

## Mizzou Weekly

Sept. 4, 2014 Volume 36, No. 2

### **Extension's Family Impact Center opens**



Medical students Chris Norris and Pooja Patel look through a patient's chart at MedZou, which is in the same building as the Family Impact Center. The close proximity of the two agencies and others helps in referrals. Photo by Kevin Mathein.

#### Community center in central Columbia offers educational programs

Every year, MU Extension serves more than 1 million Missourians throughout the state's 114 counties. In 2014, during extension's 100th anniversary, it is bringing some of its programs home to Columbia. The Family Impact Center, located at 105 E. Ash St., opened this year to serve the central Columbia community.

The brainchild of Jo Britt-Rankin, associate dean of MU's Human Environmental Sciences Extension, the Family Impact Center provides financial literacy, housing, exercise, health and nutrition information to the community through a variety of programs.

"Mizzou is uniquely positioned to create the Family Impact Center. Our faculty are known for working in an interdisciplinary fashion, and our students are very service-minded," said Britt-Rankin, referring to the student-led programs Tiger Pantry and Truman's Closet.

Ashley Guillemette is the center's director. She moved to Columbia in August 2013 from Lubbock, Texas, where she ran a similar center that offered a clothing closet, soup kitchen, health clinic and after-school programs for at-risk youth.

"There is a trend right now nationwide to have a joint community center or a hub of nonprofits," Guillemette said. Within the former Williams-Keepers building on Ash Street is the Heart of Missouri United Way, Child Care Aware, MedZou and the Columbia Public Schools English Language Learner program. The 10,000-square-foot Family Impact Center will bring more than 10 other programs into the building.

Guillemette spent the past year meeting with different agencies and stakeholders in the community to figure out how to fill gaps in the services offered. “We have such a huge student presence here, so how can we best use the students’ skills to help fill those gaps [while also giving] students an opportunity to gain some skills,” Guillemette said.

This fall, students from various disciplines on campus — including the Office for Financial Success; the schools of medicine and social work; the departments of personal financial planning, nutrition exercise and physiology, and computer science and IT — will put what they learn in the classroom to the test in the center.

Some programs offered this fall are Stay Strong, Stay Healthy, a 10-week strength-training program for older adults; MU Social Services Clinic, which provides behavioral health care through therapy and support groups; H.O.M.E First Time Home Buyers, which covers the entire home-buying process from finances to maintenance to insurance; and Tigers on Track, an after-school exercise and nutrition program for children who are obese.

The Family Impact Center will also host one-on-one financial counseling sessions, free tax assistance to low-income community members, information regarding the Affordable Care Act, and other programs surrounding health and relationships.

One of Guillemette’s goals for the next year is to engage other schools and colleges such as the College of Business and the College of Education.

“There are a ton of people who have such an amazing knowledge base on so many things the community could benefit from,” Guillemette said. “The mission of extension is to bring the research and the knowledge from the university out to the community. We’re trying to do that here in central Columbia.”

For a full calendar of family programs and courses, visit [mufamilyimpact.org \(http://mufamilyimpact.org\)](http://mufamilyimpact.org).

— Kelsey Allen

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### **Golfing for scholarships**

Golfers can help support student scholarships by taking part in the 14<sup>th</sup> annual Fund the Drive for Nurses on Sep. 15. All proceeds go toward funding scholarships at the Sinclair School of Nursing.

Cost is \$175 per player and \$600 per team. The event is at the Country Club of Missouri, 1300 Woodrail Ave.

To take part, contact tournament coordinator Kari Laudano at 303-2872. Registration is 10 a.m.–noon Sept. 15. Tournament starts shotgun-style at 12:30 p.m. Lunch and the practice range are open 11 a.m.–12:15 p.m.

For more information, click [here](#)

[.\(http://logistiquestudio.com/2014\\_mu\\_sinclair\\_school\\_of\\_nursing\\_fund\\_the\\_drive\\_for\\_nurses\\_golf\\_tournament\).](http://logistiquestudio.com/2014_mu_sinclair_school_of_nursing_fund_the_drive_for_nurses_golf_tournament)

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### Green Dot training



Courtesy of RSVP.

MU's [Relationship and Sexual Violence Prevention Center \(http://rsvp.missouri.edu/\)](http://rsvp.missouri.edu/) (RSVP) will host at noon Sept. 15 the Green Dot bystander program, which encourages people to act when they see someone in a situation that could lead to sexual assault or some other type of violence.

The event is at 2205B Student Center. Students and employees are invited to attend.

