



Relevant



Reliable



Responsive

MU Extension by the numbers



Working with 10 MU schools and colleges, MU DIRECT provided **41 degree options to adult learners online and face-to-face**, resulting in 7,349 enrollments in 558 courses.



In FY 2008, the Business Development Program helped more than **9,900 Missouri residents, including those from 2,386 locally owned companies in Missouri** through individualized business counseling or training.

The Fire and Rescue Training Institute provided training for **20,374 emergency first responders in 849 courses** — resulting in safer communities for Missourians. Courses were held in 87 Missouri counties with participants from all 114 counties.



The Community Development Program engaged more than **2,007 volunteers and 2,036 partners, who contributed time valued at \$784,835** in fostering economic and leadership development and community decision making.



MU Extension connected with people more than 1.3 million times in FY 2008 through Cooperative Extension educational contacts and Continuing Education enrollments.



With the support of tens of thousands of volunteers, the Missouri 4-H program **reached one of every 10 — a total of 104,157 — Missouri youths, ages 5 to 19**, in FY 2008.



Nurses from 76 percent of Missouri's counties and the city of St. Louis attended continuing education programs provided by the office of Nursing Outreach and Distance Education during FY 2008.



The MU Conference Office collaborated to **deliver 69 conferences that generated \$4.3 million in gross revenue.**

Message from the Vice Provost

Sometimes it's difficult to put your finger on the pulse of an organization like University of Missouri Extension. Specialists on the ground in every county and city create a statewide network of activity as they are called on daily to advise and educate families, government and businesses. It's an impressive task to measure, and admittedly not an easy one. To their credit, our faculty members painstakingly record and report information about their contacts — more than 1.3 million of them in FY 2008 — so that we can be accountable to our customers, to the taxpayers of Missouri, and to our many stakeholders and partners. At the same time, we attempt to document personal examples of how our efforts transform lives and communities.

One of the areas of impact we've been measuring more carefully in recent years is that of economic development — the newest dimension of the University's mission. Economic development has become a catch phrase for some, often in the context of business growth. But it's a term with ample nuances. According to *Peter's Business and Economy Issues*, economic development entails "a sustainable increase in living standards. It implies increased per-capita income, better education and health, as well as environmental protection." In other words, whatever we do to promote economic development should result in better communities and improved livelihoods for Missourians who make those communities their homes.



Michael D. Quart, vice provost and director

How do we achieve such success? The dollars that you invest in MU Extension represent *real-time economic development*. Our specialists are at work in every county, every day, helping innovators bring new technologies to market, providing for-credit and noncredit educational opportunities to build a stronger workforce, and sharing tools and knowledge that enable businesses, farms, families and communities to thrive and prosper. Your investment in our programs creates both immediate and long-term measurable impacts statewide.

In this year's annual report, we bring you additional stories of MU Extension at work in Southwest Missouri. I invite you to read the regional spotlights (found on Pages 30-31), as well as the many examples throughout this entire report of our innovative programs and economic development activities that make a real difference in the daily lives of thousands of individuals and families across our state.

A handwritten signature in dark ink, appearing to read "M. D. Quart". The signature is stylized and written in a cursive-like font.

Michael D. Quart

Contents



This year’s annual report features MU Extension’s Southwest Region – characterized as an area of strong traditions that is undergoing rapid population growth and changes. Bordering neighboring states Oklahoma, Kansas and Arkansas, the 16-county region reached a record population of nearly 809,000 in 2007. Learn more about the Southwest Region, beginning on.....

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Gold text boxes throughout this report show how MU Extension makes a positive difference in Southwest Region communities.

MU Direct: Continuing and Distance Education

Linda Butterfield Cupp, director

MUdirect.missouri.edu

Reaching more than 7,300 enrollments in FY 2008, MU Direct's online and face-to-face programs help strengthen Missouri's workforce while addressing challenges faced by adults who are struggling to compete in today's increasingly competitive global environment.



Distance students usually can't attend their graduation programs on campus, so in FY 2008, MU Direct brought graduation to them by holding its first online commencement, which featured a speech from NASCAR driver and Columbia resident Carl Edwards, congratulatory messages from campus officials and a guest book for friends and family members to send notes to graduates. In his speech Edwards, a former MU student, voiced his intention to resume pursuing a degree through online learning.

MU Direct: Continuing and Distance Education partners with academic units on the MU campus to provide adults in Missouri and throughout the United States with quality educational experiences that enable them to fulfill their professional and personal aspirations.

During FY 2008, MU Direct worked with 10 MU schools and colleges to offer 41 degree options and three certificate programs, generating 7,349 enrollments in 558 courses for 21,092 semester credit hours.

Students can choose from such areas of study as: arts and science, education,

health professions, human environmental sciences, journalism, medicine and nursing. Enrollments in these programs represent nearly a third of MU's master's degree enrollments and more than a fifth of its overall graduate enrollments. New programs are being planned and developed by these and other academic units.

In addition, two groups — the Great Plains Consortium, involving human environmental sciences and agriculture, and the Big 12 Consortium, involving nuclear science and engineering — also are collaborating on new online courses and degree options with a number of universities.

Because students often cannot access the resources on a university campus, MU Direct takes a strong approach to customer service and works with many offices at MU to arrange necessary services. For example,

distance students receive writing support through the university's Online Writery. And coordinators contact students regularly to monitor their progress beginning early in their programs. Students also are encouraged to use MU Direct's toll-free number so that staff can answer questions and help solve problems that may arise.

Nursing Outreach and Distance Education

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

nursingoutreach.missouri.edu

Extension's nursing outreach program serves a predominantly rural audience.

At least 92 percent of Missouri's nurses who attend educational programs are from outside the metropolitan St. Louis and Kansas City areas.



Learning is more than listening to lectures. Nursing Outreach and Distance Education uses the latest simulation technology to assist learners in sharpening their hands-on skills in order to remain clinically competent.

Both independently and in partnership with numerous organizations, the Nursing Outreach and Distance Education office provides face-to-face, Web-based and telecommunications-oriented education for nurses and other health-care professionals in Missouri and surrounding states. In FY 2008, nurses from 76 percent of Missouri's counties and the city of St. Louis attended continuing education programs sponsored by the office.

As the MU Sinclair School of Nursing's primary outreach effort for nearly 50 years, the fully accredited, state-approved office continues to provide quality, affordable lifelong learning opportunities for Missouri's registered nurses, regardless of their specialty, practice setting, affiliation, academic preparation or geographic location.

In addition to its own educational activities, which attracted 1,725 nurses and other health-care providers throughout the year, the program provided profes-

sional continuing education credit to another 1,194 nurses attending conferences, activities and events offered separately by the MU School of Medicine. Many of the outreach efforts are multidisciplinary and provided in cooperation with local, state and national nursing and health-care organizations. Through co-sponsorship arrangements, the office also awards continuing education credits to non-nursing health-care professionals, including social workers, dietitians, nursing home administrators, physicians, psychologists, school counselors, addiction counselors and health educators.

The opening of the MU Leadership Development Academy for Registered Nurses in Long Term Care in November 2007 is one example of how the program is growing partnerships. Within

long-term care facilities across the state, nurse leaders have a proven role in staff recruitment and retention, staff satisfaction, resident outcomes and overall quality of care. By working with academic nursing, professional associations and nursing home employers, the academy works to enhance the strengths of the registered nurse participants who fill those leadership roles.

In addition to founding the federal grant-funded academy, the nursing outreach office received \$245,467 in competitive external grants and contracts during the year. It also initiated an educational program called "Evidence-Based Practice on the Frontline," designed specifically for staff nurses to address building a culture of quality, safety and nursing professionalism. The event attracted nearly 190 participants.

Continuing Medical Education and Cooperative Extension Health Education

Allison Rentfro, director

Molly Vetter-Smith, state health education specialist

som.missouri.edu/CME

In FY 2008, the office provided medical education to more than 24,000 health-care professionals throughout Missouri and the world with more than 1,400 programs.

The Office of Continuing Medical Education serves as MU Extension's primary liaison to health-care providers throughout the state by sharing cutting-edge research and improved standards of patient care stemming from the MU School of Medicine and University Hospital and Clinics.

The office's primary mission is to provide quality programs that promote the health of patients while fulfilling the ongoing educational needs of MU faculty and Missouri's growing number of rural practitioners. Programs include educational opportunities in primary care and medical specialties, as well as health ethics, quality improvement and patient safety. These areas highlight the unbiased, evidence-based knowledge from MU physicians' expertise and the University's role as a leading research center.

