

## Mizzou Weekly

May 1, 2014 Volume 35, No. 29

### **Loftin explains importance of AAU, shared governance at General Faculty meeting**

At the General Faculty meeting April 23, MU's top executive directly addressed Faculty Council's concerns.

**Council members** (<http://facultycouncil.missouri.edu/members/index.html>) in recent months have questioned the University of Missouri System's strategic planning process that includes 2 percent funding reallocations beginning in fiscal 2015 and the metrics used for select mid-year faculty raises — **both strategies for bettering MU's standing** (<http://www.missouri.edu/35-26/council/index.php.html>) in the Association of American Universities (AAU).

Also brought up: the ongoing bee under the bonnet — shared governance, the phrase for faculty wanting a say in administrative decisions.

During the nearly two-hour meeting in Jesse Wrench Auditorium, Chancellor R. Bowen Loftin responded, at times at length, until questions were exhausted. Loftin also turned the tables, challenging Faculty Council and the rest of those gathered to think about what the institution should be in 50 years' time.

He asked why MU models itself after other institutions rather than being the model. "Why can't we be the aspirational land grant [university]?" Loftin said.

Faculty Council Chair Craig Roberts started the meeting by summarizing current campus issues. Council members Tim Evans, of the Student Affairs committee, and Rebecca Johnson, of the Diversity Enhancement committee, are preparing reports related to alcohol abuse, sexual assault reporting and mental health programs on campus, Roberts said. Also, most of the 600,000 books damaged by mold at Subtera Underground Warehousing last year will be restored. Faculty will have final say on which books should be taken off the destroy list, he said.

Meanwhile, council is concerned that the four AAU metrics used to determine midterm faculty raises, announced this semester, do not encompass the breadth of MU curricula.

A large portion of the 217 midterm raises went to faculty involved in research rather than those who teach or work for MU Extension, Roberts said. Moreover, the generous raises, some by as much as \$15,000 a year, are hard to swallow after 10 years of nominal or no faculty raises. "This did not go over well with faculty," Roberts said.

Over the next four years, MU is reallocating funds to help pay for the hiring of faculty who will improve MU's AAU ranking, teaching and research. But Roberts viewed the reallocations as harming many disciplines. "We could lose the breadth of programs we have," he said.

During the Q-and-A, Loftin said it is somewhat true that AAU metrics are slanted toward STEMM (science, technology, engineering, mathematics, medicine). But when he examined who was receiving midterm raises, he found no bias toward STEMM. Professors in the arts, humanities and other disciplines were represented, Loftin said.

A non-STEMM professor "might feel like your contribution is not recognized, but all of you make an impact," Loftin said. "We cannot stop being a comprehensive university."

Even so, Loftin said faculty and staff need to understand that there will be funding "priorities" because of state cuts to higher education.

Loftin went on to explain that AAU membership has benefits, such as giving the university "a seat at the table" on national education policies. He said donors view AAU membership as important.

Much of the Q-and-A was dominated by engineering professors asking Loftin how he might handle the ongoing shared governance controversy involving the [Nuclear Science and Engineering Institute and the Nuclear Engineering Program](http://www.missouri.edu/~j.../2013/34-20/faculty-council/index.php.html) (<http://www.missouri.edu/~j.../2013/34-20/faculty-council/index.php.html>).

Loftin responded broadly on the issue, saying he would make sure that “structures” were “in place that respect faculty input.”

**CORRECTION:** In an earlier version of this story it was incorrectly reported that a concern of Faculty Council Chair Craig Roberts was that midterm faculty raises were given disproportionately to STEMM faculty. Actually, Roberts’ concern is that the midterm raises, in his view, were based almost entirely on the four metrics of the Association of American Universities, which favor research over teaching and MU Extension work.



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### Free skin cancer screening

Ellis Fischel Cancer Center is offering 1–3 p.m. May 16 free skin cancer screenings for men and women age 18 and older.

Screenings are on the center's second floor at One Hospital Drive and should take only 10 minutes.

Register by contacting Pam Garfias at 882-4289, or emailing [garfiasp@health.missouri.edu](mailto:garfiasp@health.missouri.edu).



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### Be on alert for phishing email

Watch out for phishing email or pop-up message scams.

These messages claim to be a business or organization that you might deal with regularly, such as a bank, online services provider or even be a message purporting to be from an organization within MU. This week, some employees received an email asking them to supply information so their email was not deactivated.

Mitch Rackers, in the MU Division of Information Technology, offered some tips to spot phishing:

- Links that don't send you to a missouri.edu or umsystem.edu site or the site that they claim to be representing.
- Requests that don't make sense, such as, "Your account is over-quota. Click here to re-activate it."
- Emails that have you reply to a nonuniversity email address.
- Requests for sensitive personal information or passwords.
- Poor grammar.

Questionable emails can be reported to [abuse@missouri.edu](mailto:abuse@missouri.edu).



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### Mizzou Weekly readership survey

Do you have opinions on *Mizzou Weekly*?

Do you read the issues in print or online?

