

# 2007 Annual Report



University of Missouri Extension

**Live.  
And Learn.**

UNIVERSITY OF MISSOURI  
 Extension



**Carla Coleman, Monroe City, tends plants at the Salt River Master Gardeners demonstration garden in downtown Hannibal.**

**MU Extension...in your community**

MU Extension’s **Northeast Region** is made up of 16 counties, including eight that border neighboring states Iowa and Illinois. These counties had a combined population of 194,375 in 2004.

Despite experiencing an out-migration trend since 2000, the region has a growing ethnic diversity. While 95.2 percent of the population is white and 3.4 percent is black, the region includes a growing Hispanic segment (1.3 percent). The region saw a 24.9 percent increase in the latter population from 2000-2004, with Sullivan County having the largest number of Hispanic residents — 10.8 percent of its total population.

*In December 2006, MU Extension’s Alianzas program and local specialists introduced Steps to a Healthier You for Hispanic and Latino populations in Kirksville and Milan, two of the region’s larger communities. That effort came on the heels of the Hispanic/Latino Community Leadership Academy in Sullivan County held earlier in the year. Through the academy, Alianzas also supports partnerships to teach skills for addressing community needs through action plans to Hispanic/Latino high school students who show potential as community leaders.*

There were 105,353 jobs in extension’s Northeast Region in 2003. Among the region’s major industries, farm employment accounted for about 13.6 percent of total jobs (14,363), followed by retail trade (12,099), local government (11,692) and manufacturing (10,249). Farms in the region vary greatly in production levels, with many being operated part time by

families who also depend on off-farm income. More than 10 percent of the region’s farms — 1,348 — had commodity sales of \$100,000 or more.

The 2000 census reported that 13.8 percent of the region’s residents age 25 and over were college graduates, compared with 21.6 percent statewide. The high school graduation rate was 87.6 percent, higher than the state’s 85.5 percent average.

At \$37,667, the median household income was significantly less than the state average of \$46,044 in 1999. And 67.1 percent of all households were family households, of which 42 percent had children under 18. Transfer payments, such as Social Security and disability benefits, accounted for 24.7 percent of the region’s personal income. Per-capita personal income for the region was \$21,824, compared with \$29,464 statewide. As recently as 2002, poverty rates were declining across the region for families and children, and fewer teens were becoming mothers in the Northeast Region than in other areas of the state.

In 2003, more than 20 percent of residents reported their health was “fair or poor,” compared with 16.9 percent statewide. The percentage of residents without medical insurance coverage was estimated at 15.9 percent, 3.5 percent higher than other Missourians. In Knox, Clark and Scotland counties, more than 23 percent reported having no health insurance.

MU Extension regional specialists, in partnerships with community groups and government agencies, provide educational programming and socioeconomic solutions to address the Northeast Region’s pressing concerns. Blue text boxes throughout this report show how MU Extension makes a positive difference in these communities and across the state.

*(Source of data: MU Extension’s Office of Social and Economic Data Analysis)*

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## From the Vice Provost

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As we close another fiscal year, and as I complete my first year as your vice provost and director of MU Extension, I'm excited to report on a productive year and great prospects for an even greater impact on the state, its economy, its quality of life and Missouri's citizens.

We are delivering on a new program of work and are pleased to say we continue to be an economic engine for the state through our educational programs and services. Extension made 1.2 million educational contacts and recorded more than 110,000 continuing education enrollments. It is estimated that our programs contributed \$97 million to the state's economy, leveraging our budget (both appropriated and self-generated) by almost 2:1. Our total budget continues to grow mainly through the entrepreneurial skills and efforts of our faculty in contracts, grants, fees and gifts.

We continue to be committed to our students and partners in developing and delivering educational programs that are relevant, reliable and responsive. MU Extension continues to be committed to involve all four campuses of the University of Missouri and our 1890 Extension partner, Lincoln University.

Please have a look at the highlights we've shared in this report. Thank you for the part you play in Extension. Let us know ways we can serve you better.

*Michael D. Ouart*



Michael D. Ouart, vice provost and director

### About this report

The cover of the FY 2007 Annual Report includes images of some of the faces of the people who make up MU Extension, its programs and educational opportunities. These faces, and those of others throughout the report, truly define how MU Extension efforts are helping Missourians achieve more where they live, work and learn.

In part three of our ongoing regional focus series, references to specific ways in which MU Extension reaches the Northeast Region of the state are highlighted by blue-shaded boxes on several report pages. Tourism is a thriving industry for the region. The cover photo depicted in gold is the Mark Twain Boyhood Home in Hannibal, where author

Samuel Clemens and his family lived during his formative years. Built in the early 1840s and open to the public by the city of Hannibal since 1912, it is one of the earliest historic house preservations in the country — listed on the National Register of Historic Places and designated as a National Historic Landmark. The stone building to the left was WPA-built following the yearlong Mark Twain Centennial celebration in 1935 as a permanent museum and caretaker's quarters. Eventually, the displays were housed in other museum buildings, and today it operates as the Mark Twain Boyhood Home Gift Shop.

## The Center for Distance and Independent Study recorded **22,632** enrollments from **41** countries in FY 2007. Accredited by the North Central Association, MU's online high school enrolled **692** active diploma-seeking students.

Serving students of all ages through elementary, secondary and university-level courses with year-round asynchronous distance education, the Center for Distance and Independent Study extends the University's resources to a globally diverse audience. In FY 2007, the center provided flexible educational opportunities resulting in 22,632 participant enrollments that reached students in Missouri, nationally and internationally across 41 countries.

Working with all departments and offering the convenience of an online format that took in more than 10,000 enrollments (up 82 percent from just two years ago), CDIS continues to provide new credit and noncredit course offerings. CDIS opened an additional 76 completely online courses, of which 43 were new or revised for FY 2007.

The MU College of Arts and Science graduated the center's first

five bachelor of general studies degree completion students, and BGS enrollments doubled over those in FY 2006. To date, more than 1,000 students have requested information about the online program, which allows them to finish an MU bachelor's degree at their own pace.

MU High School graduated 64 students from 17 to 47 years of age, including Bright Flight scholars and recipients of scholarships from a variety of colleges and institutions nationwide. Accredited by the North Central Association, MU's online high school enrollment of active diploma-seeking students reached 692.

Interest in noncredit courses continues to grow, particularly in emergency management courses for first-responders developed in cooperation with MU's Fire and Rescue Training Institute. FY 2007 enrollments in these courses

increased by 7 percent, topping 3,000 participants from 12 countries, with 1,925 continuing education units awarded to safety professionals.

As CDIS continues to grow its number of distance students, the

center also increases its level of student support, adding new tutorial services, such as the Online Writery for students enrolled in designated courses.



MU High School graduates can participate in commencement ceremonies on the MU campus. In FY 2007, MU High graduated 64 students.

# Business Development Programs

missouribusiness.net

Steve Wyatt, JD, director

In FY 2007, the programs assisted more than **3,500 Missouri business people** through individual-specific counseling, educational sessions and conferences. The **economic impact** included **\$172.5 million in increased sales, 6,057 new jobs, more than \$74 million in new investments in client businesses and more than \$186 million in government contracts.**

Extension's Business Development Programs are co-hosted by the College of Engineering and work with institutions across the state to provide Missouri's prospective and existing small-business owners with the technical assistance and educational resources they need to be competitive.

Success stories exemplify the programs' mission to improve lives and the competitiveness of Missouri's businesses through research-based education and technical assistance to enhance the state's economy:

**Debra Ellies**, a developmental neurobiologist, works diligently in her Kansas City-area laboratory to create a new drug to fight the degenerative bone disease osteoporosis. **Suman Saripalli**, small business technology development counselor at the University of Missouri-Kansas City, has enabled Ellies achieve her business dreams by helping her apply for and obtain grants to fund her scientific efforts.