In FY 2008, the office provided medical education to more than 24,000 health-care professionals in Missouri and beyond through more than 1,400 programs.

One challenge lies in providing close-to-home continuing education that only minimally interferes with physicians' daily workloads and patient care.

The office delivers several of its outreach programs throughout the state via the Missouri Telehealth Network, including the MU School of Medicine's "grand rounds" and similar series, which the office accredits. These broadcasts allow participants to stay current in their specialties without having to travel to consult with

experts in their respective fields. Additionally, the office maintains the school's accreditation through the national Accreditation Council for Continuing Medical Education, a status critical to the program's long-term success.

To meet the demands of the various audiences it serves, the office continually scans the medical education environment for opportunities to expand program offerings into new arenas. In FY 2008, the office began working with staff at the school's newly opened Russell D. and Mary B. Shelden Clinical Simulation Center, with the specific purpose of improving patient care and safety, as well as overall health-care quality, through the use of simulation. This partnership helps provide hands-on educational opportunities beyond the scope of traditional classroom lectures.

Collaborative efforts among the office, the MU Extension health education program, regional extension specialists and other organizations also continue to improve the health literacy of Missourians through community-based chronic disease prevention and self-management activities.

The largest single event managed through the office is the annual Dialysis Conference, which convenes an international group of practitioners and researchers to discuss current developments in that field. In March 2008, CME managed its 28th conference, concurrent with the 14th International Symposium on Hemodialysis and the 19th annual Symposium on Pediatric Dialysis. The Dialysis Conference, which drew more than 2,300 physicians, fellows, nurses, social workers and dietitians from 40-plus countries, continues to be the world's leading international forum for practitioners and researchers to discuss current developments in dialysis.

Veterinary Medical Extension and Continuing Education

Scott E. Poock, DVM, interim director

www.vmth.missouri.edu

In FY 2008, team members received \$26,415 from grants and industry to investigate production parameters on dairy and beef operations relating to deworming and use of teat sealants in grazing dairies, and reproduction programs.

Through continuing education and outreach efforts, MU Extension's veterinary medical program builds lasting partnerships among livestock producers, companion animal owners, veterinarians, extension specialists, University faculty, allied industries and the public.

During FY 2008, the program continued to teach Missouri residents and livestock producers through educational programs, multiple research efforts and nearly 30 on-farm visits. Encompassing interactions with a variety of groups as well as individuals, farm visit topics included milk quality, ultrasound, reproduction, nutrition, housing, calf health, herd health and culling. The most popular topics were milk quality and the protocols of ultrasound, reproduction and cow-calf vaccination.

Missouri farmers take pride in producing quality products for consumers. Reproduction programs have the potential to improve that quality while enhancing operations' profitability on beef and dairy farms — by increasing the number of calves born, improving the genetics of the herds and increasing voluntary culling rather than involuntary. For example, increasing the number of pregnant dairy cows results in a greater percentage of cows lactating earlier and thus producing

more milk per day. This leads to greater milk production for the herd. And milk quality increases profit through premiums paid, with increase in production in cows that have lower somatic cell counts.

Collectively, Veterinary Medical Extension and Continuing Education staff members spoke at 20 meetings sponsored by MU Extension specialists throughout the state, covering topics on beef and dairy cattle as well as goats. As was the case at the individual farms, reproduction was a major topic, particularly the "Pregnancy and Profit Go Hand in Hand" presentation given as part of the statewide Dairy Profit Seminars.

Staff also supported the Show-Me-Select Replacement Heifer Program development and the Missouri Premier Beef Program with technical and marketing advice for participants throughout FY 2008. Several veterinary medical research projects are helping answer questions that producers have regarding deworming and dry cow therapy in grazing dairy herds in Southwest Missouri, use of estrus synchronization on both beef and dairy herds, and the development of a beef cattle curriculum.

MU Extension at work in the Southwest Region...

In fall 2007, cases of pneumonia in cattle were abnormally high all across Southwest Missouri, resulting in increased deaths, decreased performance and higher treatment costs for livestock producers. Extension's veterinary team members advised livestock specialists during the outbreak and assisted with several meetings during the year to address why such outbreaks arise and what steps can be taken to reduce the likelihood of recurrences.

MU Fire and Rescue Training Institute

David E. Hedrick, director

mufrti.org

Every hour of instruction received and every emergency first responder trained translate directly into safer firefighters and safer communities.

Missouri's emergency responders face life-threatening situations every day. MU Extension's Fire and Rescue Training Institute is charged with providing comprehensive continuing professional education and training to Missouri's fire service and emergency response personnel. Its mission continues to focus on providing effective, standards-based quality programs for the state and nation's emergency responders, who receive comprehensive instruction in structural, wildland and aircraft firefighting; emergency medical care; technical rescue; environmental emergency mitigation; fire service instructor and company officer development; counter-terrorism; emergency management; and emergency planning and exercise evaluation.

During FY 2008, the institute provided 311,522 student instructional hours of training, enrolling 20,374 students and conducting 849 courses. Instruction



Firefighters learn to work with the current as they practice swiftwater rescue at a Missouri theme park. This line-crossing technique, called a tension diagonal, harnesses the force of the current to transport flood victims across a stream. The 28-hour course includes lectures, land drills, equipment familiarization, practical training, a swim test and a night drill.

delivered through multiple formats makes courses accessible to a broader audience. Face-to-face and online training, conferences and webcasts accounted for 76 percent of courses delivered throughout the year. Registered programs, taught by state-certified instructors in their own departments, accounted for the other 24 percent. Courses were held in 87 Missouri counties, with participants coming from all of the state's counties. In addition, students from 24 other states registered for the institute's courses.

In the winter and spring, Missouri faced multiple disasters. As part of the county and state emergency response, the institute and MU Extension's joint Community Emergency Management Program provided

information and technical assistance to county offices and local communities. The program assisted in eight presidential disaster declarations and two state emergency declarations in Missouri during the year.

The challenges of new technology, new emergency hazards and ever-changing world events face our state and nation. To the fire service professional, both career and volunteer, the best means of preparing to meet these challenges is through training. Missouri's emergency responders turn to MU FRTI to keep their knowledge and skills up-to-date so they can perform their duty of protecting lives and property safely and effectively.

Law Enforcement Training Institute

Gary Maddox, PhD, director

letl.missouri.edu

“The time I spent in this academy has to be the best training that anyone could get if they are going to go into law enforcement.”

*— Doug Davidson,
pre-service candidate*



Law Enforcement Training Institute students Trey Bailey, left, and Tim Siegel practice prone handcuffing techniques during a defensive tactics class.

“Very good instructors willing to stop at any time to answer a question. They are able to maintain a class of several different levels of experience and kinds of work and keep all interested. Instructors that truly care about what they do. Thank you for your training you provide in a field where training is most of the time an afterthought.”

— Dale Brown, Collinsville (Ill.) Animal Control

To address growing trends and demands, the institute began developing new courses in police suicide awareness, conflict management, writing skills for supervisors, child death and serious physical abuse investigation, and an online version of the

The Law Enforcement Training Institute is nearing its 60th consecutive year of service to Missouri as well as the national and international public safety communities.

Offerings in basic, in-service, advanced and continuing education programs to recruits and veterans continue to flourish in these times of growing public concern for safety, security and quality protection. In addition, the institute’s National Cruelty Investigations Schools are growing in enrollments and demand as the nation’s compassion for animals and interest in abuse and welfare issues continue to expand. Demand for these programs from animal welfare professionals, activists, police officers, court personnel and citizens last year reached an all-time high.

cruelty investigations school. Faculty members also are creating and marketing updated versions of the classroom-based cruelty investigations schools, planning to offer a larger variety of animal cruelty and abuse courses and consolidating basic peace officer certification education to the Class A, 600-hour course.

During FY 2008, the institute graduated 85 from three basic recruit training academies; enrolled 266 participants in 15 animal cruelty investigation programs conducted in 13 states; offered 38 continuing education programs that attracted 571 registrants; conducted the Wisconsin Humane Officer Training Program for 40 participants; and produced and sold a record number of The Missouri Criminal Code: A Handbook for Law Enforcement Officers.

Labor Education Program

Paul K. Rainsberger, JD, director

labored.missouri.edu

MU Labor Education Program hosted the 10th annual Romeo Corbeil Summer Youth Camp. This year's camp brought together a diverse group of 20 young people from 11 states for an intensive learning experience about the labor movement and issues of social and economic justice.

