new startups.

UNIVERSITY OF MISSOURI-ST. LOUIS

UMSL has worked with MU Extension through the Community Partnership Project for the past several years and this year launched a new community-building initiative called **Creating Whole Communities** (CWC). This initiative draws on MU Extension's expertise in research, organizational capacity-building, leadership development and community development throughout the St. Louis region.

CWC continued the successful What's Brewing? breakfast series that brings together faculty, community leaders and neighbors from across the region to discuss urban issues and highlight community revitalization success stories in St. Louis. CWC also co-sponsored forums and local conferences on community

development issues such as capacity-building for neighborhood associations, transportation-oriented development, youth involvement, and approaches to inclusive city leadership. This year, CWC partnered with neighborhood leaders and service providers to develop a survey to document community assets and assess levels of social capital across six neighborhoods.

The annual Neighborhood Leadership Academy formally recognized 21 leaders from across the St. Louis region for excellence in developing and sustaining leadership, creating and implementing community improvement initiatives, and managing community-building organizations.

**SUMMARY OF CONTINUING EDUCATION NONCREDIT ACTIVITIES
FY 2015**

Continuing education unit	Number of activities	Attendance total	Individual hours of instruction	Student FTE
Continuing Medical Education	1,678	23,452	2,405	216.7
Fire and Rescue Training Institute	605	12,592	9,118	508.6
Labor Education	38	891	351	25.6
Law Enforcement Training Institute	76	1,253	3,507	244.6
Missouri Training Institute	485	12,359	1,802	117.0
MU Nursing Outreach	61	1,821	443	44.4
Osher Lifelong Learning Institute	90	1,620	899	52.5
Veterinary Medical Extension and Continuing Education	0	0	0	0.0
MU Conference Office*				
4-H Youth Development	2	402	112	58.1
Agriculture, Food and Natural Resources	15	4,766	288	204.6
Agriculture, Food and Natural Resources Extension	1	31	20	2.8
Arts and Science	3	580	54	65.7
Business Development Extension	1	74	14	4.6
Community Development Extension	1	151	3	1.5
Education	1	362	19	29.8
Engineering	5	413	118	21.9
Human Environmental Sciences Extension	3	445	55	29.1
Journalism	1	1,035	5	17.3
MU Administration	10	3,650	159	335.2
MU Extension	6	1,893	54	66.1
Veterinary Medicine	1	65	12	3.0
Conference Office hosted	13	6,187	257	477.5
Conference Office totals	63	20,054	1,170	1,317.2
TOTALS	3,096	74,042	19,695	2,526.6

This table includes noncredit activities reported through MU continuing education units and does not include contacts by cooperative extension specialists.

* Two other MU Conference Office activities with attendance totaling 1,704 have been distributed among their related academic areas and are represented in the MU Extension unit totals in this table.

OSHER AT MIZZOU STRENGTHENS COMMUNITY OF SENIORS IN MID-MISSOURI

Senior citizens are one community that all too often flies under most people’s radar, but MU Extension has an entire unit dedicated to providing quality programs, classes and activities for those over the age of 50. As a group, seniors are more prone to social isolation, especially in mid-Missouri where many seniors relocate to be near their loved ones. **Osher** creates an opportunity for them to gather at classes and activities to join a broader community of their peers.

The MU Extension program recently brought home a national award from a conference of Osher programs in recognition of its eight-part series exploring issues raised by the 2014 events in Ferguson, Mo. The class, taught by Julie Middleton, is just one of many courses that allow seniors to continue learning, exploring and broadening their horizons well past retirement age. And with new classes offered on a seasonal basis, Osher is sure to offer something for everybody.

EDUCATIONAL CONTACTS — FY 2015

Program area	Direct contact total	Indirect contact total	Total contacts
Agriculture and Natural Resources	82,899	121,770	204,669
Human Environmental Sciences	1,039,158	691,285	1,730,443
Business Development	19,966	453	20,419
Community Development	9,606	69,166	78,772
4-H Youth Development	117,856	139,293	257,149
TOTALS	1,269,485	1,021,967	2,291,452

WHAT DO THESE NUMBERS MEAN?