When **Cecil and Sonny Huff** needed expert advice to expand

their Bucks & Spurs Guest Ranch in Southwest Missouri's Douglas County, business development specialist Tom Keohan spearheaded a team of MU Extension experts to help the couple better identify their customer base and consolidate financing to improve their growth options.

Also, during its first full year in operation, the University Center for Innovation and Entrepreneurship, a joint effort by the Business Development Programs and the MU College of Engineering, assisted hundreds of clients on a wide range of small-business management, marketing and finance issues. Training programs, including the FastTrac New Venture and Tech Venture courses, were held for sold-out audiences. Additional successful events were the In Good Company — Conference for Entrepreneurial Women and the Small Business Leadership Series held in partnership with mid-Missouri banks.

In addition to providing counseling and training, center staff taught



**Keith Savage and his assistant, Mary Schelich (background), operate the inventory management company Logistical Resource Solutions Inc., a St. Louis-based firm he founded four years ago. Savage relies on the latest computer technology to store, track and deliver inventory for his clients. The company recently expanded to handle disposal of used medical supplies and expired pharmaceuticals from health-care facilities and drug companies.**

courses in entrepreneurship in the College of Engineering, supervised master of business administration students with in-house graduate assistantships, supported area economic development and regional planning projects, and worked with University faculty and students on business start-up and product commercialization projects.

## The Law Enforcement Training Institute produced and sold a record number of the 34th edition of **The Missouri Criminal Code: A Handbook for Law Enforcement Officers.**

The Law Enforcement Training Institute serves Missouri, national and international law enforcement and public safety communities with basic, in-service, advanced and continuing education training programs and support. Its programs help ensure that new recruits and veterans alike continue to flourish in their efforts to provide public safety, professional security and quality citizen protection. The institute's mission encompasses the entire public safety and criminal justice spectrum, beyond traditional law enforcement personnel, to also include prosecutors' offices, court services, correctional institutions and jails, probation and parole agencies, animal abuse and neglect investigations, and the administrative and regulatory fields.

During FY 2007, the institute conducted 34 continuing education

programs and registered 575 participants from across Missouri and around the world.

In addition, the institute graduated 70 students from its three yearly basic training academy programs. For 12 consecutive years, the institute's graduate scores on the Peace Officer Standards and Training state licensing examination were among the top three of Missouri's 19 academies that certify officers.

As national compassion for abused pets and interest in animal protection issues continue to expand, animal welfare professionals, rights activists, police officers, court personnel and citizens are demanding more law enforcement education programs. The institute's National Cruelty Investigations Schools grew to include programs in 10 states and graduated 211 students. Graduates continue to be featured frequently

on the Discovery Channel's Animal Planet television program "Animal Cops."



Participants in the Law Enforcement Training Institute's emergency driving training session learn how to control vehicles under adverse conditions.

# MU Fire and Rescue Training Institute

MUfrti.org

David E. Hedrick, director

**During FY 2007,  
the program provided 16,489  
instructional hours to  
more than  
20,000 of the state's  
emergency  
responders.**

The Fire and Rescue Training Institute provides comprehensive continuing professional education training to Missouri's fire service and emergency response personnel. The institute is committed to safe, efficient and effective training that meets the needs of fire and emergency services.

Examples of the specialized areas of emergency response training include: 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 2007, the program provided 16,489 instructional hours to more than 20,000 of the state's emergency responders. The institute, which delivers training through a variety of methods to promote accessibility, offered 922 continuing

professional education courses in 91 Missouri counties, with participants coming from all of the state's 114 counties. In addition, students from 26 other states enrolled in MU FRTI courses in FY 2007.

The institute continues to be recognized for its excellence in programming and the training of Missouri's emergency first-responders, as well as the operational

assistance it provides to the state in times of emergencies. In FY 2007, the program launched one of the largest rescue training initiatives in Missouri history by developing and conducting the Structural Collapse Rescue Technician course for the St. Louis Urban Area Security Initiative. More than 240 students were trained in the initial round, which will continue into FY 2008.



A firefighter prepares to remove a victim during the Confined Area Rescue training class given at the 2007 Summer Fire School.

In its commitment to create **educational programs** that **benefit Missouri families**, Human Environmental Sciences Extension develops **programs** that **anticipate and meet the needs** of its audiences through face-to-face, Web-based and interactive media programming.

Faculty and staff served more than 400,000 Missourians through educational contacts and reached an additional 788,000 unique visitors through the program's Web resources. Programs are geared to family and financial education, design of living and working environments, family and human development, and community support systems, as well as nutrition, health and physical activity.

By keeping one goal in mind — to create better living for Missourians — the program successfully focuses its efforts on asset development, improved housing, health and health care, and stronger personal and family relationships, while maintaining consistency in its outcomes.

The program starts by helping socially and economically vulnerable populations meet basic needs for food, clothing, shelter, finances,

family and community relationships, concentrating on providing scientific solutions for contemporary challenges in Missourians' lives.

The MU College of Human Environmental Sciences has a national reputation for strong, relevant programs that address the human infrastructure. Central to its mission, and extending from the University's deep land-grant roots, is the program's focus on identifying and understanding problems associated with an increasingly complex and diverse society.

In FY 2007, more than 18,500 Missourians attended workshops and received information on home ownership, alternative home energy systems, weatherization and healthy homes through MU Extension. Participants range from first-time buyers to long-term owners, renters and families in homes threatened by

various health risk issues, including lead paint, radon, second-hand smoke, mold and carbon monoxide exposure. The program also saw a significant increase in families attending sessions to improve home energy efficiencies and to implement alternative energy systems because of rising heating, cooling and electricity costs.

As far-reaching financial concerns

continue to affect many Missouri home owners, the Missouri Taxpayer Education Initiative helped save 2,882 individuals and families across the state approximately \$576,400 in tax preparation fees and processed approximately \$2.65 million in electronically deposited refunds. The initiative included money management classes for struggling residents to improve their financial skills and provided clients of 31 free tax preparation sites with educational materials on how to achieve healthier finances.



The Missouri Taxpayer Initiative helped 2,882 Missourians save tax preparation fees and process their tax returns.



# Missouri Training Institute

[mti.missouri.edu](http://mti.missouri.edu)

Alan St. John, director

**In FY 2007, the institute increased the number of programs it offered by 35 percent — 370 noncredit programs delivered compared with 274 the previous year. An additional 2,731 people benefited from the institute's services — a 45 percent increase from FY 2006.**

The Missouri Training Institute continues to diversify its customer base and focus products and services on the needs of private business and public organizations across the state. A look at the program's customers in FY 2007 indicates approximately 65 percent of revenue came from service contracts and 35 percent from grants.

The institute concentrated one product development effort on human resource management and offered two 12-week training programs to help prepare HR professionals to take the examination required for certification through the Society for Human Resource Management. The institute's graduate success rate of nearly 98 percent on that exam far surpasses the national average of about 57 percent.

Another product area focused on leadership training for new supervisors. Through two five-week training programs and 28 days of supervisory training, the institute



The upper Mississippi River serves as the eastern border for five counties in MU Extension's Northeast Region. Named "Father of Waters" (misi, "big," and sipi, "water") by the Algonquin-speaking Native Americans, the river meanders along its floodplain, past tall limestone bluffs. Mark Twain described its course as looking like a "long, pliant apple paring." This section of the Mississippi River provides economic benefit to the area from commercial navigation, recreation and tourism. It also serves as a major source for agricultural irrigation, energy production and water supply.

trained nearly 400 people from mid-Missouri companies through an agreement with the Central Missouri Workforce Investment Board. This effort represented a 350 percent increase in enrollments in the supervisory series during FY 2007.

The institute separately delivered 130 days of training to staff members of the Missouri Department of Social Services as part of their supervisory requirement.

## MU Extension's Agriculture and Natural Resources program builds its strategy to continually grow the state's economy by developing Missouri's diverse and plentiful natural and human resources and marketing its sophisticated network of progressive businesses and industries.

