

COMMITMENT TO COMMUNITY



UNIVERSITY OF MISSOURI  
 Extension



2016 ANNUAL REPORT





**Marshall Stewart, vice  
chancellor of extension  
and engagement**

The past year was a busy one for University of Missouri Extension. While challenges vary a bit from one corner of the state to another, MU Extension remains committed to its long-standing mission of improving lives, businesses and communities.

Responding to direct input from local councils and the unique nature of each county, extension's faculty, staff and volunteers connected millions of Missourians with knowledge they could put into action in a wide range of daily situations.

Through face-to-face programs, delivered by county-based Mizzou faculty, extension delivered impressive outcomes. For example:

- » MU Extension business specialists helped local Missouri businesses achieve sales increases of \$186 million while creating or retaining 7,766 jobs.
- » Helping improve access to health care in local communities, MU Nursing Outreach made it possible for 2,094 nurses to keep their skills up to date.
- » 4-H youth development specialists and other extension team members worked with volunteers and community leaders to reach 230,000 youths ages 5 to 18 across the state.
- » Anticipating the needs of Missouri's aging farm population, extension faculty developed workshops for estate planning, succession and retirement planning specific to farmers.

These are just a few examples of how Mizzou's commitment to extension and engagement benefited Missourians this past year. While we are proud of the past year's accomplishments, we believe we can accomplish more.

In the interest of better serving Missourians, we are conducting a statewide needs assessment. It includes extensive input from local communities and stakeholders. It will result in stronger alignment between extension programs and local needs.

It is my sincere desire that when the 2017 annual report is delivered, you will read about clearly defined needs and our strategies to address them.

Your support of MU Extension and our efforts in your community is greatly appreciated. As always, I welcome your input on how the University of Missouri can better serve you.

Regards,

A handwritten signature in black ink that reads "Marshall Stewart". The signature is fluid and cursive.

Marshall Stewart, EdD

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### COMMITMENT TO COMMUNITY

University of Missouri Extension has been committed to serving the people of Missouri for more than 100 years. We're still helping in some of the same important ways we did from the beginning, but we've grown over the years to serve the changing needs of people across this state.

More than 1.3 million Missourians in every county take part in extension programs each year, including 230,000 young people who participated in programs administered by 4-H alone. The MU Extension website draws more than 2.8 million unique visitors. Our conferences, summits, workshops, courses and publications — in person and online — offer information that people, neighbors, businesses and communities in every corner of the state can use to become stronger and better at what they do.

Continuing feedback from local, regional and state council representatives and other key stakeholders underscores our commitment to connect you to the best practical, actionable research our land-grant university can provide.

Together, we will strengthen our state and communities as we build a vibrant future for the next 100 years.

### THE VALUE OF EXTENSION

MU Extension programs helped communities and businesses make gains:

**\$203 million** in community endowments and grants

**\$241 million** in government contracts

**\$411 million** in new business investment/development

**\$186.2 million** in increased sales

**283** business startups

**32** business expansions

**10,758** jobs created or retained

\*ExCEED and Business Development Program data)

### EXTENSION. MISSOURI.EDU

**2.8 million unique visitors**  
**6.9 million visits**

 Facebook.com /MUExtension

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COMMITMENT TO  
**providing the information  
 communities need to build  
 successful futures**

To successfully meet the diverse needs of Missourians, MU Extension must first understand their scope and complexity. That's where the **Office of Social and Economic Data Analysis (OSED)** comes in. This community development unit works to provide crucial background information about societal challenges Missourians want to address. Whether exploring issues as diverse as community health or economic development, the office provides the information needed to develop workable, forward-looking solutions.

Take the issue of health care in rural and underserved regions of Missouri, where distance from facilities and quality care affects people's quality of life. OSED partners with the MU School of Medicine's Office of Rural Medicine to develop tools and databases for health care enterprises. With more and better tools at their disposal, health care organizations serving rural and underserved populations will be better able to identify gaps in quality of care and access.

This year, for instance, OSED initiated a program evaluation of Missouri Project ECHO, a continuing education initiative that uses video-conferencing tools. ECHO trains health care providers in rural and underserved areas how to provide the most current standard of care for chronic diseases like autism and childhood asthma. ECHO is evaluated on cost-reduction in care, and the project realized \$1.5 million in

▲ Pat Snodgrass, left, Crawford County program director and housing and environmental design specialist, offers cleanup and rebuilding advice after winter floods.