What information do you want to see in the newspaper?

You can weigh in by taking part in a brief readership survey. Responses are confidential.

Go to [surveymonkey.com/s/MV88S26](http://surveymonkey.com/s/MV88S26) (<http://surveymonkey.com/s/MV88S26>).



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### **Task force studies ways to control rising university benefit costs**

A 2010 survey found that employees value higher salary over current benefits

Benefit costs for employees and retirees in the University of Missouri System are on a trajectory that is unsustainable, Betsy Rodriguez told Faculty Council April 24.

For every dollar spent on salary, 34 cents goes to employee benefits. In three years, benefits are projected to cost the four campuses 40 cents on the dollar for each employee, said Rodriguez, UM System vice president for human resources.

Medical costs are expected to increase by \$3 million annually, and medical benefits for retirees might hit \$1 billion by 2018, she said.

The rising cost of medical, retirement and other benefits is not so much a slippery slope as a fiscal cliff.

But a plan is developing to avoid the fall. It's about reimagining campus benefits.

#### **Lower benefit costs**

In June 2013, UM System's [Total Rewards Ad Hoc Task Force \(http://www.umsystem.edu/totalrewards/reimagining\)](http://www.umsystem.edu/totalrewards/reimagining) formed to help develop recommendations that address the benefits cost problem.

The task force is composed of 17 faculty and staff from System and all four campuses, an MU retiree and an outside medical expert. MU employees on the task force are John David, associate professor of biological sciences; Kristofer Hagglund, dean of health professions; Leona Rubin, associate vice chancellor of graduate studies; and Lisa Wimmenauer, associate director of business services.

Task force members reviewed relevant literature, listened to presentations from experts across the campuses and outside the System, and interviewed leaders at each campus and at MU Health Care. They also reviewed workforce demographics and extensive data on pay and benefits programs. The team presented the [report \(https://uminfo.umsystem.edu/sites/hr/Benefits/totalrewards-taskforce-rpt-20140400.pdf\)](https://uminfo.umsystem.edu/sites/hr/Benefits/totalrewards-taskforce-rpt-20140400.pdf) to System earlier this year.

On April 10, at the Board of Curators meeting in Rolla, System President Tim Wolfe endorsed the recommendations.

Rodriguez, task force chair, cautioned that the recommendations are simply directional. The heavy lifting of how to turn recommendations into a workable strategy that saves dollars will be ongoing.

"This is the recommendation," Rodriguez said. "Now the hard work starts."

#### **Pay versus benefits**

The recommendations are as follows:

- Treat benefits and pay as interrelated parts of overall Total Rewards strategy
- Establish a benefits rate cap
- Increase flexibility within Total Rewards programs
- Utilize medical plan options to lower costs and encourage healthy behavior
- Leverage marketplace opportunities for retiree medical benefits
- Evaluate additional retirement plan options
- Evaluate time-off plans for staff

- Invest in communication, education and behavior change
- During her presentation to council members, Rodriguez talked mostly about the need to treat benefits and salary as interrelated.

The four campuses experience significant employee turnover, some units replacing 30 percent of its faculty and staff over a short period, Rodriguez said. Would more employees stay if they had higher pay and fewer benefits? she asked. A 2010 survey of university employees in all age groups indicated that pay was by far the most valued component of their Total Rewards package.

Rodriguez said a balance is needed between having competitive wages and managing benefit costs.

### Engaging employees

Rodriguez also talked about a rate cap, in which the percentage of money the campuses pay toward benefits is limited to a percentage far below the current 34 percent.

Other recommendations included better explanation and increased flexibility of benefit programs.

Employees indicate that they often do not understand the benefits available, the task force reported. And because employees are at various stages of medical needs, a wider variety of medical plan options might be a cost-saver.

Medical options might “lower costs and encourage healthier behavior,” Rodriguez said. “People not living healthy lives need to pay more” for medical benefits.

The report concludes that, if recommendations are fleshed out into policies and programs, it will result in healthier employees more knowledgeable about benefits and active in their benefit decision-making.

This year, the recommendations will be vetted with employees, retiree groups, standing committees and campus administrators.



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### **Communication department chair Michael Porter announces retirement**



Michael and Rose Porter dedicated a bench at the northeast corner of Switzler Hall to their “university family,” sharing the moment with a crowd of administrators, faculty, staff, students and members of the Communication Department Advisory Council, who were in town for a department meeting. Photo by Rob Hill.

Michael and Rose Porter dedicate bench outside Switzler Hall to university family

It's not often that someone retiring gives gifts to their employer and colleagues. But that's what Michael Porter, along with wife Rose, did when he announced his retirement April 24 effective June 1.

The couple has been part of the Mizzou community since 1979 when Michael joined the Department of Communication faculty and Rose joined the Sinclair School of Nursing faculty and enrolled in a doctoral program in the College of Education. After a combined 66 years of service to MU, the Porters dedicated a bench at the northeast corner of Switzler Hall to their “university family,” sharing the moment with a crowd of administrators, faculty, staff, students and members of the Communication Department Advisory Council, who were in town for the department's bi-annual meeting.