In FY 2007, an additional 5,000 dairy cows joined statewide production to generate more than \$10 million in direct sales and more than \$31.2 million in economic output. Livestock production programs continued to draw participants from across the state, with the Show-Me-Select Replacement Heifer group selling 1,873 heifers that totaled gross receipts of \$2,376,120.

Through MU Extension's promotion of best management practices, many Missouri growers increased their productivity and crop revenue. Use of the MU Extension pest control decision tool increased cotton production by \$12.7 million. Adoption of the tall fescue toxicosis and management practices is estimated to increase producers' profits by as much as \$30 million. Additionally, 98 percent of Missouri soybean producers indicated they

learned more about soybean rust disease management as a result of work by MU Extension's management team throughout the year.

As part of the MU Extension program's natural resource management and conservation focus, staff at the Missouri Value Added Center facilitated the continued development of a new soybean-oil-based biodiesel facility that soon will employ up to 50 mid-Missourians and is projected to have annual sales of nearly \$100 million.

Extension also trained 300 Missouri educators on water-quality and conservation issues to teach in the classroom. More than 70 percent of those teachers used the program's Web-based tools to work with their students. The effort led to a 78 percent increase in awareness of water quality among the more than 30,000 third- to fifth-grade students who participated in water festivals

and in-class educational programs across the state.

Conservation efforts among producers also increased, as nutrient

management planning through MU Extension efforts resulted in a \$2.3 million reduction in fertilizer inputs. During the year, a projected economic value increase of \$10.9 million to Missouri landowners was attributed to the Woodland Steward Program.



With the help of regional MU Extension specialists and local veterinarians, the Show-Me-Select Replacement Heifer program continues to focus on improving the success of Missouri livestock producers through increased production and marketing efficiencies. The Northeast Region piloted the effort in FY 1997, and the now annual Palmyra sale was one of only two events held during the first year. Averaging 90 percent buyer satisfaction over its decade of sales has helped the Show-Me-Select program establish 19,000-plus head of bred replacement heifers into cow herds across the state, with more than 3,450 head expected to sell during 2007. The sale in this photo was at the Joplin Regional Stockyards. (Photo by Duane Dailey)

# 4-H Center for Youth Development

4h.missouri.edu

Ina Metzger Linville, PhD, interim director

**For more than a century,  
4-H programs have helped  
young people learn the  
leadership, citizenship  
and life skills they need to  
develop into successful adults  
and conscientious citizens.**

**In FY 2007, more than  
10 percent of all  
Missouri's 5- to 19-year-olds  
participated in a 4-H  
educational program.\***

Rather than focus on youth problems, 4-H programs empower young people to overcome personal and societal challenges and ultimately meet the goals of the timeless 4-H pledge:

I PLEDGE...

my HEAD to clearer thinking  
my HEART to greater loyalty,  
my HANDS to larger service,  
and my HEALTH to better living,  
for my club, my community, my  
country and my world.

By pledging head, heart, hands and health, 4-H students promise their efforts to be:

- competent — committed to learning and educational achievement,
- caring — able to form responsive, thoughtful relationships,
- contributing — prepared to serve and lead in their communities, and
- capable — displaying physical and mental health and encouraging others, especially their peers, to achieve the same.

In FY 2007, state and regional 4-H youth development specialists and other MU Extension team members worked with volunteers and community leaders to plan, implement and evaluate local programs that reached 100,700 Missouri youths ages 5 to 18.

Nearly a third of those participating students were enrolled in the 4-H club program, a yearlong educational experience that includes learning by doing in projects, community service and family involvement. Others participated in 4-H school programs, seminars, conferences, camps and child-care programs.

In FY 2007, more than 10 percent of all Missouri's 5- to 19-year-olds participated in a 4-H educational program\*, including:

- 4-H clubs — 28,333
- 4-H special-interest groups — 18,323
- 4-H school programs — 61,700.

In addition, MU faculty directly trained 2,903 local educators, youth professionals, MU Extension faculty

and staff, parents and caregivers to improve the day-to-day systems that support Missouri children. Also, 11,850 young and adult Missourians served as volunteers throughout the year.



**Camp counselors work with 4-H'ers in Northeast Missouri at the 4-H Camp held in June in Palmyra. 4-H Camp promotes cooperation, teamwork and respect for other people and our natural environment.**

\* The numbers above do not represent head counts. Participants may have been involved in more than one 4-H program opportunity.

**Missouri communities** are made up of **more than just the people** who live and work inside the **city limits and county lines**. Every community is a **tight-knit fabric** of relationships, woven by the **leadership of its citizens and partnerships of local businesses** to **build better lives for all its residents**.

The MU Extension Community Development Program works to further the development of economic and leadership resources, to improve decision-making processes and successes, to ensure emergency preparedness and to foster inclusiveness of Missouri's interwoven communities.

In FY 2007, the program reached more than 100,000 citizens, engaging 1,450 volunteers and 700-plus partners who contributed \$342,000 worth of their valuable time, based on a national standard for valuing volunteer hours.

Focusing on local strengths and assets and promoting wealth transfer in communities, five diverse geographic regions — working together with the MU Extension Community Economic and Entrepreneurial Development program — have leveraged \$485,500 in endowments and grants and

\$222 million in new business investments in the past two years. These communities have experienced 22 business start-ups by young entrepreneurs, 49 new jobs created, 45 jobs retained locally and seven business expansions. In addition, new leaders and new networks have been developed, and tourism is increasing throughout these regions.

The program's Community Development Academy provides high-quality relevant education through a series of three courses during the year. Each five-day course is intensive, experiential and available for noncredit continuing education units or for three hours of undergraduate or graduate credit. The courses explore ideas and develop practical skills for effectively involving and empowering local citizens and leaders in community-based efforts.

In a survey conducted during

2007, academy participants from the past three years reported leveraging an average of \$30,000 each in increased resources while engaging in new community projects and mobilizing an additional 489 volunteers. These volunteers total more than 9,000 hours of service within their respective communities. Sixty-five people from across Missouri, the United States and the world participated in the academy in 2007.

Additionally, the Community Emergency Management Program provided direct support as communities and the state planned for, addressed and recovered from severe winter, spring and summer storms in 2007. With the help of program resources, residents, businesses and communities were empowered to make quick decisions and start the longer-term process of recovery. Residents responded more calmly and rationally to evacuation and

better followed emergency procedures when severe flooding occurred along the Missouri River in comparison with reactions during similar flooding in 1993. The program has been hailed as a model for other land-grant universities' disaster education and assistance plans.



**Mehmet Arda, head of the Commodities Branch of the United Nations Conference on Trade and Development, spoke about Supermarkets, Farmers and Development to a packed house April 11. Arda is the most recent speaker featured in the Community Food Systems and Sustainable Agriculture Program's Lunch and Learn series.**

# MU Direct: Continuing and Distance Education

[MUDirect.missouri.edu](http://MUDirect.missouri.edu)

Linda Butterfield Cupp, director

**Working with 12 schools and colleges, MU Direct reached adult learners in 49 states and many international locations, totaling 7,109 enrollments in 534 courses and providing 20,168 semester credit hours of continuing education.**

Adult learners are becoming increasingly dependent on online education to provide access to quality degrees and certificate programs necessary to further their career goals. MU Direct focuses the University's academic expertise and resources to meet the educational needs of these students, primarily through programs that in FY 2007 equated to nearly 40 degree options for online students worldwide.

By facilitating the development of online degree programs with academic departments across the MU campus, including the schools and colleges of Arts and Science, Education, Health Professions, Human Environmental Sciences, Journalism, Medicine and Nursing (see page 21), MU Direct allows the University to serve several thousand students it otherwise might never reach. In FY 2007, these fully and partially online undergraduate and graduate degree options accounted for 22 percent of MU's total graduate enrollments and 32 percent of

master's degree enrollments.