**ECHO is evaluated on cost-reduction in care, and the project realized \$1.5 million in savings to MO HealthNet in its first year of operation.**

savings to MO HealthNet in its first year of operation.

Extension's community development effort helps build resilient, thriving communities through advising, support and direct action. In the case of the communities affected by the major flooding events last year, much of that response took advantage of groundwork laid beforehand to prepare for just such a disaster.

Before federal aid was available to those affected by the summer and winter floods, MU Extension was part of Missouri's Emergency Human Services' response to both events. Some communities took advantage of pre-existing Multi-Agency Resource Centers, which concentrate support and resources in a one-stop shop for those needing aid, whereas others organized impromptu resource fairs and other community meetings with MU Extension's help.

MU Extension's involvement even caught the attention of a regional Federal Emergency Management Agency (FEMA) representative, who opened the door for a collaborative relationship between extension and the federal agency. For

two months, FEMA sent information to MU Extension to disseminate to those in need across the state, taking advantage of our existing statewide network and experience.

With systems, experience and expertise, MU Extension can help Missouri communities harness their own strengths to build capacity.

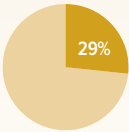
**“Please accept our sincerest appreciation for your willingness to assist with our outreach initiatives and the sharing of critical disaster-related information. All of you have made it possible to disseminate vital disaster recovery information to a vast number of survivors in a very quick and effective manner.”**

**— Chad McCormick,  
assistant external  
affairs officer, FEMA**

### 2016 St. Louis Storytelling Festival

» The festival in May of 2016 reached **15,500 participants** at 59 sites in St. Louis city; St. Charles, St. Louis and Jefferson counties and in Metro East.

» Of the 13,400 K-12 school children reached, **29% were eligible for free and reduced lunch.**



▲ MU Extension specialists help Missourians rebuild safely after devastating floods.

## COMMITMENT TO

## improving educational opportunities for all ages

With the resources of a premier research university behind it, MU Extension has plenty to offer. What began 100-plus years ago with our specialists making “house calls” has evolved into an organization that touches every corner of the state, rural and urban alike. Our commitment to improving educational opportunities in the state of Missouri isn’t limited by age or geography — with programs for grade schoolers, retirees and everyone in between.

**Missouri 4-H**, a major extension outreach program, is deeply engrained in communities across the state. Each local 4-H club boasts a robust corps of adults who volunteer their time and effort to contribute to the success of a wealth of 4-H programs. On average, each 4-H club engaged 26 youths and 10 adults with more than 375 hours of service last year. The combined efforts of all Missouri 4-H clubs added up to more than 95,000 hours of volunteer service time — valued at \$39 million. Many volunteers were 4-H’ers themselves and are eager to help with the programs they enjoyed growing up, which is why 4-H boasts such a deep and committed volunteer force.

Missouri 4-H is just one aspect of how MU Extension addresses the educational needs of the state. Continuing education and lifelong

▲ Teens serve as ambassadors for Missouri 4-H at the February 2016 Legislative Academy in Jefferson City.

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MU FRTI personnel, vehicles and a support trailer fleet traveled over **200,000 miles** to deliver training in FY16 — a distance greater than 8 times around the earth.



learning are cornerstones of many extension programs. Take the **Fire and Rescue Training Institute**. MU FRTI specialists travel to provide training for emergency first-responders across the state. With volunteer firefighters comprising 72 percent of the state's fire service, that training can be a real life-saver.



▲ MU FRTI's new mobile fire training simulator.

It isn't just MU FRTI that's making a difference in continuing education either. MU Extension's **Osher Lifelong Learning Institute** is committed to providing

enriching educational experiences for adults age 50 and over to keep them active and engaged in their later years. The **Labor Education Program** also offers continuing education opportunities for elected and appointed leaders of organizations representing the economic interests of working people in Missouri and surrounding states.



▲ **Osher Lifelong Learning Institute** classes engage students age 50 and better.

Feedback is a crucial component of successful and valuable continuing education. It lets MU Extension know where there are unmet needs and how to address them. When those taking

advantage of the Labor Education Program let on that traveling to attend courses in person was burdensome, MU Extension responded by partnering with the University of Missouri-Kansas City and the University of Missouri-St. Louis to move those courses to an online learning format. It's all part of the process of making sure our services and programs serve the people of Missouri as efficiently and effectively as possible.