“Communication is the process of creating shared meaning,” said Ken Dean, interim provost and associate professor of law. “Today we're here to create some shared meaning about Mike.”

During Michael Porter's 35-year career at MU, the last four as chair of the department, the curriculum has constantly evolved in order to stay current with changes in new technology.

“Many of us came to the department to learn about television,” said Michael Atchison, one of an estimated 22,000 former students of Michael Porter. “In those days, a television was a few channels received through an antenna attached to a box tied to a wall. Now, television, or something like it, fits in your pocket and lets you watch an entire season of your favorite show anytime or anywhere that you want.”

Although Michael Porter spent much time in the classroom, he also served on numerous campus committees, including the Faculty Council, Graduate Faculty Senate, the Committee on Undergraduate Education and the Campus Writing Board. For 20 years, he served as a co-facilitator of Freshmen Interest groups, and from 2000 to 2007, he was director of special degree programs.

“No one does this sort of work alone, and no one has done it better together,” Atchison said.

Rose Porter served as the dean of the MU Sinclair School of Nursing from 1999 to 2008. The day after she retired in July 2008, the provost asked her to be the interim dean for the College of Education. She officially retired in 2010, though she remains active, serving as president of the MU Retirees Association during the 2012 academic year.

Michael Porter said he doesn't know what he's going to do in retirement — “and that's kind of exciting” — though he will continue to serve as one of the tri-chairs for MU's 175th anniversary celebration and as a member of the communication department's advisory committee through the One Mizzou capital campaign.

As the group migrated from the Reynolds Journalism Institute to the bench, the bell of Switzler Hall rang eight times. (“We were a little afraid 35 rings might alert the whole campus and cause a panic, so we're going to take a little creative license and do three plus five. Those rings are going to symbolize your 35 years,” said former student Tracy Feller.)

“For 35 years, Mike and I have loved to come to work every single day,” Rose Porter said. “We didn't want to honor us but the people who made this a fabulous place to work. We wanted to honor all of our Mizzou family who have supported us.”

Michael Porter added: “You really have been our family.”

— *Kelsey Allen*



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### **Agriculture students learn to assess realities of returning to the family farm**



Garrett Riekhof and his father, Gary, still sometimes work together on the Higginsville, Mo., family farm. Garret and his wife, Cara, took ownership of the operation in 2011. Photo by Rob Hill.

Starting a farm from scratch is nearly impossible financially for someone of average means

Sometimes when Garrett Riekhof is alone in the fields, he hears voices.

One has the distinct drawl of his grandpa, the late Rienhardt Riekhof, who farmed the same acres that Garrett now tills and sows. This plainspoken voice upholds the way things were done for four generations on the Higginsville, Mo., farm. The other voice sounds like Garrett's, a 2003 University of Missouri graduate with a degree in agricultural economics, interested in maximizing land efficiency through the latest technology.

Grandpa Riekhof trudged through dirt steering a 12-inch plow pulled by two horses. Garrett sits in a tilling tractor's climate-controlled cab, fitted with a laptop computer and a GPS, streaking the rolling land with a 40-foot-wide plow. Grandpa shoveled horse manure onto patches of stunted crops. Garrett takes soil samples to test chemical composition, then applies fertilizer treatments to optimize land productivity.

Despite his embrace of new technology, Garrett, who returned to the family farm after graduation, cannot escape his lineage. "I hear Grandpa saying do it like this, and me saying do it like that," Garrett, 32, says in a mild Midwest twang. "If I screw it up, I let down not only the generations that came before me. I've screwed it up for the generations after me."

These days, starting a farm from scratch is nearly impossible financially for a person of average means. A successful crop farm stretches more than 750 acres, and 2012 market value for good Missouri cropland was \$3,847 an acre, which computes to nearly \$3 million. Farm equipment easily tops seven figures. Some new farmers rent their fields, machines and equipment, but that also is an expensive undertaking.

Others, such as Riekhof, return to the family farm.



Though no data are available, experts say Riekhof's decision is increasingly rare. With the rise of the Internet and cable channels, young people who grew up on a farm have instantaneous access to exciting urban worlds that can make rural life seem quaint. They want nothing to do with days of tilling and working in mud.

Moreover, the average age of American farmers is 57, with one-third 65 and older, according to the United States Department of Agriculture. Because farmers seldom retire early, if at all, that means many returning children can expect to work decades as hired hands before taking ownership. And the farm must financially sustain two or more households. Everyone takes a hit to the pocketbook when the children come home.

While a senior at MU, Riekhof took the course *Returning to the Farm*, taught by Kevin C. Moore, an associate professor of agricultural economics. Riekhof said it helped him understand the financial realities of his plan. Students determine if the farm is of adequate size to support another household. They work at developing a business plan. The family attends a workshop where straight talk is encouraged. An important issue is broached: Can parents and children work together as equal business partners? Or is such a relationship doomed from the start?