More degree options became available throughout the year in new and existing program areas, including architectural studies, autism education, business and marketing education, and school and district leadership, as well as certification in personal financial planning and Missouri state superintendent and continuing principal certification preparation.

The partnership with the Great Plains Consortium of universities continues to move forward and now includes a human environmental sciences master's degree in personal financial planning and an agriculture, food and natural resources food safety course.

MU Direct continues to look for new ways to refocus programs to assist current and graduating MU students. Mizzou @ Home allows MU residential students who leave campus for the summer to continue pursuing their degree by taking quality online courses. The launch of

MU Direct's eGraduate Online (eGO) tuition assistance program gives current on-campus seniors and new undergraduate alumni a reduction in fees for their first graduate-level MU Direct class as incentive to pursue a master's degree online.

Northeast Region Counties	Enrollments	Head Counts
Adair	54	20
Clark	7	4
Knox	5	4
Lewis	9	4
Linn	5	2
Macon	17	10
Marion	46	20
Monroe	17	8
Pike	5	3
Putnam	8	2
Ralls	23	10
Randolph	63	25
Schuyler	0	0
Scotland	11	3
Shelby	11	4
Sullivan	16	4

**Continuing education and lifelong learning through the University of Missouri are exemplified by the noncredit, face-to-face forums of the MU Conference Office. In FY 2007, the MU Conference Office helped to register more than 24,000 educational event participants from across Missouri and the world.**

Since the office's inception more than 43 years ago as a part of the University's land-grant mission, its staff has strived to offer the best possible educational learning experience for every event participant. In its full-service planning capacity, the office facilitates consistent quality educational experiences by engaging Missourians on campus, across the state and all over the world through its offerings of conferences, workshops, seminars and camps.

The Conference Office staff is involved in complete management of all details — from budgeting, contract negotiation, menu selection and seating arrangements, to name badges, proceedings and final reconciliation of the income and expenditures.

In fall 2006, the office was awarded the designation of a "one-stop shop" by the Association of Collegiate Conference and Event

Directors. The certification signifies the profession's best practices standard for defining and identifying conforming campus venues. A certified one-stop shop provides the most effective planning atmosphere to successfully stage a collegiate conference or event, giving participants a more enjoyable, predictable and enriching campus experience.

The office continued collaborative efforts with the College of Veterinary Medicine and MU Extension Fire and Rescue Training Institute, initiated new efforts with the College of Engineering, and explored additional continuing education courses through the College of Arts and Science.

MU Conference Office clients include university academic and administrative departments; state and federal agencies; private, for-profit and public organizations;

religious affiliations; and youth and athletic groups. During FY 2007, the office worked directly with 11 MU colleges and schools, 13 administrative units, 10 state and federal agencies, and 24 associations and organizations to deliver 78 conferences. The conferences generated \$4.5 million in gross revenue and were attended by 24,306 registrants, including 20,959 Missourians from every county in the state, 3,152 participants from other states and 195 from foreign countries. In addition to advancing

continuing education statewide, campus conferences have attracted individuals and potential students to the University grounds who otherwise may never have visited.

**Summary of Programs Delivered — FY 2007**

MU Division or Program	No. of Activities	Attendance Total	Indiv. Hours Instruction	Student FTE
Agriculture, Food and Natural Resources	15	4,007	327	171.7
Arts and Science	1	31	20	2.1
Business	1	170	28	15.9
Education	2	421	26	22.3
Engineering	5	293	135	17.9
4-H Youth Development	1	328	17	18.6
Fire and Rescue Training Institute	2	2,240	52	161.4
Human Environmental Sciences	1	45	3	0.5
Journalism	5	1,257	62	36.7
MU Administration	6	536	381	70.8
Osher Lifelong Learning Institute	3	846	78	81.4
School of Health Professions	1	64	10	2.1
School of Medicine	2	312	27	12.5
USDA/CREES	1	176	8	4.7
Veterinary Medicine	1	396	16	21.1
Veterinary Medicine Extension	6	367	36	7.3
Vice Provost's Office	3	963	45	55.6
Conference Office-hosted	22	11,854	384	690.9
<b>Conference Office Totals</b>	<b>78</b>	<b>24,306</b>	<b>1,654</b>	<b>1,393.5</b>

**The Center for Economic Education is challenged with providing the education and support necessary to improve the financial health and future of Missourians and their families.**

The growing number of bankruptcy filings, decreasing personal savings rates, public concern about the solvency of the national Social Security system, and increasing problems with identity theft and financial fraud have increased the need for personal finance and economics education nationwide.

The Center for Economic Education is challenged with providing the education and support necessary to improve the financial health and future of Missourians and their families. Responding to the growing need for personal finance education of Missouri's youth, the center provides training and free classroom materials to teachers throughout the state.

FY 2007 marked the first year of the new Missouri high school personal finance graduation requirement. The center responded by increasing the frequency of its workshops and providing additional

curriculum to educators who teach personal finance understanding and responsibility to their students. In partnership with the Missouri Council on Economic Education and the other economic education centers in St. Louis, Kansas City and Springfield, the center developed and offered the first Missouri Personal Finance Challenge contest for high school students.

The increasing implementation of additional No Child Left Behind requirements nationwide has resulted in mandatory testing targets for schools in language arts, math and science — but not social studies. The center is further challenged by

the resulting reduction in economics education hours in Missouri's elementary, middle school and high school classrooms. As teachers devote more school time to the tested subjects and less to social studies, economic education centers statewide report drastically decreased demand for economics teacher training. The center continually strives to ensure that the public and legislators recognize the importance of social studies and economics knowledge so that economics training is more strongly supported in Missouri schools.

## **MU Extension in Northeast Missouri...**

**In partnership with the Clark County Health Department, MU Extension works to increase awareness about the importance of healthy eating and physical activity and provides an opportunity to get residents up and moving through the county's Wellness Coalition efforts and events.**

**By focusing to meet community needs, provide educational programming and research available funding opportunities, the coalition provides Clark County residents of all ages with additional reasons to enjoy being healthy by making improvements to parks, playgrounds and walking trails.**

## Fulfilling its mission to educate physicians on more effective patient-centered care, the Office of Continuing Medical Education makes the educational needs of rural primary-care physicians a top priority.

In FY 2007, the office increased outreach efforts to more than 20,000 health-care professionals throughout the state, providing them with close-to-home continuing education that minimized disruption to their daily practices.

The office sponsored 12 fee-based educational activities, drawing 3,490 registrants, and 111 free activities that attracted 16,582 additional participants.

The largest reach of the non-fee program offerings stretches from the office's accreditation of the MU School of Medicine's weekly "grand rounds" and similar educational series. These conferences allow participants to work directly with specialists in their respective fields via live broadcasts to Missouri Telehealth Network sites across the state. These interactions are an important means for medical

staff members to stay current in their areas of expertise. The office's responsibility to maintain the school's CME certification through the national Accreditation Council for Continuing Medical Education helps ensure the accessibility of up-to-date, professional health-care skills and new medical technologies for many of Missouri's local practitioners.

The annual Dialysis Conference continues to be the world's leading international forum of practitioners and researchers for discussing current developments in dialysis. In March 2008, the office will manage its 28th conference, concurrent with the 14th International Symposium on Hemodialysis and 19th annual Symposium on Pediatric Dialysis.



Sue Boren (right), assistant professor of health management and informatics, leads a classroom discussion as part of the health services management executive program, offered through MU Direct.



# Labor Education Program

[missouri.edu/~labored](http://missouri.edu/~labored)

Paul Rainsberger, JD, director

**In FY 2007, hundreds of workers from the construction, manufacturing, transportation, service and public sectors participated in the diverse classes offered by the Labor Education Program.**

With rapid changes taking place in the employment relationship for American workers, the challenges of effective leadership are expanding dramatically. Since 1963, the Labor Education Program has worked with employee organizations and joint labor-management committees to provide education and training programs. These efforts ensure that leaders develop skills necessary to serve as contributing participants in their organizations, as effective representatives in the workplace, and as informed and active participants in their communities.