## 4-H SIGNIFICANT NUMBERS

4-H provides a great return on investment.

**For every dollar of public resources**

**invested in Missouri 4-H, the program leverages \$10.46** to serve young people and families statewide.

The value of youth development programming provided by MU Extension 4-H faculty and staff exceeds an estimated **\$54.49 million**.

**1 in 5 Missouri youths, ages 5 to 18, participate in programs administered by Missouri 4-H**

Rooted in rural America, today's Missouri 4-H projects and activities appeal to all young people:

**20% Farms**

**41% Rural towns <10,000**

**4% Small cities 10-50,000**

**24% suburbs >50,000**

**11% Large cities >50,000**

**207 Missouri 4-H clubs** from **57 counties** donated **1,160 community service-learning projects** in FY 2016



COMMITMENT TO  
**safeguarding Missouri's  
 vital natural resources**

**W**ith agriculture accounting for a significant part of the state's economy, MU Extension is committed to safeguarding aspects of the environment that can have far-reaching and lasting consequences if ignored. Take, for example, the unintended consequences of agricultural runoff into the water table. Bob Broz, an extension water quality specialist, continues his work educating farmers on how they can prevent such runoff, but that's just one aspect of MU Extension's stewardship of the environment.

▲ MU Extension weed scientist Kevin Bradley presents the latest research and best practices at the annual Pest Management Field Day at the Bradford Research Center.

Pesticides are crucial to the day-to-day function of agriculture in Missouri. However, like herbicides, their applications can have unintended consequences. Pollinators are a crucial part of the ecosystem, and their decline can have severe and far-reaching consequences for many agricultural endeavors across the state. Like agricultural runoff into the water table, pesticides affecting bees and other pollinators can have a significant economic impact.

That's why MU Extension specialists started improving



▲ Honey bee populations play an important role in pollinating crops.



## FieldWatch

<https://mo.driftwatch.org>

### Recognizing the value of pollinators to Missouri agriculture, MU

Extension is developing a Missouri Master Beekeeper Program (MBP). The first two classes in this pilot program are offered at several sites in the state to meet the growing interest.



MU Extension's free **ID Weeds app** helps people easily identify more than 430 weed species found in crop fields, pastures, lawns, gardens and aquatic areas in Missouri and surrounding states. Proper identification of weeds is important to help choose the appropriate and cost-effective method of control.

#### To download:

- » iPhone and other iOS devices (iOS 6.0 or later): [appstore.com/idweeds](https://appstore.com/idweeds)
- » Android (4.0 or later): Search for "ID Weeds" at [play.google.com](https://play.google.com)
- » A web version is available at [weedID.missouri.edu](https://weedID.missouri.edu)

communication between pesticide applicators, growers and beekeepers with a set of online tools available through organizations like

**FieldWatch**. Through voluntary participation,

they have significantly increased the numbers of individuals registering and using the reporting tools. This approach — giving people the tools to make improvements to their community — is extension's strength.

The **Missouri Master Naturalist Program** is another example of how MU Extension gives people tools to make improvements. By partnering with the Missouri Department of Conservation (MDC), MU Extension empowers local chapters to educate those in their community with advice and counsel from specialists with the MDC and MU Extension. Created in 2004, this program certifies volunteers as Master Naturalists after training and annual service. A broad sample of MU Extension programs shows the benefits of educating people around the state on the merits of conservation activities.

Last year, Bob Broz was working to educate the next generation of farmers about the dangers of agricultural runoff. This year, he turned to educating Missourians about energy efficiency.

Broz is just one example of how MU Extension adapts to the changing needs of the people of Missouri. He shifted focus from one program to another based on the needs of different communities across the state.

### Missouri Master Naturalist Program numbers

- » 125 local chapter partners
- » contributed more than **64,000 hours** of community service
- » an estimated economic impact of **\$1.6 million**
- » benefits for the environment



▲ **Bob Broz, MU Extension water quality specialist.**



## COMMITMENT TO

## supporting Missouri agriculture and good nutrition for healthy lives

Agriculture lies at the heart of Missouri's food systems, and it's an important part of the state's economy. That's why it's so important to ensure that agriculture as an industry remains a vital part of communities across the state.

### Missouri farm facts

- » Average age of farmer: 58.3 years
- » 97,100 farms
- » 28.3 million acres

how to transfer property safely and effectively to the next generation of Missouri farmers.

