



UNIVERSITY OF MISSOURI EXTENSION

New Madrid County

2023

Annual Report

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**SERVE
MISSOURI.**

**DELIVER
MIZZOU.**



Extension
University of Missouri

an equal opportunity/ADA institution



Office of Extension
and Engagement
University of Missouri

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December 2023

Dear county commissioners and friends of MU Extension and Engagement,

Thank you for your important partnership with the University of Missouri Extension this past year.

I want to highlight three areas that address needs you helped us identify.

You may recall that the FY 23 state budget provided a one-time \$5 million infusion to MU Extension for growth. Of that, we allocated about \$3 million for field faculty in the areas of agriculture, 4-H, health/human development and business and community development.

Through a dedicated hiring effort, and thanks to that allocation, we have hired 168 new employees since November 2022. That includes 72 academic/faculty members, most of whom are field specialists in a priority area noted above, and 96 staff members (e.g., office administrators, youth and food and nutrition associates, etc.).

We also returned more faculty to local program delivery that best serves your county's needs, while preserving the partnership and relationship building work you value. Our extension and engagement specialists focus full-time on that work as they serve their assigned multi-county groups. Currently, 19 have been hired, with two more in the pipeline.

Finally, we are prioritizing our work with county extension councils. In the new role of partnership and council development director, Lorin Fahrmeier focuses on strengthening council representation and governance. This role will build stronger links with regional, educational and campus leadership to better identify and address local priorities.

At the UM System level, our engagement work across four universities and with leaders across the state makes a difference in areas of greatest need: broadband, workforce development, health access, food security and healthy futures for our youth.

Your county annual report shows what we are accomplishing together as we Serve Missouri and Deliver Mizzou. We look forward to strengthening that partnership with county commissioners and community stakeholders in the coming year.

Sincerely,

Chad Higgins, PhD
Interim Vice Chancellor, MU Extension and Engagement
Chief Engagement Officer, UM System

Budget and more

Appropriations budget		2023
0210 · County Appropriations		10,000.00
Total Income		10,000.00
2700 · Personnel Salaries	0.00	
3100 · Travel	3,648.00	
3600 · Postage	350.00	
3700 · Telephone Serv – Local	959.76	
3900 · Advertising	400.00	
5100 · Supplies/Services	960.00	
5600 · Professional Services	900.00	
5700 · 4-H Programming	782.24	
6800 · Insurance	1,500.00	
7100 · Soil Test Expenses	250.00	
7300 · Repairs/Maintenance	250.00	
Total Expenses		10,000.00

Return on investment

University System (Salaries, Computer Equipment, travel)	300,010.00
Donations	100.00

New Madrid County Faculty and Staff

Sarah Denkler – Regional Director

Amber Childers – Extension Engagement Specialist

Susan Norship-Haney – Field Specialist in Community Health

Jennifer Hall – 4-H Youth Development Educator

Robyn Mulloy – Field Specialist in Agronomy

Richard Rickman – Field Specialist in Workforce Development

Kristal Smith – Field Specialist in 4-H Youth Development

Audrey Johnson – Field Specialist in Human Development and Family Science

Betty Roston - Nutrition Program Associate

Vacant Position – Childcare Education Coordinator

Vacant Position – Project Coordinator – High Obesity Program

Vacant Position – Office Support Staff

MU Extension is a unique funding partnership.

Extension funding is a three-way federal, state, and county government partnership. Federal and state money through the University of Missouri system pays professional staff salaries, training costs, computers, and communication equipment. County funds support the local office, secretarial and youth assistant salaries, staff mileage, and council expenses.

The *New Madrid* County Extension Council, faculty, and staff would like to thank the New Madrid County Commissioners for their continued support of extension programs.



Local Support

Did you know you can donate directly to New Madrid County Extension with a gift to be used immediately or as an endowment contribution for long-term efforts? Monies put into the endowment are left forever to earn interest, with the county office benefiting each year. You can also donate to a specific program such as 4-H or Master Gardeners.

