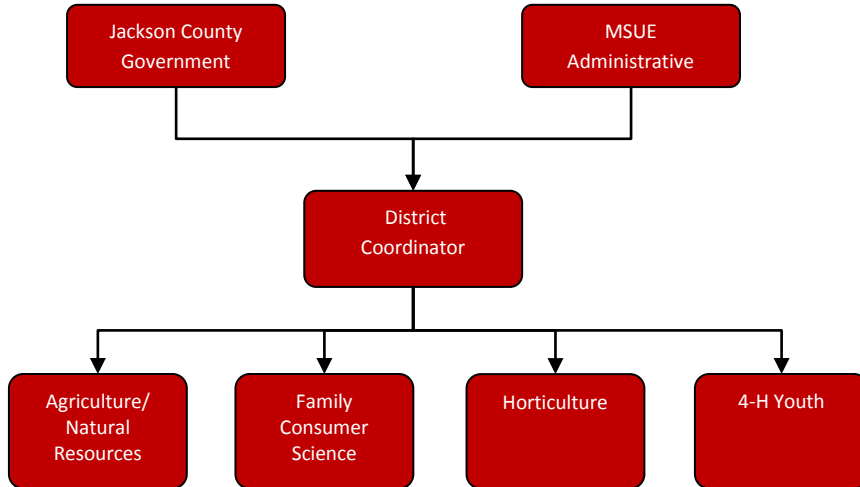


MSU Extension



Mission Statement

Jackson County MSU Extension is an educational leader working with local citizens, government and community organizations, which is based on university research and involves learners in setting goals and applying knowledge for a better life.

MSU Extension

Activities

Provide educational programming in agriculture and natural resources, land use, watershed and pesticide management and farm financial stability. Provide educational materials through direct program delivery, distance technology, and the website.

Provide educational programming to pork producers (including principal enterprise and youth) throughout the state in regard to swine production management and nutrition.

Extension 4-H Youth Program - works with youth ages 5-19 and adult volunteers in skill training in character development, leadership, self-esteem and healthy life style choices.

Provide Jackson County residents with educational programs on care and maintenance of their land.

Provide educational programs and information through use of media, one-on-one contact, and educational classroom setting.

Provide educational leadership to create an economical and sociological sustainable agriculture to retain farmers, farmland, open space and the resulting quality of life, rural America work ethic, and a moral sociological influence.

Strategic Plan Impact

✓ **Safe Community**

MSU Extension supports the safe community strategic goal helping to create self-sustaining people. MSU Extension works with county residents to provide needed life skills to have youth involved in productive activities with volunteer mentors.

✓ **Economic Development**

MSUE provides educational programs to increase business skills in development, sustainability and future opportunities to ensure continued growth and vibrancy.

✓ **Healthy Community**

MSUE provides information and technical assistance in how to achieve a healthy lifestyle in the areas of food and nutrition, growth and development and resource management.

✓ **Recreational & Cultural Opportunities**

MSUE provides recreational and cultural activities to the citizens of Jackson County through programs that encourage use of our natural resources, wholesome family activities and opportunities to engage in cultural and educational events.

Accomplishments

- ✓ **Safe Community:** 4-H Revolution of Responsibility — Community service projects are part of nearly every 4-H experience. 4-H is underscoring that aspect of the program through its Revolution of Responsibility campaign. 4-H'ers all over Michigan are identifying needs in their communities, figuring out how to address those needs and stepping up to solve problems, make improvements and create change. This year the members of a Jackson County 4-H Club decorated their horse stalls in honor of a club member who had been diagnosed with breast cancer. They took the opportunity to educate the public about the cancer and possible risk factors. The youth also encouraged other clubs to decorate their stalls to promote causes that were important to them. Many clubs and individuals followed, increasing awareness of various diseases and disabilities. This is just one example of 4-H youth making a difference in their community.
- ✓ **Recreational & Cultural Opportunities:** Every spring Jackson County Farm Bureau, with help from the Jackson County Fair, MSU Extension, Jackson County Ag Council, FSA & Soil Conservation, sponsors Rural Education Day at the Jackson County Fair Grounds. Many volunteers and local farmers get together for one day to educate 3rd graders from elementary schools across the county about food and fiber. Our sixteenth annual Project RED was held on in March, and this year Jackson County MSUE staff helped to educate over 1250 students.
- ✓ **Recreational & Cultural Opportunities:** MSU Extension, working collaboratively with Jackson Public Schools' 21st century Grants program, Jackson Area Career Center, Dahlem Environmental Education Center and cooperating teachers in the middle school in the school district facilitated a complete reimagining of the summer school program. Middle school students learned math and science skills while raising chickens, learning outdoor skills and engaging in environmental stewardship. The hands-on nature both drove home critical academic skills, and provided a contextual framework to view how things work. There were 40 students who participated in this program.
- ✓ **Economic Development:** The Master Gardener Volunteer program (MGVP) gives interested individuals the chance to participate in a 12-week training experience that provides in-depth education in many aspects of horticulture, including trees and shrubs, flowers, vegetables, fruit, soil, water, pests, indoor gardens, and lawns. The MGVP has been revised to include online modules that will allow participants to take part in classes on a schedule that works best for them. In 2013 the MGVP was held in Jackson County with 30 participants.