The team behind the curriculum has hosted seminars and educational sessions — and even a play in the case of the MU Extension center in Livingston County — to illustrate the process of estate succession and retirement planning for farmers across Missouri. This new curriculum helps farmers create a plan for passing on their land and farm to the next generation.

But there's more to Missouri's food system than safeguarding agriculture's future. That's why MU Extension runs **Family**

With an aging population of farmers set to retire in the coming years, the next generation must have the tools and knowledge to ensure a smooth transition of farm ownership and production. That's why we developed **Your Farm, Your Business, Your Future** — a curriculum to help farmers learn

▲ MU Extension's **Eat Smart in Parks** program works with parks and recreation staffs to provide food-sampling events and healthy meal choices to people visiting parks.

Regional **Grazing Schools** teach management-intensive grazing

- » Increases carrying capacity of farms by 30 percent
- » Reduces pollution and fertilizer requirements
- » Value of additional stock rates brings **\$83.6 million more to the state economy each year**



**Nutrition Education Programs (FNEP)** in nearly every county of the state to educate audiences of all ages on the importance of nutrition and a healthy diet. In addition to the educational and outreach activities, MU Extension also partners with local and state organizations, as part of the **Missouri Council for Activity and Nutrition (MOCAN)** coalition, to expand the reach and influence of our programs.

“Whether reaching out to youth through classroom education or adults in community settings, the goal of the FNEP is to help participants make behavior changes to achieve lifelong health and fitness.”

**Pearls of Production**, in its second year, provides innovative leadership and hands-on training for women livestock producers in Missouri.

More than **55 women** practiced hands-on real world situations under the supervision of female experts like Charlotte Clifford-Rathert, small-ruminant specialist at Lincoln University Cooperative Extension and Research.

By reaching out to people where they live in community centers and schools across Missouri, specialists with FNEP work to bring about meaningful, lasting improvements in how Missourians of all ages approach food and nutrition. Many have stories ready when you ask them about what they’ve been working on, such as this one from Terressa Caine Clary, a nutrition program associate in St. Louis County with the **Eating Smart Being Active (ESBA)** program.

“It was on the last day of class when a participant came up to me and said that she was a diabetic, but since taking the ESBA class her numbers were much better. She said she understood so much more about the food she was eating, portion sizes and label reading.”

“**Kids in the Kitchen** teaches important life skills: how to make healthy food choices, food preparation, cooking and food safety.”

— Sue Robinson, Nodaway County nutrition program associate

FNEP specialists also conduct programs in school to emphasize the importance of healthy food choices and teach cooking skills to help children prepare nutritious meals. In Nodaway County, Sue Robinson has had considerable success teaching children about the benefits of healthy eating through the **Kids in the Kitchen** classes.

**Missouri Show-Me-Select Replacement Heifer Program**

- » 18<sup>th</sup> year
- » Goal: improve reproductive efficiency of beef herd and increase farm income
- » To date: **822 farms enrolled**
- » **122,970 heifers**
- » **243 veterinarians**
- » **141 sales**

## COMMITMENT TO

# helping communities better address health needs

**M**any rural and underserved communities suffer from a lack of access to healthcare or inadequate knowledge of how to address their health needs. Feedback from patients and providers in rural areas helps MU Extension tailor programs that impact access and healthier living.

MU Extension's **Nursing Outreach** program is taking a smart approach to reaching an audience that can't take the time to travel for continuing education opportunities. Nursing Outreach serves mainly rural healthcare providers with quality, affordable continuing education programs using face-to-face and web-based delivery methods.

Changes in long-term care over the past couple of decades have made working in senior living and nursing home facilities more challenging. Technology is more sophisticated. Regulations and paperwork are often more extensive. Care that once took place in hospitals — such as extended recovery from an operation, illness or injury — now often takes place in nursing homes.

Through its **Enhanced Leadership Development Academy**, MU Nursing Outreach offers a 7-month program that combines face-to-face classes with online instruction, mentoring by nursing faculty and networking with other participants. By addressing the need for retention of well-trained nurses and administrators, Nursing Outreach is

▲ During FY 2016, 2,094 Missourians participated in **Nursing Outreach's** educational programs. Another 881 nurses were served through co-sponsored multidisciplinary programs including social workers, nursing home administrators, physicians, psychologists and counselors. More than 92 percent of the Missouri participants reside outside the metropolitan St. Louis and Kansas City areas.