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### **Missouri College Advising Corps expands with AmeriCorps grant funding**

Program placed 41 advisers in 37 schools for 2014-15



Ryane Boyd

Ryane Boyd wanted to go to college, but she didn't know how to choose the right one from the more than 4,000 higher education institutions in the United States. Luckily, Boyd's St. Louis high school partners with the [Missouri College Advising Corps \(http://mcac.missouri.edu/\)](http://mcac.missouri.edu/) (MCAC), an MU program that hires recent MU graduates to advise low-income, first-generation and underrepresented Missouri students on how to apply and ways to pay for college.

Boyd's adviser, 2007 Mizzou graduate Devin Cromwell, helped her arrange campus tours, prepare for the ACT and fill out the Free Application for Federal Student Aid. Boyd became the first person in her family to go to college, and in 2014, the Mizzou graduate became the first MCAC advisee to become an adviser.

Boyd joins 40 other advisers serving 37 schools throughout the state, including south Missouri, thanks to a \$524,000 grant from AmeriCorps. During the 2013 academic year, there were only 25 advisers in 26 schools.

"The bottom line is this program and collaboration with the schools helps to send more students to college each year," said Beth Tankersley-Bankhead, the program's executive director.

Since the MCAC was established at Mizzou in 2007 with a \$1 million grant from the Jack Kent Cooke Foundation, there has been an average 10-percentage point increase in students from partner schools going to college.

Throughout the course of the year, advisers complete 17 defined outcomes, including meeting one-on-one with each senior and junior at their school; planning and delivering workshops on college applications, financial aid and college life; and organizing campus tours. In the 2013 academic year, advisers held 34,667 one-on-one meetings with students.

"The beauty of the advisers being in the school full time, each and every day, is they are a consistent figure, they become known, they become trusted by the students, and they're there to help at any given time," Tankersley-Bankhead said.

As Tankersley-Bankhead looks to the future, she hopes the MCAC will grow to serve 64 schools, expanding its footprint even farther into southeast, central and southwest Missouri.

This summer, the MCAC also opened the Kansas City Metro College Connections Center to help students with last-minute questions before they start school in the fall. Tankersley-Bankhead said as many as 40 percent of students who are

college bound end up not attending college in the fall due to problems that can be solved.

“It could be that they didn’t complete a paper, didn’t pay a deposit on time or don’t have a ride to campus, so they think all is lost,” she said. “In the summer, they don’t have the support around them, and we can do something about those problems, so the center was there to help.”

For nine weeks, high school guidance counselors, financial aid experts and admissions representatives staffed the center at the Metropolitan Community College Penn Valley campus. By the end of the summer, the MCAC had served 125 students from 43 high schools.

In early August, Boyd walked into Carnahan High School in St. Louis where she will spend the next two years as an adviser. She thought back to how her adviser wanted her to be enrolled at a college right for her. She said she’s looking forward to doing the same for her advisees.

“When you’re a student and you hear someone older than you say you should do something, it goes in one ear and out the other,” Boyd said. “So I’m not going to preach. I’m going to come down to their level. I’ve been there.”

— Kelsey Allen

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### **MU researchers develop software to more accurately analyze tweets**



Sean Goggins, left, assistant professor in the School of Information Science and Learning Technologies, and doctoral student Ian Graves have developed software that might aid Twitter analysts. Photo courtesy of MU News Bureau.

The program could help analysts gain better insight on Twitter trends

Many media outlets run updates on “trending” topics on Twitter. Determining the trends tend to be based on hashtag analysis.

But perhaps there is a way to drill down for more precise information, which might help Twitter analysts gain insight into human behavior associated with trends and events.

Researchers at the University of Missouri have developed software that might aid the Twitter analysts. Their study, “[Sifting signal from noise: A new perspective on the meaning of tweets about the ‘big game,’](http://seangoggins.net/sites/default/files/GravesMcDonaldGoggins2014.pdf)”

[\(<http://seangoggins.net/sites/default/files/GravesMcDonaldGoggins2014.pdf>\)](http://seangoggins.net/sites/default/files/GravesMcDonaldGoggins2014.pdf) was published in August in the journal *New Media and Strategy*.

Trending topics on Twitter show only the quantity of tweets associated with keywords and hashtags. They don’t offer qualitative information about the tweets themselves. “Trends on Twitter are almost always associated with hashtags, which only gives you part of the story,” said Sean Goggins, assistant professor in MU’s [School of Information Science and Learning Technologies \(<http://education.missouri.edu/SISLT/>\)](http://education.missouri.edu/SISLT/).

The research team developed a software program that analyzes event-based tweets and measures the context of tweets rather than simply the number of tweets. The tweets analyzed were on the 2013 World Series and 2014 Super Bowl.



Ian Graves, a doctoral student in the computer science and IT department at the [College of Engineering](#) (<http://engineering.missouri.edu/prospective-students/>) at MU, developed software that analyzes tweets based on the words found within the tweets. By programming tags researchers felt would be associated with the Super Bowl and World Series, the software analyzed the words and their placement within the 140-character tweets.