- ✓ **Economic Development:** The MSU Product Center assists county residents in developing products and businesses in the areas of food, agriculture, natural resources and the bio economy. MSUE has educators with special training as innovation counselors to deliver these services to Jackson County. In the last year, 102 counseling sessions took place with 13 clients to assist them in starting businesses and expanding existing businesses. The Product Center has worked with Meijer in developing a Made in Michigan product section which features 55 locally made products. One Jackson County business worked with the Product Center and now is selling their product in 102 Meijer stores across the state. The partnership between MSUE and the MSU Product Center is providing support for entrepreneurs, which supports economic development across the state.

- ✓ **Healthy Community:** : MSU teaches the ServSafe® program to improve food safety procedures at food establishments by training managers and employees. The learning of those who attend ServSafe® training is evaluated by whether they are able to pass the state mandated written test at the conclusion of the class. To determine behavioral changes from the program, a three month follow up survey was sent by MSUE. When asked what they were doing differently since attending the training, 79% reported always using methods to prevent cross-contamination and 76% cleaned and sanitized food preparation areas more often. Nearly 47% had seen improved inspection scores at their establishment that they attributed to taking ServSafe®. In the last year, MSU Extension educators provided over 48 hours of ServSafe® training to 69 participants in Jackson County. As of April 1, 2010, Michigan food service establishments are required to employ a minimum of one certified manager. Across Michigan there is a need for educational programming to assist with training food service managers and past attendees are required to renew their certification every 5 years.

Healthy Community: The Supplemental Nutrition Assistance Program—Education (SNAP-Ed) provides nutrition education to Bridge care eligible adults and children. This program focuses on improving dietary quality, and on increasing physical activity, while stretching food dollars. The ultimate goal of SNAP-Ed programs is to promote healthy weight maintenance and to prevent obesity. During the past year in Jackson County, 456 adults and 149 youth were reached through nutrition education classes at various venues in the county. There were a total of 1,544 contacts with these groups in total. Impacts included:

- 65% of participants showed improvement in nutrition practices such as plans meals, makes healthy food choices, prepares food without adding salt, reads nutrition labels or has children eat breakfast.
- 52% of adults followed safe food handling practices.
- 39% of adults reported an increase in whole grain consumption.
- 41% of adults reported an increase in fruit consumption.

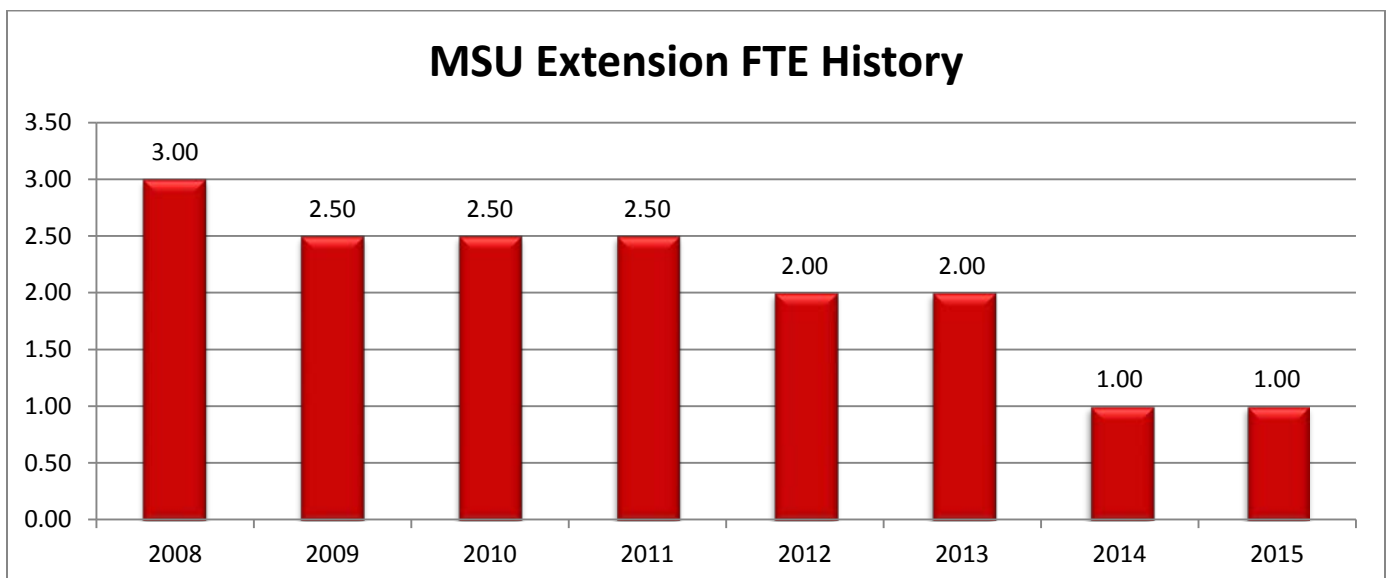
- 63% of adults reported an increase in vegetable consumption.