While traditional leadership and representation skills still are important for union officers and other leaders, the nature of the employment relationship for workers across Missouri and the United States is undergoing dramatic changes, making necessary a much higher level of strategic understanding of the forces that shape employment relationships. Global economic

trends, erosion of basic benefits and increasing levels of employment insecurity provide growing challenges to workers and their representatives.

In FY 2007, hundreds of workers from the construction, manufacturing, transportation, service and public sectors participated in the diverse classes offered by the Labor Education Program. The program's objectives for its educational services for leaders and members of organized labor in the state of Missouri include developing programs to meet the educational needs of workers in their institutional and employment relationships; increasing the knowledge and competence of leaders; assisting in development of capable internal resources to equip labor groups in fulfilling a significant portion of their own educational requirements; and broadening the academic base of labor studies.

In addition, Labor Education helps workers and their representatives to engage in strategic analysis of their

respective industries. It develops courses to address issues relating to greater diversity in the work force, 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 are the skills of effective representation.

In recent years, Missouri workers also have seen dramatic changes in the legal regulation of work and employment conditions, including wage and hour law, workers' compensation and collective bargaining in the public sector. Keeping current on the implications of change in legal regulation is another key factor leading to increased demand for continuing labor education.

**MU Extension in Northeast Missouri...**  
Just one year after tornadoes devastated the 55-person community of Middle Grove, MU Extension specialists' efforts within the newly formed Northeast Missouri Unmet Needs Committee helped secure \$50,000 in grants, funds and donations to purchase an early storm warning siren system for Monroe County.

**Nursing Outreach and Distance Education provides face-to-face, Web- and telecommunication-based educational programs for nurses and other health-care professionals throughout the state and surrounding areas. Nurses from 72 percent of Missouri's counties and the city of St. Louis attended continuing education programs sponsored by Nursing Outreach and Distance Education in FY 2007.**

This outreach program serves a predominantly rural audience in support of the Sinclair School of Nursing's focus on rural health care. On average, nine of every 10 Missouri nurses who attend noncredit professional educational programs live outside the metropolitan St. Louis and Kansas City areas.

For nearly 50 years, the state-accredited nursing outreach program has been a leader in providing high-quality and affordable lifelong learning opportunities for Missouri's registered nurses, regardless of their specialty, practice setting, affiliation, academic preparation or geographic location. In FY 2007, nurses from 83 of Missouri's 114 counties, the city of St. Louis and 15 other states attended

continuing education programs sponsored by the office.

In addition to nursing outreach's own educational activities, which attracted 1,718 nurses and other health-care providers during the year, the program helped provide continuing education credits to 1,662 nurses attending events offered by the School of Medicine. Many of the outreach programs are multidisciplinary in nature and are offered through cooperative relationships with state, regional and national nursing and health-care groups.

Nursing outreach continues to reach new audiences and awards educational credits to a number of non-nursing health-care professionals, including social workers, dietitians, nursing home adminis-



Laura Thiem is a nurse practitioner who owns a health clinic in Adrian, located about 50 miles south of Kansas City. Nursing Outreach and Distance Education serves rural health-care providers such as Thiem with high-quality, affordable professional education programs.

trators, physicians, psychologists, health educators, school counselors,

addiction counselors and health educators.

# Veterinary Medical Extension and Continuing Education

[cvm.missouri.edu/cont-education.htm](http://cvm.missouri.edu/cont-education.htm)

Thomas J. Fangman, DVM, interim director

**As Veterinary Medical Extension and Continuing Education works to enhance the knowledge and skills of veterinarians, it also encourages the transfer of information and improves the quality of veterinary services by acquainting the public with services that the profession has to offer.**

The Veterinary Medical Extension program provides education that builds partnerships among livestock producers, companion animal owners, veterinarians, MU Extension specialists, university faculty, allied industries and the public.

In FY 2007, team members received \$86,496 from the National Pork Board to conduct a field study of two local and independent pork production units in Northwest Missouri in conjunction with a local practitioner seeking board certification. The resulting data will be shared with pork production audiences nationwide.

Team members also contributed extensively to the June 2006 launch of the multistate Pork Information Gateway project overseen by the National Pork Board. This effort resulted in the review and publication of 19 swine-health-related guide sheets and compilation of answers to nearly 100 frequently asked questions.

The program also continues to explore creative means of providing continuing education to veterinarians. Through a \$10,000 grant made available from MU Extension administration in FY 2007, the program prepared self-contained educational modules for the College of Veterinary Medicine alumni day celebration. These modules were to be made available in a proctored computer lab that allows veterinarians to review materials at their own convenience. When the professionals successfully complete a test on the materials presented, they qualify for continuing education units.

Missouri also has an identified shortage of food supply veterinar-

ians, seen as a crisis by many of the state's livestock producers. To respond to this challenge, the Veterinary Medical Extension office created Production Medicine Practices, an eight-week elective educational block for veterinary students. The course is designed to expose students to modern beef, dairy, poultry and swine production systems and production issues in these livestock operations. In spring 2007, 14 students of a possible maximum class size of 15 participated in the new course, visiting livestock operations across the state and receiving more than 240 hours of educational opportunities.

## MU Extension in Northeast Missouri...

In FY 2007, MU Extension's Volunteer Income Tax Assistance Program enabled \$503,887 in federal tax refunds for residents in the Northeast Region, mostly through electronic filing and direct deposit into refund accounts. Volunteers also assisted taxpayers in using MU Extension's MoTax Education Initiative resources that provide financial education and help maximize their tax refunds by teaching them to plan for financial stability and wealth building.

## The Osher Lifelong Learning Institute at MU continued to **build** on the **number** and **variety** of **COURSES** offered in FY 2007 while **increasing value** for its members by providing new learning opportunities and social benefits.

Consistent with the policies of the Bernard Osher Foundation, its grant funder, the institute evolved into a membership-based organization, a path designed to set it on firm financial footing for the future. A total of 244 individuals responded to an invitation for voluntary membership with a remittance of \$100 each for FY 2007.

To increase year-round access, the institute expanded its programming by offering the first four-week winter and summer intersessions. For FY 2007, 29 new courses joined 25 returning courses that previously had proven popular with students in the 50-and-over learning community. Topics covered by new courses included great Germans — Goethe and Faust, France and the Holocaust, democracy and corruption in China, wine discovery, the U.S. Constitution, a health-care “potpourri,” Furtwangler’s conducting art, conversational French and Spanish courses, painting with watercolors,

digital photography, the historic Jesus, the Big Band Era, Irish song tradition and the game of bridge.

The institute’s continued growth largely is due to the quality of its all-volunteer instructor corps. Ninety-one faculty members conducted classes in FY 2007. Of that number, 69 percent were active and emeriti MU professors, 6.5 percent were faculty from other institutions of higher learning, and 24 percent were past winners of MU’s most prestigious teaching awards.

The facility at 3215B LeMone Blvd. provided a venue for new membership benefits, including a Friday film festival and an expanded “brown-bag” lunch speaker series.

FY 2007 also brought collaboration with OAK Tours, an organization under the umbrella of Columbia’s Parks and Recreation Department. Educational and pleasurable outings, held in conjunction with three courses, took participants to local

wineries, the Glenn Miller Festival in Clarinda, Iowa, and Tower Grove Park in St. Louis for a birding experience. These excursions were modestly priced and, unlike tours of the past, required no financial underwriting by the program. The collabora-

tion with OAK Tours enriched the content of the classes. Summing across the four terms in FY 2007, a total of 637 students took classes at the facility, for a total of 1,410 course registrations. Overall enrollment increased by 20 percent over the previous year.