“The software is able to detect more nuanced occurrences within the tweet, like action happening on the baseball field in between batters at the plate or plays in the game,” Graves said. “The program uses a computational approach to seek out not only a spike in [specific] hashtags or words but also what’s really happening on a micro level.”

Goggins said that using this method to analyze tweets on a local level could help officials involved with community safety or disaster relief to investigate the causes of human-caused catastrophic events, such as the Boston Marathon bombing in 2013. It might also help analyze the risk for future catastrophic events.

“If analysts are just looking at the volume of tweets, they’re not getting the insight they need about what’s truly happening or the whole picture,” Goggins said. “By focusing on the words within the tweet, we have the potential to find a truer signal inside of a very noisy environment.”

The research was funded by a grant from the National Science Foundation.

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### Smoke-free campus



MU became a smoke-free campus July 1, 2013. Photo by Rob Hill.

Since July 1, 2013, the University of Missouri has been a smoke-free campus, joining 1,100 other universities in the United States.

Banned are cigarettes, cigars, pipes, hookahs, water pipes and e-cigarettes. The policy joined the 2006 tobacco-free implementation (which also bans chewing tobacco) on MU Health Care campus property.

For more information, including cessation programs and a map of campus boundaries, visit [Smoke-Free Mizzou](http://smokefree.missouri.edu/) (<http://smokefree.missouri.edu/>).

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### **UM System to offer a new health plan option for 2015**

All benefit-eligible employees must choose a health plan Oct. 20-31 or opt out



iStock photo

Change is coming to the health plans offered to employees by the University of Missouri System. A third medical plan option, increased wellness incentives and active enrollment are the highlights.

But don't be overwhelmed. The system is offering town hall meetings, one-on-one counseling and online help so employees are in the loop on the changes before they must enroll Oct. 20-31 for calendar year 2015 health benefits.

#### **Why Is This Happening?**

The system's [health benefit plans \(http://www.umsystem.edu/totalrewards/benefits\)](http://www.umsystem.edu/totalrewards/benefits) stack up well when compared to those of other university systems. But as medical costs continue to rise, the current plans will become unsustainable. With no

restructuring of health benefit options, the system would need an additional \$60 million by 2017 to fund the plans, said Kelli Holland, system manager of communications and training.

In June 2013, the system's [Total Rewards Ad Hoc Task Force \(http://www.umsystem.edu/totalrewards/reimagining\)](http://www.umsystem.edu/totalrewards/reimagining) was formed to develop recommendations that address the benefits cost problem. Two of the eight recommendations are to increase communication and education to employees about benefits, and use medical plan options to lower costs and encourage healthful behavior.

The 2015 health benefit changes are a response to the two recommendations.

### **Plans: Three's Company**

The system wants employees to have the option to choose a plan that limits out-of-pocket expenses while offering a more affordable premium. For 2015, it will offer three options — two familiar and one new.

First, the familiar:

- **The Healthy Savings Plan, formerly known as the myOptions Plan.** This plan offers a low premium, system contribution to a Health Savings Account and a lower combined out-of-pocket limit for both medical and prescription drugs. There are no changes to the deductibles, co-insurance and out-of-pocket maximum.

However, the system is changing its contribution to the plan's Health Savings Account. Contributions will now be more closely tied to coverage level (self; self plus children; self plus spouse; self plus family).

- **The PPO Plan, formerly the myChoice Health Plan.** This plan has the highest premium, a midlevel deductible and the same nationwide network of providers as the Healthy Savings Plan. Compared to last year's, the 2015 PPO Plan will have a deductible increase and other changes.

Why were the plans renamed? It was in response to feedback from faculty and staff who said the former names failed to suggest the substance of the plans.

Now, the new plan:

- **The Custom Network Plan.** This plan will offer a midlevel premium (between the Healthy Savings and PPO plans), \$0 deductible and reduced co-payments. However, benefit-eligible MU employees must live or work in one of nine counties of greater Columbia, and the health network is mostly limited to MU Health Care providers and facilities.

When choosing one of these plans, employees should consider their and their family's level of health and financial situation to determine which plan is best for them, Holland said. Each plan offers benefits that will appeal to different employees.

The system will soon release premiums and other information on the three benefit options. An online myBenefits Decision Center will be available in myHR in October.