Youth participating in SNAP-Ed classes were more likely to:

- Choose healthy snacks.
- Consume more fruits and vegetables.

Healthy Community: Good Agricultural Practices— Classes and presentations on Good Agricultural Practices prepare farmers to sell their produce in retail markets and ensure the safety of their produce for sale. In these programs, participants learn about topics in produce safety, responsibility in food safety, good agricultural practices and how to implement changes in their operation that can further enhance quality and safety of their food. For more information visit the Good Agricultural Practices website.

Budget Adjustments There are no significant changes to the county contribution to MSU Extension. MSU Extension has reformed their organizational structure at the state level, which changes the approach to county funding. In 2012 Jackson County entered into a memorandum of agreement with MSU Extension. A base funding of \$82,237 has been established for Jackson County based on population. Additional educational staff is funded 80% by the county and 20% by MSU Extension for one position and 40% by the county and 60% by MSU Extension for the other position. The Board of Commissioners has elected to continue the level of funding currently provided to the County’s MSU Extension office. The 2014 recommended budget kept the current Jackson MSU Extension staff in tact at a total cost of \$237,969, which included the base funding and a 0.8 FTE reduction in county clerical staff.

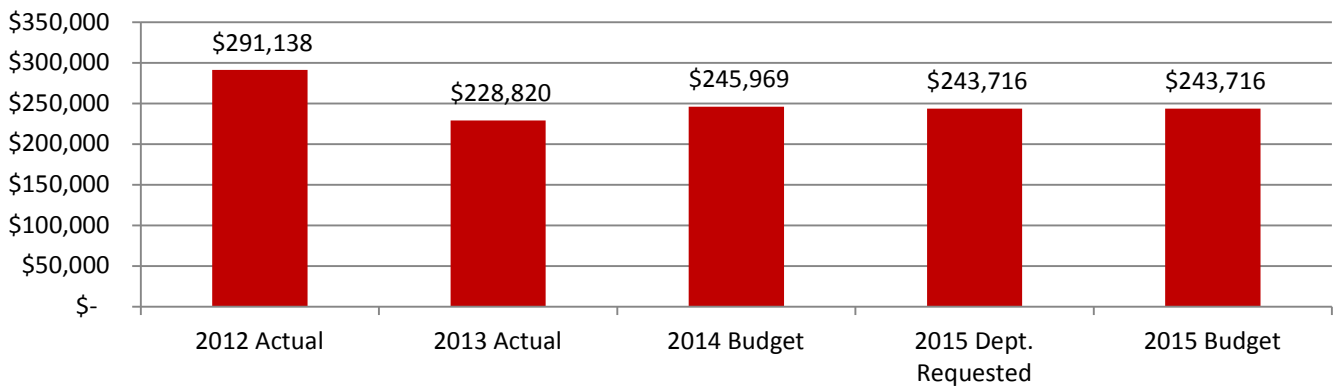


MSU Extension

Expenditure History

	2012 <u>ACTUAL</u>	2013 <u>ACTUAL</u>	2014 <u>BUDGET</u>	2015 DEPT <u>REQUESTED</u>	2015 <u>BUDGET</u>
PERSONNEL SERVICES	102,056	39,069	50,063	41,375	41,375
SUPPLIES & MATERIALS	-	-	-	-	-
CONTRACT SERVICES	185,874	186,769	190,106	196,541	196,541
OTHER EXPENSES	3,208	2,982	5,800	5,800	5,800
TOTAL PROGRAM COST	\$291,138	\$228,820	\$245,969	\$243,716	\$243,716

MSU EXTENSION



Revenue History

	2012 <u>ACTUAL</u>	2013 <u>BUDGET</u>	2014 <u>BUDGET</u>	2015 DEPT <u>REQUESTED</u>	2015 <u>BUDGET</u>
TOTAL PROGRAM COST	\$0	\$0	\$0	\$0	\$0

Strategic Outcomes

<u>Indicator</u>	<u>2010 Actual</u>	<u>2011 Actual</u>	<u>2012 Actual</u>	<u>2013 Actual</u>	<u>2014 Target</u>	<u>2015 Target</u>
Number of individuals using soil tests to guide fertilizer applications	289	252	226	234	250	250
Money saved from volunteering	\$45,240	\$45,715	\$57,450	\$71,560	\$75,000	75,000

Other Key Indicators

<u>Indicator</u>	<u>2010 Actual</u>	<u>2011 Actual</u>	<u>2012 Actual</u>	<u>2013 Actual</u>	<u>2014 Target</u>	<u>2015 Target</u>
Youth 5-19 year olds involved in programming	3,500	4243	4,157	2,502	2,750	3000
Educators	5.5	5.5	5	5	5	5
Secretaries	2.5	2	2	1.2	1.2	1.2
Program Assistants	2.5	2.5	2.5	2	2	2
4-H volunteers	297	200	175	122	150	150
Number of youth reached per volunteer	19.2	14.1	13.9	20.5	18.3	20
Food service certifications necessary for sale (ServSafe) (per Hour)	1	1	1	1	1	1
ServSafe pass rates	89%	89%	92%	94%	90%	90%



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