Educational contacts is just another way of saying, “Here’s how many people we served this year.” Each program takes a different approach to the question of how to serve the people of Missouri and fulfill the land-grant mission.

▶ Agriculture and Natural Resources

Agriculture specialists all over Missouri are in regular contact with producers to educate them on the benefits of establishing and maintaining cover crops, which protect soil from erosion and improve soil health.

▶ Human Environmental Sciences

The Family Nutrition Education Programs reach schoolchildren and adults alike in all 114 of Missouri’s counties through classes on how to make better food choices and maintain a healthy lifestyle. In addition to holding adult nutrition education classes, many extension specialists also go into classrooms to teach children the importance of nutrition and healthy food choices.

▶ Business Development

Hundreds of organizations and individuals turn to MU Extension’s business development specialists for help with anything from advising and educating startups to helping existing businesses grow. The Small Business and Technology Development Centers have 38 locations across Missouri to offer local assistance where and when it’s needed.

▶ Community Development

The Extension Community Economic and Entrepreneurial Development (ExCEED) team fosters economic growth by advising local leaders and businesses on planning and executing development projects that help their community grow and thrive.

▶ 4-H Youth Development

In addition to providing opportunities for STEM education and hands-on experiences in schools all across Missouri, 4-H boasts a dedicated corps of volunteers — many of them former 4-H’ers themselves — that help get young people involved and engaged in 4-H’s myriad programs.





EXTENSION.MISSOURI.EDU

In addition to working face-to-face with local specialists, MU Extension operates a website that allows people to seek out relevant and reliable solutions on their own. In FY 2015, MU Extension’s website drew more than **2.7 million unique visitors** and had nearly **6.2 million visits**.

PROGRAM SUMMARIES

AGRICULTURE AND NATURAL RESOURCES


 Marc Linit, PhD, associate dean

 Robert Kallenbach, PhD, program director and assistant dean, College of Agriculture, Food and Natural Resources

 cafnr.missouri.edu/extension

Agriculture and Natural Resources Extension is built on Missouri's diverse natural and human resources and its sophisticated business base. The Grazing Schools program continued this year, with an estimated annual economic impact of \$83.6 million.

OFFICE OF CONTINUING MEDICAL EDUCATION AND PHYSICIAN LIFELONG LEARNING (CME/PLL)

 Mannie E. Hall, PhD, EdS, MS, director

 medicine.missouri.edu/cme

CME/PLL serves both MU Extension and the MU School of Medicine by educating physicians and other health care providers to improve the standard of care in Missouri. In FY 2015, CME/PLL offered 1,678 noncredit programs, courses and activities.


4-H CENTER FOR YOUTH DEVELOPMENT

 Ina Linville, PhD, director

 4h.missouri.edu

Missouri 4-H programs help young people learn leadership, citizenship and life skills, and meet key developmental needs and pursue educational goals. In FY 2015, 4-H programs reached more than 260,000 young people ages 5 to 18 in every corner of the state.

BUSINESS DEVELOPMENT

 Steve Devlin, program director and associate dean, entrepreneurship and economic development, College of Engineering

 missouribusiness.net

In FY 2015, the Business Development program helped clients start 213 new businesses, create or retain 3,268 jobs, increase sales by more than \$157 million and acquire more than \$99.6 million in new financing.

LAW ENFORCEMENT TRAINING INSTITUTE (LETI)

 John Worden, director

 leti.missouri.edu

LETI develops and provides state-of-the-art training and education programs to law enforcement officers and civilians alike. The institute continues to provide training and education services for Missouri's 20,000 in-service personnel and 3,000 police recruits.