"I don't measure the success of the class by how many students we get back to the farm," Moore said. "The measurement of success is helping students make the best decision possible. Avoiding a bad situation is just as important as creating a good one."

### **A course is born**

Most of those gray, roof-sunken barns seen from country roads, often the muse of oil painters, were built during the agriculture boom of the early 20th century, the golden age of American farming. In the 1920s, advances in farm machinery began the bigger-is-better mentality, in which larger streamlined operations were more efficient and made the most money. Decades of seesawing fortunes followed, including a windfall period after the oil crisis of the 1970s, when agriculture workers enjoyed high market prices for products and increasing land values.

But the bubble burst. In the 1980s, food prices dropped, and as land values declined, refinancing of high-interest loans from the gravy years was nearly impossible. The fallout was especially harmful to the many farms supporting two or more households.

In the late 1980s, Moore, at the time a fresh-faced MU professor, founded an MU Extension course with colleagues to help farmers get back in the black, or cut their losses. This morphed into *Returning to the Farm* after agriculture students kept asking professors and advisers if the return was feasible anymore. In time, it became an undergraduate course in the College of Agriculture, Food and Natural Resources. About 350 students have taken the two-semester annual course since its inception.

### **Going home**

After graduation, Riekhof married Cara Copenhaver, BS '03, and returned to Higginsville to work for his father, Gary. In 2011, the couple took ownership and changed the operation's name to GR Farms, growing 1,420 acres of white corn and soybeans. Even though the Riekhofs are partners of a successful medium-sized farm, they still have to watch their expenses. They rent rather than own the acres (Gary is landlord of half their land) and rent and share ownership of some machines and equipment. The Riekhofs, who have two children, also work part-time jobs not connected with GR Farms.

Following steps outlined in Moore's class, the succession went well, and Garrett's parents have no regrets turning the farm over to him eight years after his return.

But for some *Returning to the Farm* graduates, the path is not as smooth. Caleb Stamper, BS '13, returned home this year — but not to a farm. His parents, Chip and Carrie Stamper, are business owners and operators of Missouri Taxidermy Institute in Linn Creek, Mo. In 2007, his parents acquired 134 acres of pasture. Caleb's dream was to stitch more land to the patch and raise beef cattle. But in Moore's class, Caleb crunched the numbers. They didn't add up. His plan B was a hobby farm of beef cattle that Caleb hopes to make self-sufficient in 10 years. In the meantime, the 22-year-old works a day job to pay the bills.

Andrew Perry, a senior majoring in agriculture economics, and his brother Alan, 18, hope to work at a farm in Kirksville, Mo., that's been in the family for three generations. The brothers' father, Lindall, left the operation and is now a dermatologist in Columbia, where he raised his family. Andrew and Alan got the farm bug by spending weekends and summers at the Kirksville operation working corn and soybean fields and tending beef cattle.

"Planting seeds and helping them grow, raising calves to cows — you can't beat farm life for me," Andrew, 20, says.

Andrew signed up for Moore's class as a junior so he could have more time to prepare for the Kirksville move. At a March 2, 2013, workshop in Memorial Union, students in Moore's 2012–13 class talked of farm finances, estate planning for farm succession and the cutting-edge techniques learned at MU they want to bring home. Andrew spoke of responsibility and tradition.

The Kirksville operation is on a sprawling wrinkled blanket of hills and bluffs. Sometimes after a long day's work, Andrew walks to a ridge and sits in the grass. In the distance are checkered family fields, a looping river, shallow valleys and a long zipper of railroad. His favorite spot is within view of his grandfather's house. Like Garrett, Andrew says his return isn't about himself and isn't about money. It is land. It is lineage.

This article was adapted from the feature "Sometimes You Can Go Home," which appeared in [MIZZOU magazine's Winter 2014](http://mizzoumag.missouri.edu/2013/11/sometimes-you-can-go-home/) (<http://mizzoumag.missouri.edu/2013/11/sometimes-you-can-go-home/>)issue.



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### **Offices adopt summer hours**

Administrators have approved summer hours from 7:30 a.m. to 4 p.m., with 30-minute lunch break, from May 19 to Aug. 11.

Some units, however, have further modified summer hours to 7 a.m. to 4 p.m. or 7:30 a.m. to 4:30 p.m. with an hour lunch break, and 8 a.m.–4 p.m. with no lunch break.

Due to time constraints, *Mizzou Weekly* has not been able to verify every unit that has modified summer hours. Offices that have confirmed their hours modification are noted below.

Jesse Hall offices (regardless of their Renew Mizzou location) will be open 8 a.m.–5 p.m. with flexible hours for employees.

Summer hours:

#### **Academic Support Center**

#### **Aerospace Studies/Air Force ROTC**

#### **College of Agriculture, Food and Natural Resources**

Animal Sciences

School of Natural Resources

#### **College of Arts and Science**

Anthropology

Art History and Archaeology

Biological Science

Black Studies

Communication,  
7 a.m.–4:30 p.m.

Economics

Geography

Geological Sciences

German and Russian Studies, 8 a.m.–4 p.m.