Since 1963, MU Extension's Labor Education Program has worked with employee organizations across Missouri and beyond to ensure that workers and their leaders develop the skills necessary to serve as contributing participants in their organizations, as effective representatives in the workplace, and as informed and active members of their communities.

Throughout its history, the program has worked with the United Steelworkers of America to develop and deliver leadership training for local union officers and activists in Missouri and surrounding states. As with other program initiatives, the content of the Steelworkers Institute has changed dramatically over the years as the issues and challenges confronting leadership evolve. The 2008 Steelworkers Institute included classes on history, effective communications, arbitration, global economic trends, and changing production technology.

In 2007, 20 young people attended the 10th Romeo Corbeil Summer Youth Camp, sponsored by the Office and Professional Employees International Union and the Missouri AFL-CIO. During this weeklong experience, participants learn about the world of work and the structure, goals and strategies of their parents' organizations. Since its inception, 161 youths from 20 states and four provinces have participated in this nationally recognized program — the only one of its kind in the United States.

Labor education faculty members continued to work with joint apprentice programs in the construction industry to incorporate classes on organizational history and strategy into the apprenticeship curriculum.

The employment relationship for workers everywhere continues to experience frequent changes, and with those changes comes a greater need for providing quality and adaptable leadership. Traditional skills of leadership and representation remain important to union officers and other leaders, but today, a much higher level of strategic understanding of the forces that shape employment relationships is necessary. Global economic trends, erosion of basic benefits and increasing levels of employment insecurity provide growing challenges to workers and their representatives.

The Labor Education Program is directing greater emphasis toward helping workers and their representatives engage in strategic analysis of the industries in which they are employed. Courses address issues relating to greater workforce diversity, expanded understanding of how global economic trends affect local employment conditions, and the increasing challenges of maintaining essential elements of economic security. Just as the skills necessary to perform work in the modern economy are in constant need of upgrading, so too are the skills of effective representation.

MU Extension at work in the Southwest Region...

On Nursing Outreach and Distance Education's MU Leadership Development Academy for Registered Nurses in Long Term Care:

"It has enhanced my personal and professional growth. I feel it has been a very enriching class and have learned a lot of new methods of management for long-term care. It reinforced to me the importance of teamwork, with the goal of giving the best care to residents."

— Pattie Darby, RNC, MDS coordinator, Citizens Memorial Healthcare at Colonial Springs Health Care Facility, Buffalo

Graduates of the institute's Society of Human Resource Management certification program passed the national exam at a rate of nearly 98 percent, eclipsing the national average of 57 percent.

The Missouri Training Institute, part of MU's Trulaske College of Business, provides organizational and professional development assistance to business, industry, government and education organizations.

For the past several years, the institute has worked to balance its efforts in the public sector with private-sector businesses and higher education, as well as to establish relationships that produce repeat business. The office served more than 20 private businesses, several of which were repeat customers.

The institute's training product includes the supervisory training series, human resource certification programs and the development series for trainers in human resources.

The institute also provided training to more than 400 workers from businesses throughout mid-Missouri, including several area hospitals, banks and other financial groups, in partnership with the Central Workforce Investment Board. The training was delivered in person and via videoconferencing in Rolla, Salem, Lake of the Ozarks, Jefferson City and Columbia. Staff of the Missouri Department of Social Services also completed 130 days of training as part of their supervisory requirement.

In total for FY 2008, the institute delivered 346 noncredit business continuing education courses, amounting to 50,820 hours of instruction, and served 8,927 people from every Missouri county.



MU Extension at work in the Southwest Region...

Stone County agronomy specialist Tim Schnakenberg is working with local farmers and ranchers in a program to reduce and eradicate brush in fields. Goat herds require little maintenance and eliminate tangled underbrush in short order. This is especially effective in rugged terrain that might not be accessible to machinery.

Osher Lifelong Learning Institute

Lucille D. Salerno, PhD, director

learnforlife.missouri.edu

Lifelong learner students grew to 637 in FY 2008, garnering a \$1 million endowment from the Bernard Osher Foundation.



Karen Onofrio, MD, explains human anatomy to students during class. “You may believe and give in to the myth of aging, or you may take control of time’s impact by gaining a fuller understanding of how your body’s critically important systems function,” says the former MU pathologist. Onofrio is also an artist.

The Osher Lifelong Learning Institute at MU far exceeded its required 500 individual students by reaching 637 in FY 2008. The result of that student recruitment was a \$1 million gift from the Osher Foundation that replaces the previous \$100,000-per-year grant the program had been operating with the past three years.

Most institute instructors are active or retired MU faculty members, providing high-quality courses. Also this year, as part of the MU Retirees Association’s formal assistance in governing the program, the organization approved permanent seats on the OLLI advisory council for its board president and president-elect.

The institute also successfully transitioned to a student membership organization during the year. The introduction of a weekly film series has proven a motivating force. Light-hearted in approach, the experience becomes educational as well as the group discusses emotional responses and meanings in the relaxed setting.

The films have added a new dimension to the lifelong learning experience, a sense of community.

A series of brown-bag seminars started in September. In what equates to a free course, experts present timely issues and then facilitate the ensuing discussion. The events are offered during the lunch hour, making them accessible to all participants, with refreshments provided.

The institute began offering events to attract the “gray tsunami” that is about to hit programs like OLLI as baby boomers reach retirement age. One of the 24 spring courses was scheduled in late afternoon, which proved particularly attractive to students.

Among the institute’s greatest successes in FY 2008 were the committees developed from

the advisory council. The institute now boasts a capable, motivated development committee whose members immediately began designing a host of fundraising proposals. And a new program committee is being formed that will include help with recruiting volunteer faculty.

Student members continue to show increased interest in additional courses and program activities. With the planned installation of state-of-the-art interactive TV equipment, OLLI educational resources will allow course offerings to reach into the small towns and farm areas of rural Missouri — a win-win for MU Extension and the growing number of lifelong learners it serves statewide.

MU Conference Office

Joy Millard, director

MUconf.missouri.edu

The MU Conference Office showcased events to 20,472 participants around the world during FY 2008.

The University's charge as a land-grant institution includes an emphasis on service and disseminating information to Missourians. The MU Conference Office was created to be a full-service planning office for educational experiences that

reach residents of the state, taking place on campus, as well as in other parts of Missouri or anywhere in the world. The office provides expertise and service that lead to successful noncredit events, such as conferences, workshops, seminars and symposia. In addition, on-campus conferences host people from around the world and attract prospective students to the community who may not otherwise have had the opportunity to visit in person.

Professional services exemplify the office's goal to offer top-notch learning experiences for event participants. Through 44-plus years of experience, the organization has evolved into providing a comprehensive array of services and completely managing details — from making name badges to reconciling income and expenditures — for its diverse clientele, which includes University academic and administrative departments, state and federal agencies, private companies, not-for-profits, faith-based groups, and youth and athletic associations.

In FY 2008, the office collaborated with eight of the University's colleges and schools, 12 administrative units, seven federal and state agencies, and 21 associations and other groups to deliver 69 conferences that generated \$4.3 million in gross revenue.

Summary of Programs Delivered — FY 2008

MU Division or Program	No. of Activities	Attendance Total	Indiv. Hours Instruction	Student FTE*
Agriculture, Food and Natural Resources	13	3,266	294	130.7
Education	1	271	16	14.5
Engineering	3	258	92	15.2
Engineering Continuing Education	2	18	16	0.6
4-H Youth Development	3	376	57	21.3
Fire and Rescue Training Institute	2	2,265	52	164.4
Journalism	4	343	52	15.7
MU Administration	7	453	290	61.9
Osher Lifelong Learning Institute	4	811	162	122.9
Veterinary Medicine	5	640	41	16.6
Vice Provost's Office	4	249	38	8.3
Conference Office-hosted	21	11,522	415	702.6
Conference Office TOTALS	69	20,472	1,525	1,274.6

* Student FTE = Student Full-time Equivalent

MU Extension at work in the Southwest Region...

By providing training on how to convert livestock and poultry manure into usable fertilizer, MU Extension programs have helped farmers in 10 Southwest Missouri counties reduce their commercial phosphorous applications by 40 percent, which translates into nearly \$3.3 million in annual savings as well as improved water quality for those living in the counties' agricultural watershed.

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

Leadership Northwest Missouri graduates' work in gaining local funding has contributed to the installation of emergency warning sirens in 24 communities since 2003, saving an estimated \$856,785 as well as untold lives.