**The Missouri AgrAbility Project**, in partnership with Lincoln University Cooperative Extension and the Brain Injury Association of Missouri, provides aging farmers with information, education, resources and referrals that help them continue working their land.

improving the health of one of Missouri's larger underserved populations — the elderly.

MU Extension specialists also provide education on healthier living through programs as diverse as how to manage chronic conditions like diabetes and heart disease, purchase and cook healthier foods through **Cooking Matters** classes, access health insurance options, and stay fit and engaged at every stage of life.



▲ **A Matter of Balance participants with their certificates of completion.**

A program, like the one in Harrison County offered in collaboration with the Northwest Missouri Area Agency on Aging, addresses seniors' fear of falling. In **A Matter of Balance: Managing Concerns About Falls** classes, seniors learn

ways to safely reengage with activities they enjoy through exercises that improve strength, balance and coordination, as well as through discussions with peers to develop strategies to avoid falls, says Northwest Regional Nutrition and Health Specialist Janet Hackert.

**Fearing the gym's bleachers and crowds, a grandfather who "lived and breathed" basketball had stopped going to his granddaughter's games. Exercises improved his mobility, while strategies helped restore his self-confidence. Soon he was back in the bleachers, cheering her on.**

"The community benefit is that people are able to remain more active and continue to contribute to their communities," Hackert says. These engaged seniors are also helping to improve access for all, pointing out hidden fall hazards and corrective solutions within their own communities.

Whether addressing societal issues or individual health concerns, MU Extension has the benefit of decades of perspective to see how community health needs have evolved, as well as insights into what future needs may arise.

**“We all know to eat your vegetables and how to save, but sometimes those general goals are hard to translate into action. *Small Steps to Health & Wealth* shares 25 strategies for taking small steps to attain big goals.”**

— **Janet Hackert, nutrition and health specialist, Northwest Region**

## LINCOLN UNIVERSITY

Lincoln University Cooperative Extension (LUCE) works to enhance the quality of life for diverse, limited-resource audiences through supportive research at local, state, regional, national and international levels. Programs address the needs of small farmers in 12 counties throughout Missouri, concentrated in southeast Missouri, as well as targeted counties in central Missouri. LUCE also provides regional and area educators — and 4-H and youth development programs — in St. Louis and Kansas City Urban Impact Centers, as well as in outreach centers in Sikeston, Lilbourn, Charleston and Caruthersville in southeast Missouri and in central Missouri. LUCE's **Innovative Small Farmers' Outreach Program (ISFOP)** operates in 21 Missouri counties focused in the St. Louis and Kansas

City metro areas, as well as southwest Missouri. ISFOP helps the small farmers and ranchers of Missouri, especially those who are socially disadvantaged and underserved, to improve their farms' efficiency while taking good care of the soil, water and the environment. ISFOP also focuses on urban food production to help limited resource minority residents, especially the elderly, get access to fresh, nutritious produce. LUCE specialists also collaborate to offer workshops and programs on topics as diverse as implementing timber stand improvements for wildlife habitat management; increasing opportunities for small-farm aquaculture; and exploring new markets for sheep and goats.

## MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY

Missouri S&T's **Office of Technology Transfer and Economic Development (TTED)** helps grow Missouri's economy by advancing technology commercialization, encouraging entrepreneurship and promoting business opportunities. TTED hosts a **Small Business and Technology Development Center (SBTDC)** to provide aspiring entrepreneurs and small business owners with training and counseling. In FY 2016, its clients obtained **\$7.1 million in investments**.

The SBTDC celebrates and shares client and partner successes. The center hosted the Missouri East Central regional business awards. Long-term client Public House Brewing Company received the Business Growth Award in recognition of its expanded facility, barrel production and multi-state distribution, contributing to brewery industry job growth. Public House began in 2010 and now has more than 30 employees and revenues that will soon surpass \$1 million.

Another successful client, Cohen Architectural Woodworking, is expanding by 34,000 square feet to meet growing customer demand. The project will result in 35 new or more permanent jobs in an area with chronic low employment.

The SBTDC partnered with Dent County Extension in the Community Foundation



▲ Students present their project designs for the Better Campus Competition in April of 2016.  
*Photo: Sam O'Keefe/Missouri S&T*

of the Ozark's **Salem GRO** project, as well as in **Innovate Ozarks**, a seminar focused on customer service, entrepreneurship and economic development.