History

Philosophy

Physics and Astronomy

Psychological Sciences

Romance Language and Literatures

School of Music

Sociology

Statistics, 7 a.m.–4 p.m.

**College of Business:**

Associate Dean of Undergraduate Programs & Strategic Initiatives

Academic Advising

Business Career Services

Crosby MBA Program & exec MBA

Finance

Fiscal Office

Graduate Studies in Business

Instructional Support Services

Office of Advancement

Office of the Dean

Management

Marketing

Missouri Training Institute

Professional Development Program

School of Accountancy

Smith Institute of Real Estate

Technology Services

**College of Engineering**

Civil and Environmental  
Engineering

Dean's Office

Industrial and Manufacturing Systems Engineering

Mechanical and Aerospace  
Engineering

**Environmental Safety**

**Division of Information  
Technology**

IT help desk hours remain the same.

Mon-Thurs 7:30 a.m.–10 p.m.

Fri 7:30 a.m.–6 p.m.

Sat Noon–6 p.m.

Sun Noon–8 p.m.

**International Center**

**Missouri Training Institute**

**Mizzou Online**



A red and white advertisement for State Farm. The top part is red with "State Farm" in white. Below that, it says "Discounts up to 40%\* by combining Auto with Home, Renters or Life." in white. At the bottom, there is a white box containing a small photo of Stephanie Wilmsmeyer, her name and title "Stephanie Wilmsmeyer, Agent", her business phone number "Bus: 573-445-5774", her website "www.insurecomo.com", and a "Contact Me" button with a right-pointing arrow.

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## Mizzou Weekly

May 1, 2014 Volume 35, No. 29

### **MU Extension celebrates 100 years of helping Missourians**



MU Extension has been an important force for decades in enabling Missouri's agriculture workers to get the most out of their land. Courtesy of MU Extension.

Smith-Lever Act established Cooperative Extension Service in 1914

As the University of Missouri enters into its 175th year as a global leader in teaching and research, [MU Extension](http://extension.missouri.edu/) (<http://extension.missouri.edu/>) will celebrate the 100th anniversary of the Smith-Lever Act of 1914, which established the Cooperative Extension Service, allowing universities to extend their services outside the classroom to citizens across the nation.

Festivities are 10:30 a.m. to 2 p.m. on the Carnahan Quad May 1 and will feature booth displays, food, games from 1914 such as marbles and hopscotch, and Marching Mini-Mizzou. At noon, Chancellor R. Bowen Loftin and Michael Quart, MU Extension vice provost and director, will speak.

Every year, MU Extension serves more than 1 million Missourians through programs in agriculture, community development, human environmental sciences, business development, youth development and continuing education.

"The first 100 years has set the foundation for the next 100 years," said Jay Chism, regional director for the southwest region. "With our leadership that we have here on campus and with the grassroots connections that we have in the counties, there is no end to what we can do."

#### **Building a Foundation**

Since its establishment as the first public higher education institution west of the Mississippi in 1839, MU has disseminated knowledge across the state.

The Morrill Act of 1862 led to MU's status as a land-grant university in 1870, creating the College of Agriculture and Mechanic Arts (now the College of Agriculture, Food and Natural Resources) and widening the opportunity for a university education to all citizens.



Under the Hatch Act of 1887, the Agricultural Experiment Station opened on Sanborn Field in 1888, and researchers were encouraged to communicate their findings to farmers around the state.

Today, the College of Agriculture, Food and Natural Resources operates 22 experiment stations, including farms, centers and forests, across the state to target its research efforts to benefit all Missourians.

After seeing the successes of the experiment stations across the country, Congress signed in 1914 the Smith-Lever Act, which provided funding and structure to land-grant universities to deliver programs in local communities.

“It formalized nonformal education,” Ouart said. “Noncredit educational programs that are out of the classroom, out on the farms and in the communities. That’s a big part of what makes a land-grant university.”

### **Evolving Programs for Changing Needs**

During extension’s early years, most programs focused on the farmers and their families. Missouri extension agents showed farmers university-tested hog management practices and the evidence-based benefits of silos.

Women were taught to eliminate roosters from flocks because unfertilized eggs sold for more money. Participants in 4-H learned how to grow tomato plants and maximize corn yields. Extension home economists organized local volunteers to cook and deliver meals to rural schools for children who weren’t getting enough food at home.

In recent decades, as families migrated to the cities — according to the 2010 U.S. Census, 66 percent of Missourians live in urban areas — extension programs evolved to better serve those populations.

Today, extension’s fastest-growing offerings are its nutrition education and healthy eating programs.

Nutrition program associates travel to classrooms and community centers to do food tastings, exposing youth to foods they’ve never eaten before and getting them excited about trying new things.

Extension specialists also work in urban areas to increase access to more healthful foods.

Another focus area for MU Extension is starting new businesses and creating new jobs. Home to the Business Development Program, extension helped Missouri entrepreneurs start 192 new businesses in 2013, generated \$2.5 billion in economic impact, and created or retained nearly 33,000 jobs from 2010 to 2013.