Webster County Clerk Stanley Whitehurst explains election voting machine procedures to poll workers at training sessions held at the Webster County Extension center in Marshfield. These sessions are part of a training program developed by MU Extension and the Missouri Secretary of State's office.

The Community Development Program works collaboratively with communities to foster economic and leadership development and community decision making and emergency preparedness, and to develop inclusive communities. Last year, the program engaged more than 2,007 volunteers and 2,036 partners, who contributed time valued at \$784,835.

In 11 regions over the last three years, MU Extension's Community Economic and Entrepreneurial Development program, or ExCEED, leveraged \$652,500 in community endowments and grants and nearly \$223 million in new business investments. In the past year alone, volunteers donated 6,080 hours of effort valued at \$104,515. These communities have experienced 58 business startups, 136 new jobs, 45 jobs retained, 39 business expansions and 50 new leaders emerging, as well as new network development.

The Community Emergency Management Program provided direct support as

leaders and residents planned for, addressed and recovered from ice, hail, floods and tornadoes. Information packets and participation with 24 community coalitions for long-term recovery enabled residents, businesses and communities to access resources, make decisions and begin the recovery process. Regional faculty helped conduct 134 prevention and education programs apart from disaster assistance.

Working with emergency management programs in 24 communities, Leadership Northwest Missouri graduates have helped secure \$110,647 in local funding commitments and obtain an additional \$173,583 in grants to install emergency warning sirens since 2003. These sirens are estimated to have saved \$856,785 as well as untold lives.

Ninety-one percent of participants indicated that they used the knowledge and skills gained in MU Extension grant-writing workshops. Fifty-seven percent of Community Development Academy participants reported generating additional resources for their communities and organizations. Their accomplishments include increasing school funding and working with a local foundation to fund one-third of a county's MU Extension programming.

Nationally, Project Vote highlighted Missouri's poll-worker training as a model program. MU Extension worked with the Missouri Secretary of State's Election Division and the Poll Worker Training Advisory Committee to develop a comprehensive training program based on the Help America Vote Act of 2002 regulations, election laws and administrative rules.

4-H Center for Youth Development

Ina Metzger Linville, PhD, interim director

4h.missouri.edu

Youths who regularly participate in development programs such as 4-H are 70 percent more likely to attend college.

With mounting episodes of student violence and the media's increased recognition of youth delinquency, high school dropout rates and teen pregnancy, a national spotlight has focused on the importance of positive youth development programs for school-age children.

Four-year findings from an ongoing nationwide study of students released in 2008 are providing insight into how participation in youth programs such as 4-H corresponds with children and adolescents transitioning into leading healthy, productive lives.

"The Positive Development of Youth" report covered research of students in four waves, as they progressed from grades five through eight, detailing the positive effects 4-H has on the students' social behaviors and choices. The study, by Tufts University's Institute for Applied Research in Youth Development, is showing significant benefits to youth who participated in 4-H activities at least twice monthly, including reduced alcohol consumption, smoking and premarital



A recent study revealed actively participating Missouri 4-H'ers have significantly reduced risk behaviors, lessened likelihood of bullying and fewer symptoms of depression than their non-participating peers. Here, a small group performs a team-building project at a 4-H summer camp at Roaring River State Park.

sexual activity. Results show students involved in 4-H have a decreased likelihood of bullying others and exhibiting symptoms of depression while at the same time they increased leadership roles among their peers, their goal-setting capabilities and adaptive behavior to achieve their goals.

In addition, youths who regularly participate in development programs such as 4-H are 70 percent more likely to attend college.

With the support of thousands of community leaders and hard-working volunteers, state and regional 4-H youth development specialists and other MU Extension team members, the Missouri 4-H program reached one of every 10 — a total of 104,157 — youths, ages 5 to 19, on a local level across the state in FY 2008.

Nearly a third of those participants (28,345) belong to 4-H clubs, whereby they commit to a yearlong variety of community service projects and family-related activities. More than 58,000 students were active in 4-H school programs. Seminars, conferences, camps and child-care programs hosted thousands more.

Even into an individual's adulthood, 4-H continues to have a place in the lives of Missouri residents. MU faculty trained 6,529 youth professionals, MU Extension faculty and staff, parents of participants and volunteers to help carry on

the 4-H pledge to empower the state's youth. In all, more than 11,385 adults and youths served as volunteers statewide during the year.

KBIA and University Concert Series

Michael W. Dunn, PhD, director

kbia.org and concertseries.org

KBIA remained on the leading edge of broadcast technology, launching and refining new-media initiatives, as well as becoming the smallest-market public station in America to offer three programming streams.

KBIA-FM, MU's National Public Radio affiliate, serves more than 30,000 listeners across 19 Central and Northeast Missouri counties. Most listeners have no other reliable access to in-depth news and arts programming via radio.

In the last year, KBIA has used the latest technology to expand its reach, adding a third, digital-only channel at 91.3 FM; helping KKTR-FM, the Truman State University-owned repeater station, to offer the same three digital program options; and supplementing live radio service with new-media elements such as podcasts of all local non-music content and on-demand video via a YouTube channel. KBIA's efforts were rewarded with its most successful fundraising campaigns to date.

The University Concert Series observed 100 years of bringing the arts to mid-Missouri not just by scheduling world-class artistic performances — including that of Itzhak Perlman — but also with a concerted effort to reach nontraditional audiences. The series included international performers in nearly one-third of its event lineup; incorporated dozens of members of the community within the



Ira Glass of public radio's "This American Life" chats with KBIA staff and listeners at a donor reception following his March appearance in Jesse.

performances themselves; made more than 18,000 tickets available either free or at significant discount to seniors, students, community groups and individuals in need of access; and sent touring artists to mini-performances, workshops and master classes before more than 3,000 seniors and youths in the area. The Concert Series enjoyed increases in smaller-scale and major donor activity.

Other highlights

■ The launch of KBIA3, the digital-only third channel, gave listeners another NPR news program option each morning, and an adult album alternative music service the rest of the day. It also freed KBIA2 to become a classical music hub; classical listeners now have a source of music somewhere within the station's frequency 24 hours a day.

■ KBIA has continued to podcast news and features online several times daily. Last year saw the incorporation of a YouTube video channel, more still photos and other new-media elements to reporting online. KBIA is out ahead of the vast majority of public-radio news outlets in its new-media reporting, and has initiated collaborations with the School of Journalism's convergence program to further its efforts.

■ KBIA and the Concert Series redesigned both Web sites, allowing for greater ease of navigability. KBIA Web traffic now tops 700,000 unique site visits per year. The two sites combined enjoy more than 1 million unique accesses annually. All three KBIA channels are accessible online in streaming audio.

Center for Distance and Independent Study

Von Pittman, PhD, director

cdis.missouri.edu

Using the latest technologies, the Center for Distance and Independent Study extends the resources of the University of Missouri and offers quality online courses to a diverse student body across Missouri, the United States and around the world.

The center registered 22,530 enrollments in FY 2008. In addition, a 22 percent increase propelled college-level enrollments to 3,097 — the highest in six years.

The Center for Distance and Independent Study experienced a surge in online university-level enrollments during FY 2008, surpassing the previous year's enrollments by 22 percent. CDIS attributes the significant enrollment boost to effective management and a range of efficiencies in acquiring and developing new quality courses, improving student services and advising, generating increased interest in the bachelor of general studies program and enhancing Web site utilization in conjunction with marketing efforts.

A redesign of the course template helped streamline the production process, which resulted in a 17 percent increase in courses — with 89 opened in FY 2008.

While ensuring the highest quality standards and using custom-designed interactive exercises in courses at all levels, CDIS also commissioned a number of new courses to meet requirements for an online graduate certificate program in architectural studies, which is currently in development. Further initiatives for course offerings in human development and family studies also are under way. And new economics, finance and management courses opened to augment offerings for a minor focusing in business for the bachelor of general studies.

CDIS began providing tutorial services to support students in collaboration with MU's Online Writery. From a modest 12 initial courses, the inventory is now

38 and includes all university-level courses with a significant writing requirement. Plans continue for new writing-intensive courses in German and human development and family studies.

At the high school level, more semester-based online courses are in the works to give students a choice between the new format and traditional independent study. Last year, in

response to calls to reduce teen automobile crashes in the state, MU High School created an interactive online driver education course. The high school received a Distinguished Award from the University Continuing Education Association for the custom-designed online course.

CDIS briefs...