	<b>Healthy Savings Plan</b> (formerly myOptions)		<b>Custom Network Plan</b>	<b>PPO Plan</b> (formerly myChoice)
Deductible	<b>\$1,500</b> Self	<b>\$3,000</b> Family	<b>\$0</b>	<b>\$350</b> Person <b>\$1,050</b> Family
Primary Care Office Visit	<b>10%</b> After deductible		<b>\$5</b> Copay	<b>\$15</b> Copay
Specialist Office Visit			<b>\$25</b> Copay	<b>\$25</b> Copay
Urgent Care			<b>\$50</b> Copay	<b>\$50</b> Copay
Lab and X-ray			<b>\$0</b>	<b>\$0</b> after deductible
Emergency Room			<b>\$100</b> Copay	<b>\$100</b> Copay after deductible
Premium			<b>Lowest</b>	<b>Medium</b>

Above is a comparative sampling of some of the coverage offered in the three benefit plans. Premium specifics are coming soon. *Source: University of Missouri System.*

### Wellness: Let's Move

The system's Healthy for Life wellness program is dedicated to educating employees about the importance of maintaining good health and providing resources for health improvement. As an incentive for employees to get healthy, the system is offering up to \$450 in a [two-tiered program \(http://www.umsystem.edu/curators/wellness/2015\\_wellness\\_incentive\)](http://www.umsystem.edu/curators/wellness/2015_wellness_incentive):

- **“Educate Yourself”**: Earn \$150 for completing a wellness pledge, a personal health assessment and health screening.
- **“Invest in Yourself”**: Earn an additional \$300 by participating in healthful activities and behaviors and documenting your completion. Activities include getting a flu shot, walking, biking, remaining tobacco-free or completing tobacco cessation program, and taking an online wellness workshop. For more, click [here \(https://uminfopoint.umsystem.edu/sites/hr/Benefits/Wellness/wellnessincentive-tier2activities.pdf\)](https://uminfopoint.umsystem.edu/sites/hr/Benefits/Wellness/wellnessincentive-tier2activities.pdf).

### Action: Choose a Plan or Opt Out

Enrollment for choosing one of the three health care plans is six weeks away. No one, including those who opt out of coverage, can be a couch potato that week.

Employees who want to keep their 2014 plan still must actively choose it that week. Employees who want to continue to opt out of a health plan will have to actively opt out. If no action is taken, employees will default to the Healthy Savings Plan and pay taxes on the premiums, Holland said.

Why can't 2014 benefit elections rollover to the new year? The system wants employees to think seriously about their 2015 health benefits. As UM System President Tim Wolfe put it in his Aug. 27 email to employees: "Active enrollment encourages informed decision-making with regard to medical plan choices and increased engagement in our expanded wellness opportunities."

Feeling overwhelmed? Not to worry. Watch for home mailings and office emails for benefit updates. Also see the info box below with links that include the schedule of town hall meetings and how to set up a one-on-one information appointment.

And keep reading *Mizzou Weekly* for updates on 2015 health benefits.

## RESOURCES FOR MORE INFORMATION

Expanded resources for this year's annual enrollment include:

- **2015 Annual Enrollment Guide:** In early September, this guide will be mailed to the mailing address you've specified in [myHR \(https://myhr.umsystem.edu\)](https://myhr.umsystem.edu). You will also be able to access it electronically from the [Direct Mailings \(http://www.umsystem.edu/totalrewards/2015\\_annual\\_enrollment\\_direct\\_mailings\)](http://www.umsystem.edu/totalrewards/2015_annual_enrollment_direct_mailings) webpage once it's available.
- **myBenefits Decision Center:** Available in October within myHR, this online system will allow you to make side-by-side comparisons of the plans offered.
- **Town hall meetings:** Get an overview of what's new this year and the details of medical plans. Town halls are Sept. 15 through October. [View the schedule \(http://www.umsystem.edu/totalrewards/2015\\_annual\\_enrollment\\_town\\_halls\)](http://www.umsystem.edu/totalrewards/2015_annual_enrollment_town_halls).
- **Departmental meetings:** Human resource specialists are visiting schools and departments to deliver educational presentations. Managers may request a presentation at [umhraetotalrewards@umsystem.edu \(mailto:umhraetotalrewards@umsystem.edu\)](mailto:umhraetotalrewards@umsystem.edu).
- **One-on-one meetings:** Attend a one-on-one personal consultation with a benefits specialist. These sessions are Sept. 15 through October. [View the schedule and sign up \(http://www.umsystem.edu/totalrewards/2015\\_annual\\_enrollment\\_one-on-one\\_sessions\)](http://www.umsystem.edu/totalrewards/2015_annual_enrollment_one-on-one_sessions).

For more information, contact [Campus Benefits Representative \(http://www.umsystem.edu/totalrewards/benefits/benefits\\_representative/\)](http://www.umsystem.edu/totalrewards/benefits/benefits_representative/), the HR Service Center at (573) 882-2146 or [HRServiceCenter@umsystem.edu \(mailto:HRServiceCenter@umsystem.edu\)](mailto:HRServiceCenter@umsystem.edu).

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