The center's **Innovation Park** — home to entrepreneurs, early-stage companies and the campus offices of The Boeing Company and Garmin Ltd. — creates invaluable educational work experiences for students. TTED offered the **Entrepreneurial Internship and Cooperative Education Program** for a third year. This innovative experiential learning opportunity provides funding for Missouri S&T students to immerse themselves in an entrepreneurial venture under the guidance of mentors for up to four months.

## UNIVERSITY OF MISSOURI-KANSAS CITY

MU Extension, in partnership with UMKC's **Institute for Human Development (IHD)** and **Innovation Center**, reaches into the community to build the capacity of individuals and organizations.

This past year, **IHD Extension Urban Mission** work emphasized diversity and capacity building as key elements of sustainable change to improve the quality of life for underserved populations. Spurred by the common concerns of Aaron Bishop, Commissioner of the U.S. Administration on Intellectual and Developmental Disabilities (AIDD), and U.S. Representative Emanuel Cleaver, IHD Urban Mission leadership assembled a diverse group of professionals to discuss challenges and accomplishments of groups reaching out to populations with diverse backgrounds and to share priorities and next steps leading to local and national action. IHD Urban Mission faculty member Derrick Willis was awarded the Association of University Centers on Disabilities 2015 Multicultural Council Award for Leadership in Diversity. Additionally, IHD Urban Mission staff worked with 4-H faculty and staff to help recruit and provide services to children and families.

Another IHD collaboration is **Alianzas**, an effort to build effective intercultural communication and alliances between extension, Latino residents and the larger Missouri community. Highlights of the year include a redesigned website and a newly formed advisory group, Alianzas' Ambassadors, to help strengthen extension's programming that serves Missouri's Latino residents. Additionally, Alianzas continues to prioritize hands-on support to extension

## UNIVERSITY OF MISSOURI-ST. LOUIS

UMSL partners with MU Extension and others to help Missourians build strong communities and inclusive cities in the St. Louis region and beyond through organizational and leadership development, youth engagement and more. In its second year, the community building initiative **Creating Whole Communities (CWC)** continued to foster community development research and public dialogue and training that connects neighborhood residents, community partners and resources, extension specialists and university researchers.

CWC also engaged with partners and stakeholders to identify action goals that will begin being implemented in spring 2017 around issues such as creating whole communities in North County, developing further neighborhood



▲ For the first time, MU Extension was present at the Annual Hispanic Festival of St. Louis, which drew more than 5,000 people. Alianzas was instrumental in bringing MU family nutrition, 4-H and businesses development specialists to talk with participants.

specialists.

The **Innovation Center** works with the community to spark entrepreneurial efforts in the Midwest and across the country. The center hosted programs that help emerging and existing business owners hone business basics, evaluate commercialization opportunities and harness the right resources. The center also has supported Kansas City in increasing available pools of capital by 290 percent, creating the fuel for growing enterprises.

For a second successful year, **ScaleUP! KC** continued to cultivate and support leaders of growth companies between \$150,000 and \$500,000 in revenue through training, connections and peer mentoring.

leadership training and programming, and revitalizing older suburbs.

Also this past year, another 18 participants graduated from CWC's marquee program, the **Neighborhood Leadership Academy (NLA)**. Projects that participants developed this year included a community safety plan, neighborhood youth center, parent-teacher association and a homeless services coalition.

CWC also continued its successful **What's Brewing?** breakfast sessions that foster connections and partnerships between revitalized and declining communities that neighbor one another. Overall, more than 550 participants attended training in community organization and leadership development.

## SUMMARY OF CONTINUING EDUCATION NONCREDIT ACTIVITIES FY 2016

Continuing education unit	Number of activities	Attendance total	Individual hours of instruction	Student FTE
Continuing Medical Education	1,879	31,779	2,547	241.9
Fire & Rescue Training Institute	637	13,237	10,315	534.9
Labor Education	39	1,007	310	27.4
Law Enforcement Training Institute	67	1,369	2,314	192.5
Missouri Training Institute	421	11,997	1,647	107.4
MU Nursing Outreach	67	2,094	438	55.8
Osher Lifelong Learning Institute	127	2,324	972	59.3
<b>MU Conference Office*</b>				
4-H Youth Development	1	265	14	11.9
Agriculture, Food and Natural Resources	14	4,064	280	195.4
Agriculture, Food and Natural Resources Extension	2	96	28	5.1
Arts and Science	2	113	44	11.9
Business Development Extension	0	0	0	0.0
Community Development Extension	2	57	70	8.9
Education	0	0	0	0.0
Engineering	2	33	74	2.9
Human Environmental Science	2	472	21	12.6
Human Environmental Science Extension	3	641	40	39.7
Journalism	3	1,453	16	28.9
Medicine				
MU Administration	10	3,010	158	265.0
MU Extension	9	1,146	76	62.9
Veterinary Medicine	0	0	0	0.0
Conference Office Hosted	12	5724	309.5	523.99
Conference Office Totals	62	17,074	1,130	1,169.2
<b>TOTALS</b>	<b>3,299</b>	<b>80,881</b>	<b>19,672</b>	<b>2,388.4</b>