- **Bachelor of general studies:** Seven students graduated this year, with an additional three students enrolled in their final courses. BGS students accounted for 246 enrollments, representing a 30 percent increase over the previous year. To date, 196 students have been admitted to the program, for a total of 550 course enrollments. Fifty-four percent of these students were new to MU.
- **CDIS developed a total of 89 courses:** 36 university, 37 high school, 14 elementary and two noncredit courses.
- **CDIS registered 16,335 high school and elementary enrollments.**
- **Students from 44 countries enrolled in courses at all levels.**

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's mission goes to the
heart of humanity — to develop and
nurture human potential
and to apply knowledge
for the betterment of all.*

Human Environmental Sciences Extension is committed to developing educational programs “to create better living for Missourians.” Each program addresses the needs of the state’s residents. Using face-to-face contact, the Web, interactive television and other technology and media, faculty members are able to meet those needs when and where people are ready to learn.

Programs address family and financial education; design of living and working environments; family and human development; community support systems; and nutrition, health and physical activity. They annually reach more than 275,000 individuals, with an additional 4.2 million-plus Web users. Whether dealing with health or health care, personal or family relationships, asset development, or housing, every program outcome is designed to make Missourians’ lives better.



Janet LaFon, MU Extension family financial education specialist in the Southwest Region, teaches a class for first-time homebuyers held in Neosho.

The HES faculty is dedicated to enhancing the lives of all Missourians by collaborating extensively with local, state and national partners to provide seamless educational opportunities to families across the state. While all of the programs strive to maximize the quality of human and family life, HES pays special attention to the needs of Missouri’s socially and economically vulnerable populations.

In FY 2008, more than 9,500 Missourians attended programs or received information on homeownership, alternative home energy systems, weatherization and healthy homes. The target audience for these programs includes first-time and long-term homebuyers, renters, and children and families in homes with problems including lead paint, radon, second-hand smoke, mold and carbon monoxide. There was a significant increase in the number of Missouri families who attended workshops on home energy efficiency and alternative energy systems due to the rise in home heating, cooling and electricity costs.

During the last fiscal year, 3,659 individuals or families saved approximately \$731,800 in tax preparation fees and processed \$2.95 million in refunds through the program's Missouri Taxpayer Education Initiative.

Agriculture and Natural Resources

Marc Linit, PhD, associate dean, David E. Baker, program director and assistant dean, College of Agriculture, Food and Natural Resources cafnr.missouri.edu/extension

Efforts enhance economic viability, protect the environment and the state's natural resources, and improve quality of life for Missourians by applying research results and providing research-based education.



Matt Massie, research technician at MU's Southwest Center, Mount Vernon, checks forage plots as part of his research into the uses and growing techniques for fescue grass.

As a direct result of MU Extension programs in Southwest Missouri, four newly established grazing dairies created additional investments of \$13 million in FY 2008, bringing the in-state investment total to \$63 million annually. Further economic growth of the dairies is generating \$28 million in yearly milk sales, sustaining 777 jobs and increasing Missouri's total annual dairy output to \$87 million.

By helping Missouri beef cattle producers develop improved winter feeding systems, MU Extension enables them to save \$19 million annually by encouraging increased stockpiling of tall fescue. Livestock specialists continue to promote the use in hogs of artificial insemination, a cost-efficient and time-saving practice that grew from less than 25 percent to more than 85 percent usage in the past decade. Missouri's economy has benefited by more than \$35 million from 11 consecutive years of the Show-Me-Select Replacement Heifer Program effort, an educational

MU Extension program through which beef producers learn how to combine existing reproductive technologies with proven marketing strategies to improve their production efficiencies.

Additionally in FY 2008, several opportunities allowed for combined strategic and educational MU Extension efforts to help increase economic strength of local agricultural businesses while improving the sustainability of Missouri's natural resources and environment.

- Staff devoted to value-added agriculture efforts helped develop a business plan for an aquaculture upstart that could generate annual sales of up to \$5 million.

- Use of the Woodruff irrigation charts

increased yearly gross profits for Missouri irrigators by nearly \$10 million while also reducing their fuel costs.

- A total of 225 crop advisers who influence decisions on more than 8.5 million acres, about 65 percent of the state's total cropland, attended a three-day Crop Management Conference.
- Of participants in the water quality short course, 87 percent said they would use the information when assisting with watershed planning and implementation.
- The projected economic impact from the Woodland Steward Program is an increased net present value of \$3.1 million (\$890/acre) on 3,500 acres managed for timber and wildlife production and \$400,00 (\$100/acre) on 4,500 acres managed for wildlife benefits only.

Business Development Program

Steve Wyatt, JD, director

missouribusiness.net

By providing counseling, education and information to local business owners and their staffs, MU Extension is working every day to improve the competitiveness and continued success of many of Missouri's estimated 508,900 small businesses.



John Hipple Jr., president of Joplin-based Sign Designs, had arrived at the point where business expansion was the next logical step. But he needed advice. He took his questions to the experts at the Missouri Small Business Development Center in Joplin. As a result of the counseling, Hipple received a \$280,000 loan from a local bank. With the capital he purchased a larger facility and more advanced equipment, including a three-dimensional router, software and improved technology for more sophisticated sign construction.

Throughout the latest reporting year, the Business Development Program, whose academic home is in the College of Engineering, assisted more than 9,900 Missouri residents — including 2,386 counseling clients and business owners statewide — through individualized business counseling or training. In doing so, the programs influenced Missouri's economy, which surpassed an additional \$90 million in sales, nearly 6,800 new jobs, \$77 million for new investments in client businesses and \$252 million in government contracts.

But each year, the success stories most clearly illustrate ways in which the programs continue to meet their mission to improve people's livelihoods and the competitiveness of Missouri's businesses through research-based education and technical assistance to enhance the state's economy.

For example, nanotechnology once was confined to the realm of science fiction.

Today, though, Keshab and Shubhra Gangopadhyay, a husband-and-wife doctoral engineering team at MU, are focusing their “nanovision” from the laboratory toward the marketplace. Among their efforts is a prototype nanodevice to help physicians treat life-threatening illnesses. But to attain a viable business plan to match the quality of their research, the high-tech pair turned to tech-savvy business specialists at MU's University Center for Innovation and Entrepreneurship in the College of Engineering.

Farther east, Melissa Wurst's professional passions to help people and businesses overcome cultural and language barriers are being realized by the growing localization industry company that she founded a decade ago near St. Louis. With the help of her local Small Business Development Center, Wurst,

president of Language Solutions Inc., has been able to make financial sense of her business goals to achieve her dreams of reaching like-minded business people around the world. Today the company has branches in Singapore and Argentina, and an international contracting network of 1,200 linguists.

During the most recent fiscal year, the statewide economic impact of MU Extension's Business Development Program included helping Missouri clients to start 146 new businesses, pursue investment efforts in research and new technology commercialization worth more than \$3 million, and generate new tax revenue of \$4.3 million on the federal level and \$5.4 million on the state level.

MU Extension statistical data

MU Extension FY 2008 Credit Course Offerings

	Head Count	Number of Courses	Number of Enrollments	Credit		SFTE*		
				Undergrad.	Graduate	Undergrad.	Graduate	
MU Direct: Continuing and Distance Education								
College of Agriculture, Food and Natural Resources		24	154	142	244	5.9	13.6	
College of Arts and Sciences		28	359	1,063	3	44.3	0.2	
College of Business		3	30	87	3	3.6	0.2	
College of Education		320	4,741	512	12,995	21.3	721.9	
College of Engineering		8	12	21	15	0.9	0.8	
College of Human Environmental Sciences		20	79	79	132	3.3	7.3	
School of Health Professions		24	86	255	0	10.6	0.0	
School of Journalism		24	335	0	871	0.0	48.4	
School of Medicine (Health Management and Informatics)		25	254	0	760	0.0	13.6	
School of Nursing		82	1,299	1,254	2,656	52.3	147.6	
	(587 - ug / 2348 - gr)							
Subtotal of courses through MU Direct***		2,935	558	7,349	3,413	17,679	142.2	953.6
Center for Distance and Independent Study								
	(2317 -ug / 205 -gr)							
University level		2,522	179	3,097	8,757	639	364.9	35.5
Grand total of University-level credit courses		5,457	737	10,446	12,170	18,318	507.1	989.1
CDIS High School level**		7,826	252	12,688				
CDIS Elementary level		1,006	65	3,647				
Grand total of all credit courses		14,289	1,054	26,781				