The Joplin tornado response is a good example of how extension affects the lives of Missourians.

“Through the fire-and-rescue training, we had trained a lot of those community emergency management folks,” Chism said. “If people’s power went out and they didn’t know how long the food in the freezer would be safe for, our nutrition specialist was able to answer those kinds of questions.

“Family financial people helped people get back on their feet. Our business development people were meeting with businesses that had lost everything,” he continued. “We were bringing all the resources together that we have to really help people in a tough situation.”

Meanwhile, the 4-H Center for Youth Development continues to reach 282,000 youth ages 5 to 18 each year. In addition to traditional programs such as livestock judging, there is a 4-H film festival, an aerospace camp and a LEGO engineering workshop.

It’s MU Extension’s breadth of programming that keeps its mission relevant 100 years later, Ouart said.

### **Celebrating the Past, Focusing on the Future**

As extension moves into its next century, Ouart, who has more than 35 years of experience in extension offices across the nation, is changing things up, starting with how specialists tackle complex issues. The future isn’t in silo-based programs, Ouart said. It’s in program integration.

Rolling out this year are five theme areas that encourage collaboration and an interdisciplinary approach among specialists: educational attainment; environmental concerns; community, economic, business and workforce development; global food systems; and health systems.

For example, the viticulture program is both agriculture-based (best practices for Missouri soils and climate, development of disease-resistant grape varieties) and business-based (wine production and distribution).

“Those five areas are where I think we’re going to see growth, and those don’t fit the named programs we have,” Ouart said. “They don’t fit agriculture because it’s agriculture, nutrition *and* business development.”

If it sounds similar to Mizzou Advantage, it should. Part of MU Extension’s strategic plan is to support that program.

“They’re not similar by chance,” Ouart said.

The goal of program integration is to increase extension’s capacity to address complex issues that affect Missouri citizens.

To keep abreast on what those issues are, extension continues to rely on county extension councils in each of the 114 counties to help understand the needs of the community.

“We go after that grassroots information,” Chism said. “We try to really figure out what the needs are in that county, and then we tailor our programming to that.”

It all goes back to the heart of the Smith-Lever Act: Education for all. Extension’s mission in 1914 and in 2014 is to bring research-based information from MU to Missourians.

“We’re the conduit that keeps that pipeline going,” Chism said.

— *Kelsey Allen*



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### **Kemper Fellowship winners know it's all about the students**



Students applauded Jeff Krug, an assistant teaching professor of physical therapy, when he was surprised in his classroom with a Kemper teaching award. Photo by Rob Hill.

Five faculty earn \$10,000 fellowships

Five MU faculty received Kemper Fellowships in April for their teaching service. Chancellor R. Bowen Loftin and other administrators made surprise visits to their classrooms March 31.

The William T. Kemper Fellowships for Teaching Excellence was established by the William T. Kemper Foundation in 1991 with a \$500,000 gift to honor outstanding teachers at the University of Missouri.

Every spring, top MU administrators and executives from Commerce Bank, the trustee for the Kemper Foundation, interrupt the classes of new Kemper Fellows and surprise each of them with a \$10,000 gift.

Over the years, Kemper Fellows have commented on how the awards enhance faculty morale and reward teaching in higher education.

Kemper, a 1926 MU graduate, was a well-known civic leader in Kansas City. His 52-year career in banking included top positions in Missouri, Kansas and Oklahoma.

The Kemper Foundation, established in 1989 after his death, is dedicated to continuing Kemper's lifelong interest in improving the human condition and quality of life through education, health and human services, civic improvements, and the arts.

**John Bennett**

**Associate Teaching Professor of Marketing in the Trulaske College of Business**



John Bennett, an associate teaching professor of marketing in the Trulaske College of Business, has been a full-time member of the faculty since 2005 and was named the MBA program's Teacher of the Year in 2010. His students say he has an unparalleled love for teaching and brings extraordinary energy and enthusiasm to every class.

"There are no students in his classes; Professor Bennett refers to everyone as scholars," said Julie Niehaus, a former student of Bennett. "He says scholars are life learners. By referring to us in this manner, he grants us respect and challenges us to live up to our full potential and to master the information he is teaching. Being scholars gives us roles in the classroom and the responsibility as sharers of information. Professor Bennett knows that though we have much to learn from him, he, too, can learn from us."

Every class Bennett teaches quickly reaches full capacity. His classes are popular with marketing students as well as nonbusiness students, such as those majoring in strategic communication in the School of Journalism.

"With a demanding teaching load, John consistently receives some of the very best student evaluations in the entire Trulaske College of Business," said Murali Mantrala, the Sam M. Walton Distinguished Professor of Marketing and chair of the marketing department. "John is totally committed to making his students learn as well as succeed in life."

Bennett's commitment to teaching excellence is evident in several ways. Since 2006, he has taught in the college's study-abroad program, first in Korea and then in Italy. Since 2006, he also has been chair of the "Making Me Marketable" professional-development conference, which more than 120 undergraduate and MBA students attend annually.