Lifelong learners get first-hand instruction on how to hoist sails during the Osher Institute’s six-session Fundamentals of Sailing spring course. In addition to practical in-classroom lessons on sailing mechanics and theory, sailboat handling and racing, wind and safety, participants enjoyed two on-water excursions, piloting a 3-foot radio-controlled model sailboat.

With its wealth of knowledge, celebrated instructors, new and returning students, and a peer setting that provides interpersonal interaction and intellectual and cultural stimulation, the Osher Lifelong Learning Institute at MU is fast becoming a college of its own.

# MU Extension statistical data

## MU Extension FY 2007 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		23	140	81	214	3.4	11.9	
College of Arts and Science		34	307	885	12	36.9	0.1	
College of Business		2	30	90		3.8	0.0	
College of Education		316	4,595	472	12,477	19.7	693.2	
College of Engineering		7	22	33	33	1.4	1.8	
College of Human Environmental Sciences		25	82	9	215	0.4	11.9	
School of Health Professions		14	36	109	3	4.5	0.2	
School of Journalism		23	270	15	703	0.6	39.1	
School of Medicine (Health Management and Informatics)		21	326		978	0.0	54.3	
School of Nursing		69	1,301	1,318	2,521	54.9	140.1	
<b>Subtotal of courses through MU Direct***</b>	(408-ug / 2,201-gr)	<b>2,609</b>	<b>534</b>	<b>7,109</b>	<b>3,012</b>	<b>17,156</b>	<b>125.5</b>	<b>952.5</b>
Center for Distance and Independent Study (CDIS)	(1730-ug / 206-gr)							
University level		1,936	159	2,525	6,967	644	290.3	35.8
Grand total of university-level credit courses		4,545	693	9,634	9,979	17,800	415.8	988.3
CDIS High School Level**		8,114	223	15,183				
CDIS Elementary Level		1,073	53	4,924				
<b>Grand total of all credit courses</b>		<b>13,732</b>	<b>969</b>	<b>29,741</b>				

Fiscal year 2007 represents data for Summer 2006, Fall 2006 and Winter-Spring 2007.

\* SFTE = Student Full-time Equivalent

\*\* CDIS High School awarded 64 diplomas and offered 7,593.5 high school units to 2,531 SFTE in FY 2007.

\*\*\* 423 MU In The Evening enrollments are included in the FY 2007 total for the appropriate school or college.



Participants interact at one of the learning stations, How to Identify Migrant Students, during the Cambio de Colores conference, held on the MU campus.

## Five-year Summary of Credit Course Offerings

<b>MU Direct: Continuing and Distance Education</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
Number of Credit Courses	467	481	499	501	534
Number of Enrollments	7,015	6,537	6,140	6,513	7,109
Undergraduate Credit Hours	3,812	3,899	3,372	2,857	3,012
Graduate Credit Hours	15,406	14,002	13,862	15,354	17,156

<b>Center for Distance and Independent Study</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
Number of Credit Courses	395	415	456	437	435
Number of Enrollments	21,187	24,106	23,454	25,241	22,632
Undergraduate Credit Hours	7,659	6,977	6,744	7,404	6,967
Graduate Credit Hours	1,293	814	711	726	644
High School & Elementary Units	3,017	3,589	3,496	3,767	3,351

<b>GRAND TOTALS</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
Number of Credit Courses	864	896	955	938	969
Number of Enrollments	28,202	30,643	29,594	31,754	29,741
Undergraduate Credit Hours	11,471	10,876	10,116	10,261	9,979
Graduate Credit Hours	16,699	14,816	14,573	16,080	17,800
High School & Elementary Units	3,017	3,589	3,496	3,767	3,351

## Summary of Continuing Education Noncredit Activities — FY 2007

Continuing Education Unit	Number of Activities	Attendance Total	Individual Hours of Instruction	Student FTE
Center for Distance and Independent Study	16	3,030	206	73.8
Center for Economic Education	5	131	24	0.1
Continuing Medical Education	1,396	23,342	2,224	338.1
Fire and Rescue Training Institute	922	23,127	16,489	1,314.3
Labor Education	29	597	362	22.0
Law Enforcement Training Institute	51	897	4,403	209.8
Missouri Training Institute	370	8,802	1,825	153.5
MU Direct	16	224	473	9.8
Nursing Outreach and Distance Education	55	1,718	406	39.0
Osher Lifelong Learning Institute	80	1,410	1,018	52.3
Veterinary Medicine Extension	6	367	36	7.3
MU Conference Office*				
Agriculture, Food and Natural Resources	15	4,007	327	171.7
Arts and Science	1	31	20	2.1
Business	1	170	28	15.9
Education	2	421	26	22.3
Engineering	5	293	135	17.9
4-H Youth Development	1	328	17	18.6
Human Environmental Sciences	1	45	3	0.5
Journalism	5	1,257	62	36.7
MU	6	536	381	70.8
School of Health Professions	1	64	10	2.1
School of Medicine	2	312	27	12.5
USDA/CREES	1	176	8	4.7
Veterinary Medicine	1	396	16	21.1
Vice Provost	3	963	45	55.6
Conference Office-hosted	22	11,854	384	690.9
Conference Office Totals	67	20,853	1,488	1,143.4
<b>TOTALS</b>	<b>3,013</b>	<b>84,498</b>	<b>28,952</b>	<b>3,363.4</b>

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

\* Eleven other MU Conference Office activities with attendance totaling 3,453 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.

During fiscal year 2007, MU noncredit activities showed **sustained programming effort** — to develop and nurture **human potential** and to **apply knowledge** for the betterment of all.

## Five-year Summary of Noncredit Activities

	2003	2004	2005	2006	2007
<b>Number of Activities</b>	3,007	2,933	3,224	3,124	3,013
<b>Total Attendance</b>	75,354	72,884	76,275	85,669	84,498
<b>SFTE*</b>	3,964	3,768	3,695	3,766	3,363

\*Student full-time equivalent

**Budgeted Expenditures by Program Area — FY 2007**

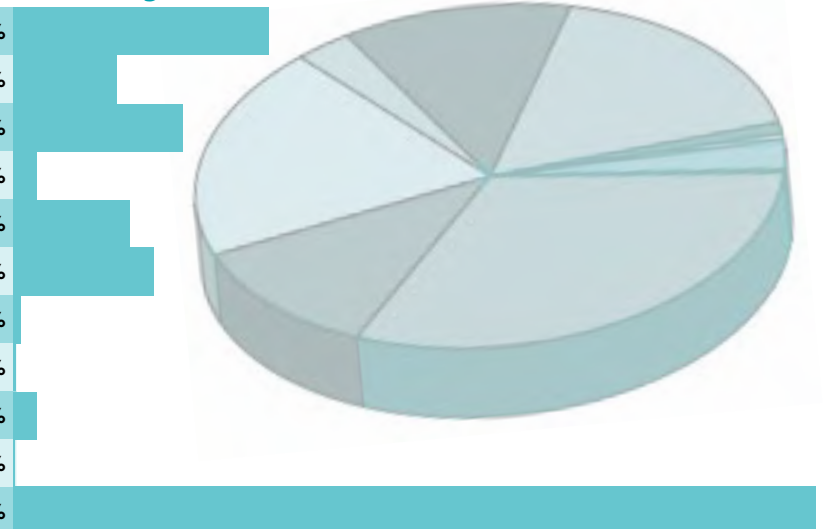
Agriculture and Natural Resources	\$14,266,307	16.95%
Human Environmental Sciences	11,917,981	14.16%
Community Development	4,055,693	4.82%
Business Development	5,126,252	6.09%
4-H Youth Development	5,525,852	6.57%
Continuing education programs	20,388,193	24.22%
Local program support	11,792,889	14.01%
Statewide program support	7,199,095	8.55%
Administration	3,897,758	4.63%
<b>TOTAL</b>	<b>84,170,021</b>	<b>100%</b>



**MU Extension leverages state appropriations to carry out programs that enhance the state's economy and improve the quality of life for Missourians.**