Fiscal year 2008 represents data for summer 2007, fall 2007 and winter-spring 2008

*SFTE = Student Full-time Equivalent

**CDIS MU High School awarded 76 diplomas and offered 6,344 high school units to 2,115 SFTE in FY 2008.

***349 MU In The Evening enrollments are included in the FY 2008 total for the appropriate school or college.

MU Extension statistical data

Summary of Continuing Education Noncredit Activities — FY 2008

Continuing Education unit	Number of Activities	Attendance Total	Individual Hours of Instruction	Student FTE
Center for Distance and Independent Study	17	3,098	316	65.9
Continuing Medical Education	1,457	24,757	2,108	336.2
Engineering Continuing Education	2	18	16	0.6
Fire and Rescue Training Institute	849	20,374	14,785	1,038.4
Labor Education	33	1,032	250	22.5
Law Enforcement Training Institute	61	1,168	3,410	262.3
Missouri Training Institute	346	8,927	1,729	169.4
MU Direct	18	197	563	16.2
Nursing Outreach and Distance Education	58	1,725	251	29.6
Osher Lifelong Learning Institute	131	2,221	811	110.5
Veterinary Medical Extension and Continuing Education	4	184	40	4.6
MU Conference Office*				
Agriculture, Food and Natural Resources	13	3,266	294	130.7
Education	1	271	16	14.5
Engineering	3	258	92	15.2
4-H Youth Development	3	376	57	21.3
Journalism	4	343	52	15.7
MU Administration	7	453	290	61.9
Veterinary Medicine	1	462	8	12.3
Vice Provost	4	249	38	8.3
Conference Office-hosted	21	11,522	415	702.6
Conference Office totals	57	17,200	1,262	982.5
TOTALS	3,033	80,901	25,540	3,038.7

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

* Twelve other MU Conference Office activities with attendance totaling 3,272 have been distributed among their related academic areas and are represented in the MU Extension unit totals in this table. See Page 14 for the summary of all MU Conference Office activities by MU division or program.

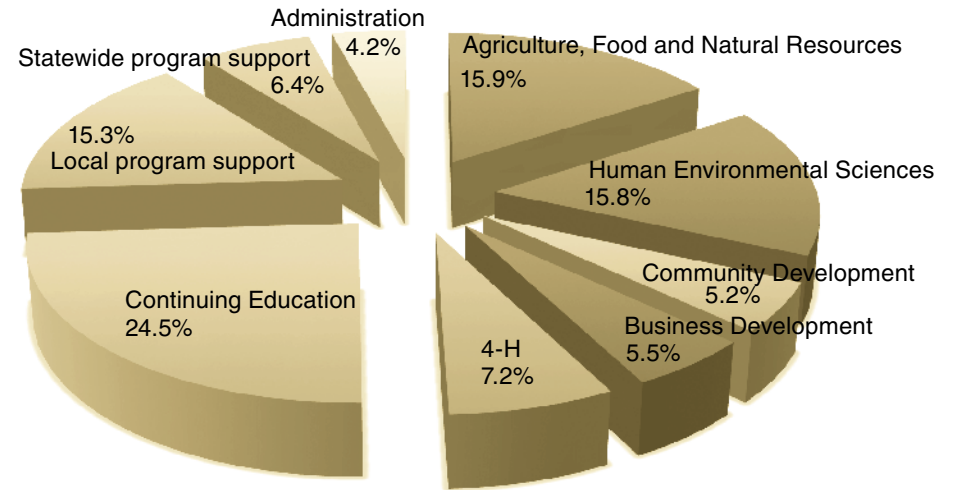


4-H camp has a rich history and tradition in Missouri. For more than 60 years, 4-H camps have used group camp facilities found in Missouri state parks, and today many 4-H camps still use them. The campground at Roaring River State Park in Southwest Missouri, above, is known for its premier trout fishing.

MU Extension statistical data

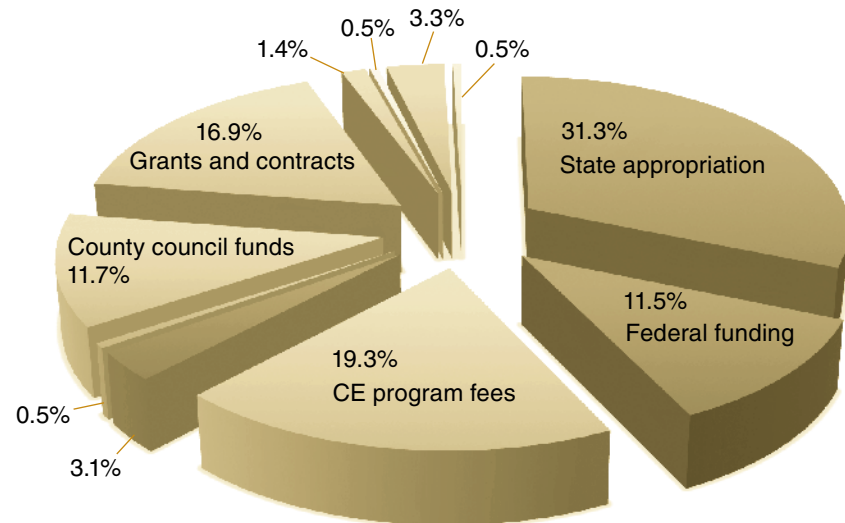
Budgeted Expenditures by Program Area — FY 2008

Continuing Education programs	\$21,242,940	24.5%
Agriculture, Food and Natural Resources	13,764,684	15.9%
Human Environmental Sciences	13,686,342	15.8%
Local program support	13,367,531	15.3%
4-H Youth Development	6,293,251	7.2%
Statewide program support	5,592,978	6.4%
Business Development	4,732,105	5.5%
Community Development	4,520,241	5.2%
Administration	3,624,209	4.2%
TOTAL	\$86,824,280	100.0%



Budgeted Sources of Funding — FY 2008

State appropriation	\$27,173,801	31.3%
Fees from continuing education programs	16,794,000	19.3%
Grants and contracts	14,647,340	16.9%
County council funds	10,166,228	11.7%
Federal funding	9,997,733	11.5%
Sales and services revenues	2,858,869	3.3%
MU allocation for continuing education	2,658,111	3.1%
Recovery of facilities and administrative costs	1,200,000	1.4%
County council grants and contracts	468,777	0.5%
Balance forward	433,221	0.5%
Gift revenue	426,200	0.5%
TOTAL	\$86,824,280	100.0%



MU Extension statistical data

MU Extension Grants Awarded — FY 2008

Cooperative Extension

Agriculture	\$749,775
Business Development	3,366,403
Community Development	1,318,373
4-H Youth Development	1,328,037
Human Environmental Sciences	9,661,690
General Extension	174,565

Continuing Education

Conference Office	\$26,850
Fire and Rescue Training Institute	1,196,119
Osher Lifelong Learning Institute	100,000
Missouri Training Institute	180,450
Nursing Outreach	500,410
Concert Series	227,490

TOTAL \$18,830,161

Educational Contacts — Cooperative Extension — FY 2008

Program Area	Direct Contact Total	Indirect Contact Total	Total Contacts
Agriculture, Food and Natural Resources	92,618	142,006	234,624
Human Environmental Sciences	264,981	207,590	472,571
Business Development	35,798	102,905	138,703
Community Development	51,823	17,349	69,172
4-H Youth Development	134,795	222,587	357,382
Totals:	580,015	692,437	1,272,452

This chart includes both direct and indirect educational contacts. Direct contact occurs when participants are actively engaged in a learning process, whether in group or individual settings, that promotes awareness and understanding of research-based knowledge and adoption of research-based practices. Indirect contact occurs when the distribution of information and resources does not meet the above definition of direct contact. This can include public events and printed materials that deliver educational content.

New MU Extension program: Engineering Continuing Education

Mary A. Meyers, PhD, director

FY 2008 was the inaugural year for the Engineering Continuing Education program, which serves Missouri's professional engineering community by uniting resources of the College of Engineering and MU Extension to provide relevant, innovative educational programs.

A priority for the first year was assessing the needs of professional engineers through networking and data mining of both the University of Missouri's continuing education and College of Engineering programs, including tapping into the expertise of alumni to help guide the creation of streamlined programs. The office also is establishing partnerships with other engineering education providers to assess and better meet the needs of industry professionals.

Recognizing that many practicing engineers need to take graduate classes outside the traditional classroom, the College of Engineering is working to establish itself as an online education provider.