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

\* One other MU Conference Office activity with attendance totaling 1,290 has been distributed among related academic areas and is represented in the MU Extension unit totals in this table.



## EDUCATIONAL CONTACTS — FY 2016

Program area	Direct contact total	Indirect contact total	Total contacts
Agriculture	64,734	129,423	194,157
Human Environmental Sciences	955,301	565,152	1,520,453
Business Development	19,449	3,650	23,099
Community Development	25,179	75,007	100,186
4H	98,439	190,993	289,432*
<b>TOTALS</b>	<b>1,163,102</b>	<b>964,225</b>	<b>2,127,327</b>

\*Includes FNEP participants.

### BY THE NUMBERS

“Educational contacts” refers to how many people extension specialists and programs served this year. Direct contacts refer to participants who engaged in the learning process individually or as part of a group. Indirect contacts include people reached at public events and through the distribution of printed and online educational materials or content. Both offer diverse and effective ways to serve the people of Missouri and fulfill the university’s 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.

major dynamic programs, the BDP has changed as its customer needs have evolved. The Small Business and Technology Development Centers have 38 locations across Missouri to offer local assistance, from advising and educating startups to helping existing businesses grow.

#### ▼ 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.

#### ▼ 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.


#### ▼ BUSINESS DEVELOPMENT


The MU Extension Business Development Program (BDP) helps transform Missouri businesses. From its early beginnings as a small program in the MU College of Engineering to the multi-million dollar host of four

#### ▼ 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 helps get young people involved and engaged in 4-H’s myriad programs.

## AGRICULTURE AND NATURAL RESOURCES


 Marc Linit, PhD, associate dean and interim vice chancellor, College of Agriculture, Food and Natural Resources

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

 [cafnr.missouri.edu/extension](http://cafnr.missouri.edu/extension)

Agriculture and Natural Resources Extension serves Missouri's largest economic driver — agriculture. Its programs benefit all Missourians by enhancing the economic viability of farms, continuing the production of nutritious foods and protecting the environment. The Plant Protection for the 21st Century (IPM) program, for instance, saves crop producers more than \$80 million annually through improved pest control and less pesticide use.

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

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

 [medicine.missouri.edu/cme](http://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 through courses and conferences, such as the Telehealth Summit on changing regulations and emerging trends in this healthcare arena. In FY 2016, CME/PLL offered 1,879 noncredit programs, courses and activities, serving 31,779 participants.

## LAW ENFORCEMENT TRAINING INSTITUTE (LETI)

 John Worden, director

 [leti.missouri.edu](http://leti.missouri.edu)

LETI provides training and education services for Missouri's 17,000 in-service personnel and police recruits, collaborative programs with agencies from more than 30 states, and presentations to community and civic groups. Programs include advanced animal cruelty investigations training and armed intruder and personal safety response. Students now receive over 700 hours of basic training and certification. With HES, LETI is developing a course to educate officers on recognizing and handling mental health concerns in citizens and within themselves.

## LABOR EDUCATION


 Robert A. Russell, director

 [labored.missouri.edu](http://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 2016, the program offered 38 courses and conferences to meet the needs of 891 participants, most of whom are leaders of organizations representing the economic interests of more than 20,000 working people in Missouri and surrounding states.

## MU NURSING OUTREACH

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

 [nursingoutreach.missouri.edu](http://nursingoutreach.missouri.edu)

Nursing Outreach offers quality, affordable continuing education programs to mainly rural healthcare providers using face-to-face, web-based and online delivery methods. In FY 2016, Nursing Outreach served 2,094 health care professionals and another 881 nurses through co-sponsored multidisciplinary programs.