**Budgeted Sources of Funding — FY 2007**

State appropriation	\$26,126,573	31%
Federal funding	9,942,540	12%
Fees from continuing education programs	16,446,784	19.5%
MU allocation for continuing education	2,626,308	3%
County council funds	10,577,910	13%
Grants and contracts	14,546,633	17%
Recovery of facilities and administrative costs	850,000	1%
Other	480,000	.5%
Sales and services revenues	2,271,746	2.7%
Gift revenue	301,527	.3%
<b>TOTAL</b>	<b>84,170,021</b>	<b>100%</b>





## MU Extension Grants Awarded

### FY 2006

Cooperative Extension	Award
Agriculture	\$1,460,988
Business Development	3,328,111
Community Development	1,151,689
4-H Youth Development	1,659,409
Human Environmental Sciences	7,250,187

### Continuing Education

Conference Office	113,194
Fire and Rescue Training Institute	1,840,535
Osher Lifelong Learning Institute	100,000
Missouri Training Institute	159,450

**Total** **\$17,063,563**

### FY 2007

Cooperative Extension	Award
Agriculture	1,532,533
Business Development	3,359,035
Community Development	2,612,293
4-H Youth Development	1,118,424
Human Environmental Sciences	9,225,914
General Extension	10,000
Veterinary Medicine	58,202

### Continuing Education

Conference Office	65,683
Fire and Rescue Training Institute	967,606
Osher Lifelong Learning Institute	100,000
Missouri Training Institute	218,746
Nursing	4,950

**Total** **\$19,273,386**



MU Extension's Law Enforcement Training Institute offers a Class A Certified Basic Law Enforcement Training Academy several times a year in Columbia. This academy enables participants to meet training requirements for Missouri peace officer certification.

## Educational Contacts — Cooperative Extension — FY 2007

Program Area	Direct Contact Total	Indirect Contact Total	Total Contacts
Agriculture & Natural Resources	68,177	250,571	318,748
Human Environmental Sciences	307,665	108,463	416,128
Business Development	24,957	2,694	27,651
Community Development	16,395	49,157	65,552
4-H Youth Development	102,467	307,438	409,905
<b>Totals:</b>	<b>519,661</b>	<b>718,323</b>	<b>1,237,984</b>

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.

**W**hile University of Missouri Extension is administered by MU, the organization represents a strong statewide partnership involving all of the UM System campuses and Lincoln University Cooperative Extension, which was established as a result of the Second Morrill Act of 1890 to broaden public educational access to the state's African-American population.

Each university brings individual strengths to Extension programming for Missourians, and collectively the partnership makes possible a wide breadth of offerings with potential to impact almost every aspect of citizens' lives. Whether for needs relating to home and family life, workplace or community, Extension is there as Missouri's one-stop source for relevant, research-based and up-to-date information and education.



### Lincoln University

Lincoln University Cooperative Extension continues to reach previously underserved youth and families across the state with educational resources and programs, particularly in St. Louis, Kansas City, Central Missouri and Southeast Missouri through the main Lincoln University Cooperative Extension office in Jefferson City and four outreach centers.

Limited-resource youths and adults are the priority for Lincoln University Cooperative Extension efforts. From field staff to state specialists to administration, improving the standard of living of those clients remains the goal as programs are designed to disseminate research-based education and offer hands-on training to thousands of the state's neediest citizens.

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.

Each year the Agriculture and Extension Information Center provides more than 30,000 viewers with 700 videos on topics ranging from small livestock care and gardening to ethnic parenting issues and literacy. Serving as the information clearinghouse for Cooperative Research and Extension through Lincoln, the center uses a multimedia approach to publicize progress in the offered program areas — from video and publication production to downlinking relevant national conferences, graphic arts and photography. The center also handles public relations, including media relations and event planning as needed by Lincoln University Cooperative Extension specialists and research investigators.



### Missouri University of Science and Technology

The Center for Entrepreneurship and Outreach continues to serve the increasingly complex needs of the university and business community, and to help build a stronger Missouri economy. The center works to achieve goals outlined by University of Missouri Extension and the Missouri S&T Office of Technology Commercialization and Economic Development.

During FY 2007, the center set in motion plans for a new 56-acre research and technology park. The concept calls for creating a campus-like atmosphere that will maintain green space and include walking

paths that connect with the city's trail network. When complete, Innovation Park will help the university transfer knowledge to the marketplace and foster economic development in the region by providing companies with access to Missouri S&T researchers, facilities and business support services.

In its ongoing efforts to integrate faculty and student activities with technology-based small businesses in mid-Missouri, the university's outreach center also worked with the engineering and business departments, bringing together faculty and 27 students in the semester-long development of a marketing plan for **Mo-Sci Corp.**, a specialty glass manufacturer.

The center conducted research and developed a tourism marketing plan as part of a project for the **Rolla Area Chamber of Commerce**.

In addition, the center assisted the Rolla Area Chamber of Commerce in creating a marketing plan to present to the city council. And when **The Centre: Rolla's Health and Recreation Complex** requested a marketing plan, a pairing of staff and student talent delivered a competitive

industry analysis with more efficient advertising methods and ways to measure effectiveness.

Also, in FY 2007, the Missouri S&T campus hosted two **4-H Aerospace Camp** sessions, where students ages 10 to 12 experienced aeronautics and space flight, including lessons on the history of flight, astronomy and space exploration, and participated in computer simulations, interactive teamwork activities and additional hands-on experiences.



## University of Missouri-Kansas City

UMKC focuses its use of campus resources to support University of Missouri Extension programs that encourage the **continued growth and success of its diverse population and business** communities.

The **Institute for Human Development** and University of Missouri Extension work closely with local community groups to create partnerships for effective social change in the metro Kansas City area. Goals for the Urban Mission program include committing these resources to fostering community inclusion, diversity and social capital.

- In FY 2007, the **Gateway program** was developed as a “one-stop shop” entry point to accessing joint resources of the campus, University of Missouri Extension, the institute, the Center for the City and community agencies, as well as to a research center on cultural inclusion, focused research and program development initiated by the urban mission efforts.

- In long-term partnership with UMSL, the urban mission faculty continues to document disparities in health outcomes among various Kansas City-area ethnic groups.

- **Alianzas** builds inclusive communities that address the unique qualities and challenges of local Hispanic/Latino residents. FY 2007 activities included: a statewide retreat to discuss strategic collaborations

and future community development endeavors; coordination of the annual Bi-National Health Week in Missouri, which increases public awareness and understanding of health services available to those immigrants; and planning and participation in the Cambio de Colores conference.

The UMKC **Center on Aging Studies** works with University of Missouri Extension to provide older residents and their families with resources for maintaining mental fitness and assessing mental health, family care giving and parenting, and disaster preparation and relief. Focal efforts during FY 2007 included:

- The **Successful Aging/Aging Well** program area, focusing on mental fitness with programs in Southeast and West Central Missouri.

- **Mental Health and Aging** is an evidence-based education program to instruct individuals in how to identify mental health problems in older adults, where to refer them for assistance and how to intervene in a crisis. Consultation was provided to three Kansas City organizations to develop specialized mental health services for older adults.

- The **Grandparents and**

**Relatives as Parents** program area, which provided consultation to organizations across the state in developing support groups for older residents in child care-giver roles.

- **Family Caregiving**, a growing program area through participation in a national network of state gerontology specialists.
- The **Disaster Preparation and Relief for Older Adults** program, through which the center collaborated with several field faculty.

Throughout FY 2007, the UMKC School of Business and Public Administration's small business development programs advised new businesses and dislocated workers seeking to become entrepreneurs in the Kansas City area on ways to succeed with their start-ups; coordinated computer trainings in conjunction with local school districts' community education programs; provided conference presentations, training, planning activities and networking events with stakeholders; and held local and regional events to help businesses and industries maintain their relationships with stakeholders and legislators.