As the liaison between educational engineering content providers and MU Extension's online infrastructure providers, Engineering Continuing Education works with MU Direct, the Center for Distance and Independent Study and Educational Technologies at Missouri along with several engineering departments to explore online delivery.

In combining its use of the MU distance education infrastructure, conferencing services and marketing expertise, the new Engineering Continuing Education program can help the College of Engineering leverage its unique strengths — particularly its centers of excellence and signature programs — to serve professional engineering education needs.

University partners

Missouri University of Science and Technology

Missouri S&T's Office of Technology Transfer and Economic Development continues to address the University's economic development mission by supporting and encouraging entrepreneurship among faculty and students.



of Technology Transfer and Economic Development, the pair developed Rolla Engineering LLC in 2006, generating more than \$30,000 in revenue in one year. Their information technology business currently focuses on improving lean manufacturing — eliminating expenditures that don't

contribute to customer value.

The office's highlight came when GE Aviation selected Missouri S&T as the home of its new University Development Center. Fully staffed, the facility will employ nearly 100 students and engineers to test and develop avionics hardware and software.

The Center for Entrepreneurship and Outreach hosted 15 training classes for 119 clients and provided counseling to 61 distinct clients. Clients' sales growth exceeded \$2.8 million, and they invested \$200,000 in business startups, with the center helping them capture loans worth \$250,000. The Technology Transfer Office pursued 19 patent applications and received five patent awards. In addition, eight licenses were granted, generating \$450,000 in annual income for the University.

Faculty members Curt Elmore and Mariesa Crow requested the office's help in pursuing a Leonard Wood Institute grant to further develop an emergency water purification system. As a result, they were awarded \$250,000 for the project in fall 2007. The system utilizes renewable energy sources — solar and wind — to power pumping and ultraviolet light purification. This technology has application around the globe to bring clean water to developing nations as well as during recovery efforts following natural disasters. This was one example of the Center for Entrepreneurship and Outreach assisting researchers in pursuing \$15.7 million in grants.

Two Missouri S&T students, Ryanne Dolan and Paul Robinette, were recognized as the University of Missouri Student Entrepreneurs of the Year for 2008. With the assistance of the Office

Lincoln University

Lincoln University Cooperative Extension continues to reach previously underserved individuals across the state with educational resources and programs, particularly in St.

Louis, Kansas City, Central Missouri and Southeast Missouri, through the main office in Jefferson City and four outreach centers.

Limited-resource youths and adults are the priority audience for these efforts. From field staff to state specialists to administration, programs improve the standard of living for clients by disseminating research-based education and offering hands-on training to thousands of the state's residents.

Programs include expanded foods and nutrition education, after-school tutoring, citizenship, public speaking and communications, college preparation, summer enrichment camps and community youth gardens. Additional rural community programs focus on agriculture, sheep and goats, horticulture, and community and economic development.



Highlights of outreach efforts include double-dutch jump rope clinics that focus on helping young people avoid obesity and diabetes; a youth rally on state government offered in conjunction with

the Missouri Legislative Black Caucus Foundation; coordinating volunteers to establish gardens throughout the St. Louis area; and a program that teaches about adding value to animal fibers through techniques such as washing wool, carding, spinning, weaving and dyeing.



Double-dutch jump rope clinics help young people avoid obesity and diabetes.

University partners

University Of Missouri-Kansas City

UMKC's Institute for Human Development leads extension urban mission initiatives resulting in significant community and state partnerships, leveraged resources and improved programming. Following recommendations of task forces focused on the urban mission and health and life



with changing American demographics, and the center's programming addresses needs created by these changing population trends, including health care, caring for aging parents, long-term care (including finances) and civic engagement. Campus and regional specialists facilitate outreach in each

Missouri county.

Entrepreneurs and business owners in the Kansas City area reported the following economic impact and activity for the year as a result of the services provided by the MU Extension Business Development Program: 2,664 new or retained jobs; sales totaling \$11.3 million; \$121.8 million in government contracts; and \$6.3 million in investments in new or existing businesses through loans and other sources of capital.

sciences mission, the institute has been working with the chancellor and provost to further develop the Gateway Program, providing a framework that enhances the University's community engagement efforts. Through this program, a series of projects is being developed that reflect on the partnership among UMKC, MU Extension and community programs. The projects focus on applied research and community development involving students, faculty and community members.

The Center on Aging Studies continues to focus its work on MU Extension's commitment to be a resource to older Missourians and to those who assist them as service and care providers. Aging issues are becoming more important

University of Missouri-St. Louis

UMSL partners with MU Extension to meet the needs of residents in the St. Louis metropolitan area and statewide on programming ranging



from local government training and neighborhood leadership development to citizenship education and small business development.

Highlights of FY 2008 included:

- Completion of a U.S. Department of Housing and Urban Development Community Outreach Partnership Center grant, focusing University resources on issues of older "inner-ring" suburban communities. Faculty and community organizations provided strategies and support for the locale's growing Bosnian community, including in-school services and development of a Bosnian language and culture class for schoolteachers, police, government employees and residents. The partnership also provided housing resources and education for the community's large older resident population, and assisted in developing a strategic plan for the Affton Community Betterment Association.

- Continued growth and development

of the Community Partnership Project's lead training program, the Neighborhood Leadership Academy. The seventh Neighborhood Leadership Academy graduated 23 partici-

pants in May 2008. The academy focused on information and skills necessary to develop and sustain community leadership, create and implement community improvement initiatives, and manage community-building organizations.

- Support for a variety of conferences, seminars and symposiums such as crisis training for school counselors, character education programming for urban and suburban schools, the history of African-American nursing and neighborhood history workshops.

In addition to the Community Partnership Project, UMSL faculty partnered with MU Extension on several statewide program efforts, including the Citizenship Education Clearing House's program that educates middle-schoolers about local government, the local government management and leadership program and the UMSL Small Business Development Center.

MU Extension is an economic engine for Missouri

MU Extension faculty members translate breakthroughs in life sciences research to practical application at the local level, and help communities and their entrepreneurs create receptive local business environments, develop new ideas for business startups and expansions, maintain and improve existing businesses, and promote the creation of new technology companies and enterprises.

Growing the state of Missouri — both its economy and citizens' quality of life — starts with understanding the challenges facing individuals, families, businesses and communities. Through a combination of research, education and outreach, MU Extension provides the resources Missourians need to better preserve their health, protect their homes and improve their livelihoods.

As the engine that drives progress, economic development has been a focus of MU Extension's statewide activities for many years. Now it has taken on a greater role at the University of Missouri, which recently added economic development to its century-old mission of teaching, research and service.

Responding to the enhanced emphasis within the state's premier public research and land-grant institution, MU Extension established the Community Economic and Entrepreneurial Development program, also known as ExCEED, to focus on economic development opportunities in rural communities. ExCEED uses multidisciplinary teams to encourage entrepreneurship on a geographic scale, with a goal of revitalizing and developing rural economies in communities throughout Missouri.



“MU Extension does economic development in a significant way every day, every year. MU Extension is a huge economic driver — starting new businesses, driving existing businesses, aiding communities and improving the quality of life in Missouri. Just as the University is an economic engine for the state, so, too, is MU Extension.”

— Michael Quart, Vice Provost for Extension

Community Engagement — ExCEED currently leads 11 regional projects across the state, including: Northwest Missouri, Brookfield (in Linn County), Chariton County, Northeast Missouri, Old Trails (in Lafayette and Saline counties), Show Me E! (in Lafayette, Saline, Johnson and Pettis counties), Build Your Own Business (in Morgan, Miller, Camden and Benton counties), Ozark Heritage Region (in Wright, Douglas, Ozark, Texas, Howell, Shannon and Oregon counties), All Natural Region (in Reynolds, Carter, Iron, Madison and Wayne counties), Mississippi River Hills and the Southeast Missouri Economic Development Alliance.

Through intensive, long-term partnerships, MU Extension helps regional groups develop new strategies for community economic development that focus on the assets and talents within the

region, thereby defining goals for and creating a more stable economic future.

Specifically, the ExCEED initiative partners with rural communities to focus on four key areas:

- entrepreneurship and local business development
- youth engagement
- leadership development
- community asset development

The power of this approach is in its community-based economic development strategy. Whatever distinctive needs, or combination of needs, a community may have, MU Extension's county-by-county network, made up of field and campus specialists, is available with the knowledge and training to help address those challenges.