UM System County Impacts



"I highly recommend this incredible program to any community looking for focus and direction."

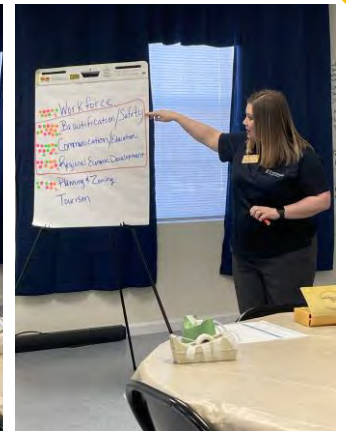
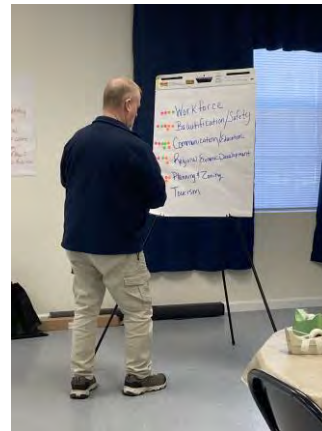


Strategic Doing participant

Strategic Doing is a one-day workshop that guides community stakeholders through an inclusive, problem-solving approach to developing high-impact projects to address local development issues.

The city of Risco, Mo., lacked retail options for food. Risco's Strategic Doing workshop and follow-up activities resulted in a **GROCERY STORE OPENING in the community.**

Amber Childers, Jennifer Williams, Deanna Dothage, and Richard Rickman facilitated a Strategic Doing Planning Workshop in March 2023 to help the community of Matthews, MO plan to move toward successful community development action.



MU Extension Faculty and Staff that serve New Madrid County prioritize professional development and education around the New Madrid Fault Line and Disaster Preparation.



The **Missouri Extension Disaster Education Network** provides education and technical assistance to individuals and families, local governments, schools and organizations so they can prepare for and respond to natural and man-made disasters. Because of the unique relationship it maintains with each community, MU Extension is a key resource for the public, emergency services and public officials.



MU Crop Conference Meeting.



The 2022 regional corn and soybean commodity conference was held at the Miner Convention Center during January. Participants from 19 MO counties, including New Madrid County, and two other states were presented research-based information in market outlook, commodity organization updates, corn disease management, weed management and herbicide resistance as well as soybean varieties and nutrient management.

Over 100 attendees rated the overall value from the information provided at 8.3 average out of a maximum of 10.

When asked what changes would be made as a result of the information provided the responses included:

- 1) More soil sampling, mix herbicide chemistry;
- 2) Looking more into conventional beans, change weed control;
- 3) Check availability to herbicide;
- 4) Look more on Tar Spots;
- 5) Flood Tolerance;
- 6) Less Chemicals

Overall, the research-based education increased overall knowledge in the topic areas which will lead to informed decisions that can help implement changes in management practices. Therefore, improving the economic viability of farm operations.



MU Extension specialists

play an important role in addressing emergencies and disasters. MU Extension specialists swiftly distribute information so farmers and ranchers can make timely decisions that safeguard their enterprises.





Dunklin, Mississippi, New Madrid,
Pemiscot, Scott, Stoddard Counties

Field Specialist in Community Health

Engagement Work:

- I started my journey with MU Extension in May 2023. In July, I took part in Camp Soar in Mississippi County, teaching life skills to students in grades 3-8. We also covered the importance of avoiding drugs.
- In August I participated in the Family Fun Fest with Parent Link and the Family Resource Center in New Madrid and interacted with the community with the Blender Bikes to promote healthy snacks and exercise.
- In August, I began a non-credit course called MO-RE Implementation, focusing on gathering data for a comprehensive Needs Assessment across six counties. This assessment looks into infectious diseases, chronic diseases, and cancer to improve skills and set consistent standards in the region.
- Come September, I got involved in the Scalable Mental Health Pilot Program for New Madrid County. It's a telehealth initiative where UM System Universities provide mental health services through extension offices.
- Field Specialist within MU Extension are also partnering with the Missouri Telehealth Network on promoting programs like Show Me Echo's, and connecting healthcare professionals and communities to share knowledge and resources.
- In November I assisted with the Women's Conference in Scott County and engaged in an energetic day of partnership learning and fellowship with women in the community.