### University of Missouri–St. Louis

The UM–St. Louis **Community Partnership Project** office was designed to develop partnerships that link University of Missouri Extension and campus resources with the needs and priorities of residents and communities in the St. Louis region.

In FY 2007, university and extension faculty collaborated on more than 12 community initiatives and federally funded projects to provide training and technical assistance for community organizations, connected St. Louis leaders to university research on priority urban issues and engaged students in community-based learning opportunities.

Highlights for the year included:

- Continued growth of the Community Partnership Project's lead training program, the **Neighborhood Leadership Academy**.

- Development of **MU Extension and university faculty teams** as part of a U.S. Department of Housing and Urban Development Community Outreach Partnership Center grant.
- Expansion of **community-based opportunities for students** that also benefit community partners.

Since 2001, the Neighborhood Leadership Academy has provided hands-on learning for neighborhood and community leaders, public-sector and community-based organization staff, and students interested in community development careers. With more than 100 graduates to date, the academy's class of 2007 represented city government staff, neighborhood organization leaders and nonprofit volunteers from such organizations as Support a Child International, Near Southside Employment Coalition and 100 Black Men.

As part of a federal HUD grant, the **Afton Community Partnership** is focusing university resources on issues related to inner-ring suburban

communities, with specific attention on local leadership development, housing needs of older residents and strategies to support the growing population of Bosnian residents in St. Louis County. In FY 2007, the UM–St. Louis and MU Extension team completed a **senior housing needs assessment** and developed a strategic plan to guide community education activities related to home modifications, as well as expanded referrals and interventions for those older community members who are considered high-risk residents. The partnership also developed a **Bosnian language and culture class** to expand knowledge and social understanding among various non-Bosnian audiences, including local police officers, teachers, business owners, government employees and St. Louis County residents.

UMSL faculty also partnered with MU Extension through the Citizen Education Clearing House's Local Government **CECH-UP** program, the Local Government Management and Leadership program, and the UM–St. Louis Small Business Development Center.

# Embracing Technology, Reaching Missourians

**The old adage has never been truer than in today's world of ever-emerging technology innovations: Word travels fast. In fact, it seems to travel faster and farther all the time.**

Each year, MU Extension programs **push** the seemingly limitless **boundaries** of technology's reach to further engage Missouri researchers, educators, trade professionals, businesses, leaders and individuals with new knowledge and services that enhance the state's economy. Extension **grows** community **resources** and **enriches** the **lives** and livelihoods of Missourians and their families.

**Millions** of people statewide, nationwide and around the globe **search** — at their convenience — for information, **find** answers to their questions and retrieve data through an extensive **network** of **MU Extension-powered** Web resources. In FY 2007, Internet users accessed MU Extension Web pages more than **113,000 times** every day, for a yearlong total of more than **40 million page views** on computers worldwide.

Media relations work with radio and television broadcasters, based on Arbitron and Nielsen ratings, led to an estimated **140 million-plus** elec-

tronic **viewer** and **listener impressions**. Many of those came from digital news audio downloaded by local and statewide media via the Web, and from produced TV news stories and footage provided to stations in the formats of their choice. Members of the public also can access and view video news clips online.

*Online, the reach of MU Extension publications to diverse audiences with new research and program-specific knowledge surpassed 41,000 document views daily, nearly nine times the number of printed copies distributed.*

Through 10 networked sites in rural communities across the state, the Missouri TeleCenter Network offers one seamless portal through which the four UM System campuses and additional partner educational institutions can reach out to Missourians with MU Extension programming and educational opportunities. During FY 2007, the network served more than 22,700 indi-

viduals, including those enrolled in 1,630 credit courses and noncredit programs, among them public-access computer training and use, and events such as videoconferences.

Extension efforts in agriculture and natural resources, business and community development, continuing education, 4-H youth development and human environmental sciences also directly connect with hundreds of thousands of Missourians. Technology equips specialists to provide **data-driven, up-to-date knowledge** from their professional areas to businesses, community leaders and agricultural producers — people who need the most reliable information possible to achieve continued success in their endeavors.

Here are **examples** of how technology is used to enhance educational efforts and provide services to government, industry and individuals.

- The **Center for 4-H Youth Development** has responded to the increased need for advanced technology abilities among students in every area of the state by developing new computer-based educational opportunities and organizing resources to increase young Missourians' access to computers and information technology. 4-H-driven technology projects include teaching youths skills in digital photo, video and audio media; understanding and using software applications that include the science of global positioning and geographic information systems; and applying these technologies to better understand their communities.

- Extension's **Small Business Development Centers** specifically are helping Missouri entrepreneurs access federal funding from the Small Business Innovation Research and Technology Transfer programs to commercialize technology. This initiative will increase the number of high-tech jobs in the state and create new technology-based Missouri businesses. The Missouri Procurement Technical Assistance Center

offers a computerized bid-matching data bank that helps businesses more effectively price and competitively sell their products and services to the government.

- Although MU Extension's **Community Development** efforts often reach well beyond state borders, the program also provides vast in-state resources to encourage Missouri citizens, business and government to learn more about the communities in which they live, work and govern. The Office of Social and Economic Data Analysis, among its many technology-related projects, provides database management, online application enhancements and support services for the Missouri Census Data Center, a premier source of U.S. Census Bureau data. In return, many of the office's data projects are able to tap into the center's data infrastructure and Web access tools.

- **Continuing and distance education** programs provide noncredit and credit courses, degrees and training to students from across Missouri and the world. With more than 25,000 enrollments from 41 countries in FY 2007, the Center for Distance and Independent Study offers accredited curricula for elementary, secondary and university students. Online

emergency management courses for first-responders, developed in cooperation with MU's Fire and Rescue Training Institute, topped 3,000 enrollments during the year. Thousands of undergraduate and graduate students chose from more than 40 online degree and certificate options through MU Direct, earning 20,000-plus university credit hours in FY 2007.

*A growing number of the more than 8,000 students who take distance-education courses from MU High School are earning their diplomas entirely online.*

- **Agriculture and Natural Resources** faculty members are proving new technologies can benefit the welfare of all Missourians. In partnership with the U.S. Natural Resources Conservation Service, one MU Extension-facilitated research project uses sensors to optimize nitrogen application on corn, potentially decreasing fertilizer use by 35 pounds per acre. If only 10 percent adopt this technology, Missouri's corn production could result in an environmentally friendly reduction of more than 10.5 million pounds of nitrogen on the state's farmlands.

- **Human Environmental Sciences** extends its mission of developing and nurturing human potential by teaching Missouri families how to build financial management strength. By partnering with other organizations to create centralized electronic filing sites at 32 locations statewide, the program's Missouri Taxpayer Initiative can provide free tax assistance to low-income, elderly and disabled taxpayers, as well as to those who speak English as a second language. In FY 2007, MU Extension specialists and volunteers saved 2,882 individuals and families approximately \$576,400 in tax preparation fees. By processing \$2.65 million in electronic

refunds to taxpayers' direct-deposit accounts, the program eliminated the need for costly refund-anticipation loans, which carry inflated yearly payback rates as high as 1,800 percent.

Technological **progress** is likely to continue at an exponentially **fast pace**. **MU Extension will stay on top of these technology expansions** and find improvements for providing the research, program development and education necessary to continued success and well-being of individuals and families, businesses and public-sector organizations throughout Missouri.



## MU Extension at work in the Northeast Region



Jack Forbes (left), vice president of manufacturing for Excelsior Manufacturing & Supply Corp.; Becky Cleveland, Brookfield Industrial Development Authority; and Vice Provost Michael Quart discuss MU Extension's role in expanding the business.



The Mark Twain Memorial Lighthouse is located north of downtown Hannibal on Cardiff Hill. Built in 1935, it was first lit by President Franklin D. Roosevelt in honor of Mark Twain's 100th birthday. It was not designed to aid river navigation, but rather to honor one of the country's great authors.

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