

Extension in Missouri

The extension program initially concentrated on working with farmers and their families, which at the time accounted for the majority of the nation's population, to improve their quality of life and standard of living. Extension workers demonstrated how to produce more and better varieties of agricultural commodities; how to benefit from better nutrition, clothing and housing; and how to work together to bring about major improvements, such as electric cooperatives.

As the population shifted to the cities, Missouri's extension program expanded to include programs for urban populations. Currently, those include after-school youth leadership programs in federal housing developments, food and nutrition education for limited-resource populations, and labor education.

In 1927, 4-H became a part of cooperative extension. The University of Missouri 4-H Center for Youth Development provides education in leadership, citizenship and community service through nearly 1,100 4-H clubs, school enrichment programs, special-interest activities, conferences and camps. More than 17,000 adult and youth volunteers lead hands-on projects in science, conflict resolution, workforce preparedness, computer science and 60 other topics.

The University of Missouri took a major step forward in 1960 when it combined continuing education and cooperative extension programs. Today, continuing education programs in fire and rescue training, law enforcement, nursing, medicine, veterinary medicine and other topics are essential to the livelihood of Missourians.

MU Extension partners with several of the university's schools and colleges to deliver noncredit continuing education courses, programs and training in professions that contribute to the success of public-sector organizations and private industries throughout Missouri and the nation.

Regional structure for program delivery

Extension's regional structure includes six geographic regions and an urban region focused on the St. Louis and Kansas City metropolitan areas. The budget model is such that control of regional budgets falls to regional directors.

About half of Missouri's population lives in the St. Louis and Kansas City areas. Given this reality, participants in extension programming in metropolitan areas benefit from a region focused on urban issues and cognizant of urban density. The urban region has a regional director and associate regional director, both housed in urban areas to ensure programs are tailored to the audience and to opportunities for programmatic partnerships.

Controlling faculty and staffing budgets at the regional level was thought to be better suited for handling out-state positions and creating more opportunities for partnerships and funding at the local level. Starting in 2017, MU Extension moved back to a centralized budget in which program coverage will be viewed in positions, and budget allocations will be made for positions rather than dollars.

The statewide extension staffing plan ensures general operating dollars are targeted programmatically to the appropriate areas across the state.

Extension regions



MU Extension Accomplishments in FY 2016

Reach

- 2.85 million unique visitors accessed information and resources from MU Extension websites.
- 2.3 million Missourians interacted with extension; and 1.2 million Missourians participated in MU Extension educational programs.

Leverage

- \$6,177,314 — raised in support of MU Extension programming through advancement initiatives.
- \$38,946,156 — value of time contributed by 9,138 Missouri 4-H volunteers who averaged 200 hours of service per year. (Based on the Independent Sector estimates of \$21.31 per hour as an equivalent hourly wage for volunteer time in Missouri.)
- \$3,043,494 — value of 142,820 hours of time contributed by 2,686 Master Gardener volunteers last year.

Engagement

- 2,400 citizens served on MU County Extension Councils in all of Missouri's 114 counties, advising on local priorities and needs for MU Extension programs.

Impacts and outcomes

- Food and Nutrition Education Programs reached 211,732 youths from preschool to 12th grade and 21,939 adults with programs that helped them make behavior changes to achieve lifelong health and fitness.
- Technologies and programs developed by Agriculture and Natural Resources Extension added more than \$270 million to Missouri's number one job-creating industry — agriculture.
- Missouri Training Institute (MTI) helped 11,997 professionals from business and industry, government organizations, nonprofits and other organizations around the state to improve their leadership and management skills, thus

improving their organization's effectiveness.

- MTI helped 1,586 Missouri teachers of Adult Education and Literacy (AEL) and English as a Second Language (ESL) to improve the ways in which they teach adults seeking their high school equivalencies or preparing to enter the workforce.
- Fire and Rescue Training Institute (MU FRTI) conducted training for nearly 14,000 firefighters and first responders from all 114 counties in Missouri, as well as 34 states and two foreign countries. Trainings help firefighters better protect lives and property in our communities.
- Missouri 4-H brought 8,737 youths between the ages of 8 and 18 to 4-H educational programs on the MU campus. Research suggests that pre-college campus experiences increase the likelihood that young people will attend college.
- Business Development programs helped Missouri businesses create and retain 7,766 jobs and increase sales by \$186.2 million.
- The Cambio Center hosted the 15th annual Cambio de Colores – Latinos in the Heartland conference with 170 attendees from 18 states. Panels and workshops explored effects of changing demographics resulting from immigrant settlement in the United States, and highlighted the integration of research and practice in diverse fields such as health, education, youth development, entrepreneurship and civic engagement.

MU Extension Goals for FY 2017

Innovation

Nexus@Mizzou — MU Extension is in the discovery phase of an online project that integrates multiple e-commerce and event registration software solutions into a comprehensive learning website. The project, known as Nexus@Mizzou, will provide quick access to an extensive range of online and offline learning experiences. Extension completed the discovery phase in 2016. Aspects of the system will be operational by mid-2017, but because of the breadth of learning experiences to be offered, the buildout of the system will take several years to complete. MU Extension is networking with other campus units to explore their interest in collaborating with the project.

Engagement

Listen and Learn tours — In fall and winter 2016, Marshall Stewart, vice chancellor for extension and engagement, conducted a series of Listen and Learn tours around Missouri. The purpose of these meetings was to meet with stakeholders to understand the reach and impact of broad-based MU Extension programs.

Statewide needs assessment — MU Extension facilitators are conducting focused Community Conversations at up to 30 Missouri sites in early 2017. These will capture the voice and vision of a broad array of constituents, strengthen ties to current and emerging stakeholders, and connect with partners to reach new and more diverse learners. To enhance programming and better understand community engagement opportunities with the broader university, results of the statewide data analysis will be shared with MU Extension, as well as MU leaders and deans, and leaders at UMSL, Missouri S&T, UMKC and Lincoln University.

Stewardship and accountability

MU Academic Units – MU Extension is working to establish written MOAs with all MU colleges, schools, and academic units where extension programs are housed. While each MOA may be slightly different, the agreements will articulate shared goals, as well as clarify expectations concerning fiscal accountability, leadership and faculty expectations.

UM System and Lincoln University, our 1890s partner — MU Extension will update and renew MOAs with the three UM System campuses and with Lincoln University. Similar to the MU academic units, the agreements will articulate shared goals, as well as expectations concerning fiscal accountability, leadership and collaboration.

Inclusion, diversity and equity

College Access — A multidisciplinary team from MU Extension; Division of Diversity, Inclusion and Equity; Truman School of Public Affairs; Enrollment Management; Student Affairs; and Advancement is teaming up to tackle obstacles that Mizzou's first-generation and underrepresented students face such as college readiness, access, recruitment and retention. Major gift proposals are planned.