## 4-H CENTER FOR YOUTH DEVELOPMENT

 Ina Linville, PhD, director

 [4h.missouri.edu](http://4h.missouri.edu)

Missouri 4-H programs help young people learn leadership, citizenship and life skills; meet key developmental needs; and pursue educational goals. In FY 2016, programs administered by 4-H reached one in five Missourians ages 5 to 18 — nearly 230,000 participants in every corner of the state. More than 9,000 volunteers contributed on average 200 hours a year — worth nearly \$39 million.

## MU CONFERENCE OFFICE

 Jewel Coffman, director

 [muconf.missouri.edu](http://muconf.missouri.edu)

The MU Conference Office provides professional, full-service meeting management for noncredit educational programs. In FY 2016, the MU Conference Office generated \$3.14 million in revenue, organizing 63 conferences for more than 18,300 people in teacher education in math, science and writing; crop management and agricultural lending, as well as organizing statewide youth leadership programs.

## BUSINESS DEVELOPMENT

👤 Steve Devlin, program director and assistant dean for entrepreneurship, College of Engineering

🏠 [missouribusiness.net](http://missouribusiness.net)

In FY 2016, the Business Development program helped clients start 212 new businesses, create or retain 7,766 jobs, increase sales by more than \$186 million, acquire more than \$112 million in new financing, and win more than \$341 million in government contracts. Over the last three years, the BDP returned \$18.9 million of investment into \$2.25 billion of economic value for the state.

## 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](http://extension.missouri.edu/cd)

In FY 2016, Community Development worked with 114 communities and 174 groups to foster economic development and create capacity for sustainable communities and quality jobs. The program helped communities and organizations acquire \$2.19 million in grants and other resources and generated more than \$205,663 in volunteer hours.

## OSHER LIFELONG LEARNING INSTITUTE

👤 Kristin Millikan, director

🏠 [learnforlife.missouri.edu](http://learnforlife.missouri.edu)

Osher offers lifelong learning opportunities — taught by retired faculty, authors, artists and world travelers — that appeal to adults age 50 and better. With a growing retiree population, Osher is poised to expand in the coming years. In FY 2016, Osher offered 127 courses, social activities and service opportunities with 2,324 participants.

## MISSOURI TRAINING INSTITUTE

👤 Dewey Thompson, director

🏠 [mti.missouri.edu](http://mti.missouri.edu)

The Missouri Training Institute provides continuing education programs in business, as well as customized training programs and consulting services for business and industry, public and nonprofit organizations and educational institutions. The institute offers programs in human resource management, team building, decision-making, strategic planning and leadership. In FY 2016, 11,997 people enrolled in the institute's 421 programs.

## MU FIRE AND RESCUE TRAINING INSTITUTE (MU FRTI)

👤 Dave Hedrick, director

🏠 [mufrti.org](http://mufrti.org)

MU FRTI provides continuing professional education and training to Missouri's fire service and emergency response personnel. Courses also prepare firefighters for medical emergencies, hazardous materials response and disaster preparedness and mitigation. In FY 2016, MU FRTI trained 13,828 firefighters and emergency responders from 1,360 departments, organizations and agencies throughout all 114 Missouri counties.

## HUMAN ENVIRONMENTAL SCIENCES (HES)

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

🏠 [extension.missouri.edu/hes](http://extension.missouri.edu/hes)

Human Environmental Sciences Extension improves Missourians' quality of life with face-to-face and web- and internet-based education and programs in housing, personal finance, relationships, nutrition, health and physical activity. In FY 2016, the program reached more than 1 million Missourians in all 114 counties. In extension-related food and nutrition programs alone, 179 schools enrolled in the HealthierUS School Challenge, 480 child care providers learned about Let's Move! or Eat Smart Child Care options, and 1,361 Missourians learned how to shop for and cook healthy meals on a budget.

## VETERINARY MEDICAL EXTENSION AND CONTINUING EDUCATION

👤 Craig Payne, DVM, coordinator

🏠 [vmth.missouri.edu](http://vmth.missouri.edu)

Veterinary Medical Extension (VMECE) provides up-to-date information to veterinarians and livestock owners on issues such as disease risks, rising input costs and regulations that impact farming operations. In FY 2016, VMECE also presented at more than 70 meetings to educate animal owners, veterinarians, farm stores and feed distributors about changes in antibiotic access and labeling, effective in 2017, that may impact animal health and operating expenses.

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 Extension

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