"I have had the pleasure to learn from Professor Bennett in the classroom as a student and outside of it as a young man," said Nicholas Droege, former president of the Missouri Students Association. "The words 'honor' and 'duty' are not just words in our alma mater to Professor Bennett; they are values that he carries out through scholarship, leadership and service to his community, his students and his peers."

In recognition of Bennett's accomplishments, he has received many awards from MU and elsewhere, including the Shelter Insurance Co. Teaching Excellence Award in Marketing in 2013 and the O'Brien Excellence in Teaching Award in 2012. In addition, Bennett was a Mizzou '39 recipient in 2010 and received the University of Missouri's Provost Outstanding Junior Faculty Teaching Award in 2009.

Bennett earned bachelor's and master's degrees in business from the University of Memphis. He completed postgraduate work at M.I.T. and the University of South Carolina.

#### **Ann Harrell**

**Associate Professor of Voice and Voice Area Coordinator in the School of Music, College of Arts and Science**



Ann Harrell, an associate professor of voice and voice area coordinator in the School of Music in the College of Arts and Science, joined the faculty in 1992. Nationally renowned for her music teaching, Harrell instills her knowledge of music literature and teaching techniques in her students, preparing them for the variety of music they will encounter in their singing careers. Her students and colleagues say Harrell has distinguished herself through being well-versed in different areas of vocal music, through her love of teaching and through her ability to build strong relationships with her students.

“Professor Harrell, aside from being a phenomenally talented vocalist and musician, was put on this planet to teach,” said Jason Forbach, a former student who has performed in numerous operas around the world. “She instilled in me, as with all of her students, the importance and necessity of research, discipline, hard work, accountability and strength. She was a guidepost, a confidante, a support system for young people far away from home and an unending wealth of knowledge.”

Harrell’s teaching philosophy is centered on the belief that helping students develop determination and perseverance is just as important as teaching them to sing. She believes she must be patient and learn to discover each student as a musician and a person so that she can connect with them on a level beyond music and the classroom. Harrell not only teaches students how to mold their own strengths but also advances each student’s musical knowledge to include music theory and history. She believes that if she teaches her students all aspects of music, then they can truly understand the work it takes to make great art.

“It would be one thing if Harrell’s students were simply coming away from their relationships with her as better people, but they also emerge as significantly better singers, poised for professional success,” said Robert Shay, director of the School of Music. “Her students receive regular invitations to perform at operatic summer festivals, which often lead to professional work. In her time here, she has seen her undergraduate students go on to nearly all of the elite graduate programs in the U.S. Perhaps most notably, four of her students achieved national recognition by winning the Music Teachers National Association Young Artist Competition, including the 2014 winner, Anna Bridgman. For one teacher to produce four national winners is a truly remarkable achievement.”

Harrell earned a bachelor’s degree from the Oberlin College Conservatory of Music and a master’s degree from the University of Texas at Austin where she studied under Martha Deatherage.

### **Jeff Krug**

#### **Assistant Teaching Professor of Physical Therapy in the School of Health Professions**



Jeff Krug has been an assistant teaching professor of physical therapy in the Department of Physical Therapy in the School of Health Professions since 2001. From creatively considering how to best equip students for the workplace to proactively making his educational ideas into realities, Krug focuses on providing valuable learning experiences for his students.

“Jeff regularly receives the highest student ratings of all professors in the physical therapy program, but his appeal as an instructor transcends the profession,” said Kyle Gibson, associate teaching professor and chair of the Department of Physical Therapy. “Jeff teaches multidisciplinary course work in the first year of both the occupational and physical therapy programs. He works hard to make his content relevant to both professions and is so successful that he is often asked to be an honors convocation member for both occupational and physical therapy students.”

Colleagues and students alike regard Krug’s establishment of PhysZOU, a pro bono physical therapy clinic, as his most important accomplishment as a teacher. PhysZOU grew out of Krug’s commitment to continue care for one-time patients that would visit his lab. As Krug’s client base grew, he began allowing interested student volunteers to assist him. He spearheaded the establishment of a clinic and incorporated student clinical rotations into the department’s curriculum. Students from all stages in the curriculum cycle through PhysZOU and are paired with expert clinicians and students of different experience levels along the way, allowing students to learn and teach at the same time. More than 2,000 uninsured patients are expected to visit the PhysZOU clinic in 2014.

“PhysZOU provides a platform for learning that revolutionizes our curriculum,” said Rachel Drennan, a physical therapy doctoral student. “While seeing a patient with Professor Krug, I was able to fully understand a neurological phenomenon that he had explained in class. He demonstrated the treatment on the patient, which allowed me to experience in person what had previously been an abstract concept.”

Krug says that establishing trust, fostering engagement, and focusing on lifelong and experiential learning are the four cornerstones of his teaching strategy.

Krug is also the primary instructor of neurological content at the Department of Physical Therapy. He regularly collaborates with faculty within the department on curriculum course development, advises and mentors many students, and serves as the director of student activities.

Krug received a bachelor’s degree in physical therapy from the University of Wisconsin-Madison and a master’s degree in neuroscience from MU.