MU CONFERENCE OFFICE

 Jewel Coffman, director

 muconf.missouri.edu

The MU Conference Office provides high-quality, professional, full-service meeting management for a variety of noncredit educational programs. In FY 2015, the MU Conference Office organized 63 conferences for more than 20,000 people.


HUMAN ENVIRONMENTAL SCIENCES

 Jo Britt-Rankin, PhD, program director and associate dean, College of Human Environmental Sciences

 extension.missouri.edu/hes

Human Environmental Sciences Extension improves Missourians' quality of life with face-to-face and Web- and Internet-based education that touches on many aspects of day-to-day life. In FY 2015, the program reached more than 1 million Missourians in all 114 counties with programs in housing, personal finance, relationships, nutrition, health and physical activity.

MU NURSING OUTREACH


 Shirley J. Farrah, PhD, RN-BC, director and assistant dean, Sinclair School of Nursing


 nursingoutreach.missouri.edu

Nursing Outreach keeps Missouri nurses up-to-date with the knowledge and skills they need to effectively provide care and fully participate in the state's health care efforts. In FY 2015, Nursing Outreach helped 1,821 health care professionals and another 962 nurses through co-sponsored multidisciplinary programs.

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COMMUNITY DEVELOPMENT

 Marc Linit, PhD, associate dean

 Mary Simon Leuci, EdD, program director and assistant dean, College of Agriculture, Food and Natural Resources

 extension.missouri.edu/cd

The Community Development program helps communities tap into local strengths by focusing on leadership development, decision-making, economic viability, inclusion and empowerment and emergency preparedness. In FY 2015, the program helped communities and organizations acquire \$6.01 million in grants and other resources and generated more than \$900,000 in volunteer hours.

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MU FIRE AND RESCUE TRAINING INSTITUTE (MU FRTI)


 Dave Hedrick, director

 mufrti.org

MU FRTI provides comprehensive continuing professional education and training to Missouri's fire service and emergency response personnel. In addition to fire training, courses prepare firefighters for medical emergencies, hazardous materials response and disaster preparedness and mitigation. In FY 2015, MU FRTI trained firefighters representing all 114 Missouri counties for a total enrollment of 13,005 fire and emergency responders.

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VETERINARY MEDICAL EXTENSION AND CONTINUING EDUCATION

 Craig Payne, DVM, director

 vmth.missouri.edu

Veterinary Medical Extension focuses on issues, such as disease risks, rising input costs and regulations, that affect the viability of farming operations and have far-reaching effects on Missouri veterinarians and livestock owners.

In FY 2015, the program presented information about production-related topics or animal diseases to more than 1,500 people at 30 different meetings across the state and conducted farm visits for in-person consultations on issues affecting a variety of livestock operations.

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OSHER LIFELONG LEARNING INSTITUTE

 Kristin Millikan, director

 learnforlife.missouri.edu

Osher offers lifelong learning opportunities for the community of seniors in mid-Missouri in a broad array of interests, subjects and topics. With a growing senior population, Osher has plans to expand in the coming years.

In FY 2015, Osher offered more than 100 courses, social activities and service opportunities to 505 members.

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MISSOURI TRAINING INSTITUTE

 Alan St. John, director


 mti.missouri.edu

The Missouri Training Institute provides continuing education programs in business, customized training programs and consulting services for business and industry, public and nonprofit organizations, and educational institutions.

The institute offers programs covering a diverse set of business practices, such as human resource management, team building, decision-making and leadership, to name a few. In FY 2015, the institute held 427 programs and served a total of 10,249 people.

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LABOR EDUCATION

 Paul Rainsberger, JD, interim director

 labored.missouri.edu

The Labor Education Program works with members and leaders of a variety of workplace-based organizations across Missouri to help them develop valuable skills, act effectively in the workplace, and be informed and active participants in their communities.

In FY 2015, the program offered 38 courses and conferences to meet the needs of 891 participants, the majority of whom are leaders of organizations representing the economic interests of more than 20,000 working people in Missouri and surrounding states.

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