

Recommitting to All Things Missouri

Listening. Analyzing. Reimagining.

Throughout FY 2017, under the banner of **Building Our Future Together**, MU Extension undertook fact-finding efforts to determine Missourians' needs and assess extension's impact and services statewide:

- *Listen and Learn* tours and *Community Conversations* — What do Missourians want?
- Quantitative analysis — What do the data show?
- Third-party critique — What do outside extension and engagement experts say?

Listen and Learn

Vice Chancellor Marshall Stewart traveled across Missouri to talk with faculty, state and county councils, local officials and the people extension directly serves.

Community Conversations

Through events and moderated community conversations, Missourians in every county shared their challenges and needs.

By the numbers

53
events

42
community
conversations

1,200
people, both urban and
rural, from all 114 counties

Grand challenges

Out of these conversations, three “grand challenges” emerged as focal points for the University of Missouri’s extension and engagement efforts:

- Economic opportunity
- Healthy futures
- Educational access and excellence



Quantitative analysis

TEconomy Partners provided an independent quantitative analysis of the impact and value of extension’s programs.

According to the **TEconomy Partners report**, for every dollar invested in MU Extension, \$11 of public value is returned, for a value of \$945 million



Third-party review

An independent review by six nationally recognized engagement and extension thought leaders from public and private universities highlighted opportunities the University of Missouri is poised to pursue:

- An enhanced role for university engagement, leveraging connections, research and knowledge at all four UM System campuses across Missouri;
- A recommitment to extension’s community-based local and regional roots;
- Broad support for collaboration across the UM System with rural and urban communities on economic development issues specifically.

Journey findings and next steps

We learned that Missourians...

- want a university that is more responsive to their needs and listens to their concerns.
- expect the university to be a trusted source of in-depth knowledge they can use.
- see the value of some programs needing to be highly personalized and some programming being delivered using more technology.
- want a partnership they can count on to solve their problems together.

All Things Missouri

In FY 2018, MU Extension is putting into action what we learned from Missourians during our prior year's journey. With a focus on **All Things Missouri**, we will deepen the university's relationship with — and value to — the people of Missouri in all 114 counties. This will be facilitated through an effort to place community engagement specialists throughout the state.



Specialist focus

To better address the *grand challenges* identified from the community conversations, MU Extension faculty and field specialists will focus efforts in these areas:

- **agriculture and environment**
- **youth and family**
- **business and community**
- **health and safety**

We will restructure our program delivery model to better leverage faculty and specialists' skills and collaborative efforts. With a goal of creating stronger engagement and outcomes at the local level, we will reimagine traditional geographic boundaries and specialty content areas. We will be more responsive and nimble in the ways we reach and serve citizens and communities across our state.

Engagement Council

In FY 2017, MU Extension helped chart a new course for extension and engagement at the University of Missouri. Along with its extensive network of traditional extension programs, the university refocused its commitment to bring its resources, research and expertise directly to the people of Missouri.

Expanding reach and impact

In FY 2018, three tech-based initiatives will help extension expand its reach and impact.

- A statewide data mapping and reporting system created by the MU Center for Applied Research and Engagement Systems (CARES) will allow decision-makers to access deep data sets that can map thousands of layers of information across geographic areas to benefit business, industry, local and state organizations, nonprofits and governments. This tool will help extension better determine community needs, based on demographic data.
- A separate **university IMPACT website** will provide a publicly searchable inventory of University of Missouri faculty- and student-initiated programs, activities and educational opportunities that bring valuable knowledge and resources directly to the people and communities of Missouri. Information will be available statewide or filtered by county, school district, house district and congressional district.

This tool will be available for public use to help build new connections and collaborations and demonstrate how MU serves as the university *for* Missouri.

- Through an initiative known as **Nexus@Mizzou**, MU Extension is revamping and expanding its website to provide an easy-to-use single entry point for extension experiences — online and offline, paid and free.

Collectively, these efforts are helping to chart a new course for extension and engagement activity at the University of Missouri overall. As we concern ourselves with **All Things Missouri**, the organizational structures and delivery systems are changing to meet the challenges of Missouri. The result will be an adaptable organization that reflect a changing Missouri with a bright future.