## **Leigh Neier**

### **Assistant Teaching Professor of Learning, Teaching and Curriculum in the College of Education**



Leigh Neier has been an assistant teaching professor in the Department of Learning, Teaching, and Curriculum at the College of Education since 2005. Neier shapes her teaching style around the belief that student wellness produces better academic outcomes and that education should take a strengths-based, character-centered approach to student learning and success.

“In many professions, one can be trained to be the best,” said Kristen Berghoff, a 2013 College of Education graduate. “For teachers, a natural spark must be present to be the most effective. It cannot be taught, and it cannot be explained. Leigh has that indescribable element that makes her an exceptional educator. She makes a difference in the lives of her students as educators and people. The men and women who enter her classroom are not the same when they leave. They transform with the help of Leigh’s energetic, passionate and unparalleled teaching.”

Neier is known by colleagues and students for her enthusiasm, teaching style and compassion for her students in and out of the classroom. Neier says she maintains a growth mindset toward teaching. A growth mindset emphasizes intelligence and skill sets that are adaptable rather than fixed and that character strengths such as resilience, grit, gratitude and empathy can and will

translate into improved academic and professional performance. Neier says that this mindset is one of the most definitive parts of her educational philosophy.

Beyond the classroom, Neier serves as an undergraduate faculty academic adviser and a graduate student adviser and is the faculty sponsor for several student organizations, including the College of Education student council and the Kappa Delta Pi honor society. She partners with the athletics department to recruit future students, a partnership that resulted in being selected as the Mizzou Athletics' Honorary Volleyball Coach in 2013 and in being nominated as the 2013 Mizzou Athletics Professor of the Year. Neier also was named the 2011, 2012 and 2014 College of Education's Instructor of the Year.

"Without a doubt, Dr. Neier is inspirational to her students — a true educator," said Patricia Okker, interim deputy provost at the University of Missouri. "She has an excitement for teaching that is truly contagious and exudes a true passion for the teaching profession. Dr. Neier has the ability to transform her students into compassionate and caring teachers."

Neier received a bachelor's degree in interdisciplinary studies, a master's degree in education and a doctorate in philosophy from the University of Missouri.

## **Bryon Wiegand**

### **Associate Professor of Animal Science in the College of Agriculture, Food and Natural Resources**



Bryon Wiegand, an associate professor of animal science in the Division of Animal Sciences in the College of Agriculture, Food and Natural Resources, has taught at MU since 2007. From cultivating introductory animal science knowledge among consumers to nurturing the growth of future meat scientists, Wiegand views education as the tie that binds his duties in teaching, research and outreach. His students and colleagues say Wiegand has distinguished himself through his empathy and accessibility, his passion for teaching, and his wide-ranging knowledge of animal science.

"Dr. Wiegand's excellence in teaching is obvious to anyone who attends his lectures, and his quality of research is depicted in the impressive number of papers that he has authored. It is his friendship and advising, however, that set him apart from most other exceptional educators," said Claire Ohman, a graduate student and advisee of Wiegand.

A core part of Wiegand's teaching philosophy revolves around incorporating multiple instruction techniques to encourage critical thinking in students with diverse learning styles. He established the meat science research program at MU, as well as a summer study-abroad course for undergraduates interested in food science. He also was instrumental in developing the meat judging website JudgingPro, a multimedia tool that enhances livestock judging and simplifies training processes for agriculture teachers and students across the country.

In addition to teaching and mentoring a number of students, Wiegand is the co-adviser for the Block and Bridge club and the supervisor of the meat judging team. He also has served on many committees and organizational boards throughout his career and currently is an associate editor for the *Journal of Natural Resources and Life Science Education*.

"Dr. Wiegand has utilized his teaching approach to give students the confidence to engage in defending and supporting their decisions," said Rodney Geisert, a professor in the Division of Animal Sciences. "This is one of the purest forms of active learning, which takes a tremendous amount of time and dedication as a teacher. Few faculty members with dual research-teaching appointments take time to actively participate in the true scholarship of teaching and learning. One of Dr. Wiegand's best qualities as a teacher is his willingness to take the time necessary to ensure that each student receives his personal attention."



Wiegand received a bachelor's degree in animal science from MU, a master's degree in animal breeding from Auburn University and a doctorate in meat science from Iowa State University.



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## Mizzou Weekly

May 1, 2014 Volume 35, No. 29

### Tap Day

Photos by Mikala Compton

Honor and mystery were on display April 25 in Jesse Auditorium during the annual Tap Day ceremony.

Tap Day primarily recognizes students who excel in academics and campus involvement being initiated into one of six honorary societies. Staff and faculty can also be tapped. The ceremony is in its 87th year at the University of Missouri.



Among those revealed were, from left, student Farrah El-Jayyousi, student Alison Schwartz and honor tap Wilma King, Arvarh E. Strickland Distinguished Professor and chair of the Department of Black Studies.



Chancellor R. Bowen Loftin took part in his first Tap Day at MU.



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