ExCEED also works to enhance the awareness of contributions that rural Missouri makes to the state's economy, and to forge stronger connections with metropolitan centers.

Each year, small businesses create more than 90 percent of new jobs in Missouri.

MU Extension contributes to the creation of thousands of jobs by small businesses around the state. During the most recent fiscal year for which data are available, its programs helped Missouri's small businesses attain more than \$422 million through increasing sales, acquiring outside financing, winning research and development grants, and obtaining government contracts. Through the resulting entrepreneurial activity of its clients, MU Extension's efforts also helped generate state and federal tax revenue of approximately \$9.7 million.

As agriculture continues to be a major driver vital to Missouri's economic health, MU Extension also expands technical assistance to agricultural value-added businesses, encouraging investments in startups that create jobs and strengthen the tax base.

Research has shown that, for each dollar invested in systematic nutrition education programs, families save approximately \$8.82 in future health-care costs.

To increase the number of Missourians who adopt healthy lifestyle practices, MU Extension provides preventive health education to more than 255,000 Missouri adults and youths to help combat obesity, manage chronic diseases such as diabetes and arthritis, and improve fitness.



Many of the enduring cultural and social values of the Southwest Region have been shaped and sustained by the geographic isolation of the Ozark Mountains and the region's rolling hills, above.

A healthier populace means reduced cost to individuals, families and government to treat preventable and manageable diseases. It also leads to decreased employee absenteeism and visits to health-care providers for acute symptoms. For example, individuals diagnosed with diabetes have 2.3 times more medical expenses on average than people without diabetes.

For every \$1 invested from public resources, Missouri 4-H leverages \$8.22 to serve youths and families statewide.

Missouri's communities have many assets to capitalize on, including retaining talent and energy from their youth. A recent study points out that when young people participate in activities such as 4-H, they are more likely to stay out of trouble, go to college and increase financial success and health for themselves and their own families. If even 30 young people avoid a life of crime, it saves Missouri \$13.9 million in resources.

Missouri communities face significant changes in the near future, from serious population loss and declining incomes to rapid growth and increasing demands on local resources. MU Extension partners with communities to develop locally based, sustainable economies, helping local residents discover their strengths, find resources to leverage those strengths and develop local leadership. Faculty members provide research-based information and technical assistance to help families, businesses, agencies and organizations take decisive action to deal with an environment of change. Doing so positions them for success in economic development and for developing and maintaining viable, healthy communities for the future.

Southwest Missouri – a region growing strong

MU Extension's Southwest Region can be characterized as an area of strong traditions that is undergoing rapid population growth and changes. Bordering neighboring states Oklahoma, Kansas and Arkansas, the 16-county region reached a record population of nearly 809,000 in 2007, up from just more than 728,000 in the 2000 U.S. census. Of the more than 80,000 new residents, 72 percent, or more than 58,000, were people who migrated into the area.

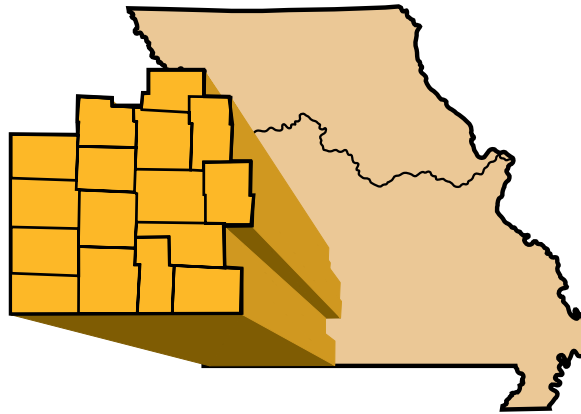
The influx of people to the region accounts for more than half the 112,000 immigrants to the entire state during the past decade. Increasing 11 percent, the population of Missouri's fastest growing region grew at more than twice the state's overall rate.

With a documented 14 percent population increase in eight years, the Springfield metropolitan area population has seen the fastest growth of the state's three major cities. The smaller, yet booming, Branson area followed a close second at a 13 percent increase.

Jobs are supporting the continued arrival of new residents. The region's 4.9 percent unemployment rate in May 2008 was lower than the statewide average of 5.7 percent. According to Bureau of Economic Analysis estimates, the region supported 494,164 jobs in 2006. Of those jobs, retail trade accounted for more than 62,764, followed by 49,452 jobs in health care and social assistance, 48,791 in manufacturing and 36,626 in accommodation and food services industries.

Bureau estimates had the region generating \$21.3 billion of total personal income that same year. Per-capita income was \$26,866, compared with \$32,789 for other Missourians.

Agriculture is important to the region's economic diversity. The 2002 Census of



MU Extension's 16-county Southwest Region includes these counties: Barry, Burton, Cedar, Christian, Dade, Dallas, Greene, Hickory, Jasper, Lawrence, McDonald, Newton, Polk, Stone, Taney and Webster.

Agriculture reported 20,661 farms in operation, with total sales exceeding \$1 billion and production expenses of nearly \$969 million.

Health-care coverage continues to be a concern for residents in the southwest part of the state. While 12.3 percent of all Missourians reported having no health coverage, 17.1 percent in the region were estimated to be without such coverage.

MU Extension regional specialists work with individuals, businesses, community groups and government agencies across the Southwest Region to ensure the continued economic growth and the future success of its growing population.

(Source: MU Extension's Office of Social and Economic Data Analysis)

More than just a little bit country...

On their variety show, Donny and Marie Osmond used to compare their differences with song lyrics that said, "I'm a little bit country, and you're a little bit rock 'n' roll." The lyrics easily could be paraphrased to describe the Southwest Region and its contrasting nature: "A little bit country, a little bit urban and a little bit tourism."

In Springfield and Joplin, MU Extension specialists face urban challenges and opportunities. While in other communities like Nixa, Ozark, Carthage, Lamar, Stockton, Marshfield, Buffalo and Mount Vernon, growing populations pose conflicts of urban versus rural development and expansion.

In other parts of the region, the economic power and cultural strength of communities maintain they're "a little bit country," as agriculture and other cultural features of the traditional Ozarks still play a powerful role.

But it's that Ozarks *feel* that makes tourism, especially in the tri-lakes area surrounding Table Rock, Bull Shoals and Taneycomo lakes, a driving force in the economy and prominent attraction for growth that continues to add fuel to the economic engine of the Southwest Region.

MU Extension in Southwest Missouri



Above, Eileen Nichols of the Webb City Downtown Vision project discusses the city's future in front of a totally renovated building that once hosted a boarding house. The building now houses business offices as well as an apartment complex (center photo).



Below, Webb City's revitalization effort includes plans to turn a vacant gas station into an information center for the city.



Extension specialist helps Southwest Missouri cities revitalize

In an innovative academic collaboration, MU Extension is working with Drury University's Hammons School of Architecture to help Southwest Missouri communities develop long-range community visions and pursue steps to realize their dreams.

Jeff Barber, an architect and MU Extension housing and environmental design specialist, has worked with Drury architecture faculty and students to help six cities plan for economic and community development. Targeted cities in Southwest Missouri include Lamar, Greenfield and Webb City.

Barber's goal is to help the communities develop their vision while realizing their interconnection with others in an economic region. The Highway 71 (future Interstate 49) corridor is an example of a region that can benefit from a bold 25- to 30-year vision. This area is significant because it represents a crossroads of the north-

south connection of northwest Arkansas to Kansas City and beyond. Follow-up with Highway 71 corridor communities will take place with MU Extension and the Small Business Development Center at Missouri Southern State University.

Recent efforts of the collaboration have helped communities prepare applications to the Missouri DREAM Initiative, redevelop residential lofts, restructure economic development efforts, support entrepreneurship and introduce legislation to elevate key community assets, such as the Harry S. Truman Birthplace, to National Park status. A recent article in the *Joplin Tri-State Business Journal* praised the MU Extension/Drury University connection in defining a new entrance to and revitalizing downtown Webb City.

Future revitalization efforts also may include other regional entities and universities, including Crowder College and Ozarks Technical College.



Left, Patrick Byers, MU Extension horticulture specialist in Greene County, examines the garden maintained by Springfield's television station KOLR outside of the studio. Right, Tom Trtan, KOLR meteorologist, gets gardening tips from Byers on a weekly gardening and urban agriculture television program "From the Ground Up" that features MU Extension specialists from the region.

UNIVERSITY OF MISSOURI
M Extension

108 Whitten Hall, Columbia, MO 65211

573-882-7477 • 1-800-919-5651

extension.missouri.edu