Key Outcomes:

- I've actively collaborated with community partners through Regional Resource Meetings in Kennett. Additionally, I attended key events like the Diabetes Shared Learning Network meeting in Jefferson City and Extension and Engagement Week in October, gaining valuable insights.
- I also participated in discussions at the Youth Vaping Conversations Meeting in Poplar Bluff and the Rural Health Research Conference in Columbia, focusing on effective engagement and information gathering. I attended the Rural Health Research Summit in Columbia, engaging in conversations about improving services in rural areas and overcoming related barriers.
- On the professional development front, I've completed the Brain and the Disease of Addiction Trainer Program and the Layperson Naloxone Administration Trainer Program. Currently, I'm in training to become a facilitator for the We Can Prosper Resilience Trainer Program and to conduct Recovery Friendly Workplace training. I look forward to offering these trainings in partnership with communities in the coming year.

UM System County Impacts



Maude Harris, Nutrition and Health Education Specialist

Cooking Matters at the Store
Diabetes Self-Management Series
Healthy Meal Planning
Scott County Community Garden
Food Preservation Series:
Stay Strong, Stay Healthy Series
Keep Your Keys
Tai Chi for Arthritis
Matter of Balance
Dining with Diabetes
Facilitator for 18th Annual Multicounty Women's Health Conference (November)

In 2023, Dr. Maude Harris provided programming in Scott county and throughout the region. Maude had **1,748** direct programming contacts and over **15,442** indirect contacts for programs and engagement. Dr. Harris was co-instructor for two **Tai Chi** classes, two **Matter of Balance** classes, one **Stay, Strong, Stay Healthy** class, six **Keep Your Keys** classes, ten **Food Preservation** classes, two **Dining with Diabetes** classes, and two **Diabetes Self-Management** classes. Dr. Harris also coordinated other programming to be brought into the area. Dr. Harris serves on several boards and committees. She is currently co investigator for Type 2 African American Diabetic adults and Stress in the Missouri Bootheel Counties



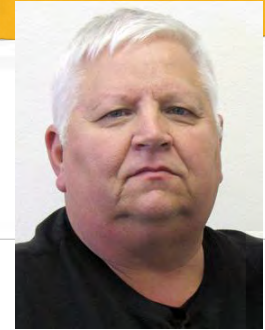
Missouri 4-H Agriculture and STEM programs

employ hands-on activities that foster problem-solving, creativity, critical thinking and exploration in engineering and technology. Agriculture programming emphasizes biology, environmental science, agri-science, veterinary science and engaging activities such as animal care and agronomy. STEM programs delve into computer science, robotics, aerospace, physics, chemistry and veterinary science.

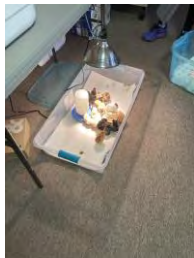


UM System County Impacts

Richard Rickman Field Specialist in Labor and Workforce Development



Richard Rickman hosted a 4-H Youth Farm Animal Art Show in partnership with Immaculate Conception Private School. Art was displayed inside the New Madrid County Extension Office and winners advanced to the Regional Farm Animal Art show in Poplar Bluff.



Immaculate Conception Private School enjoyed learning about embryology and watching baby chicks hatch during their school day.

Education and Training Provided



41,992 police, fire fighters, and medical professionals attending continuing education (2022)



Agriculture and natural resource programs served 174,692 farmers and related businesses (2022)



311,749 youth and stakeholder educational contacts in 4-H clubs, schools, camps and other programs (2022)



Community clubs are organized by volunteer club leaders and teams of recognized volunteers. Members attend club meetings, elect officers, enroll in projects and plan learning and community service activities. Some clubs opt to be single-project clubs, where all members focus on the same project.

