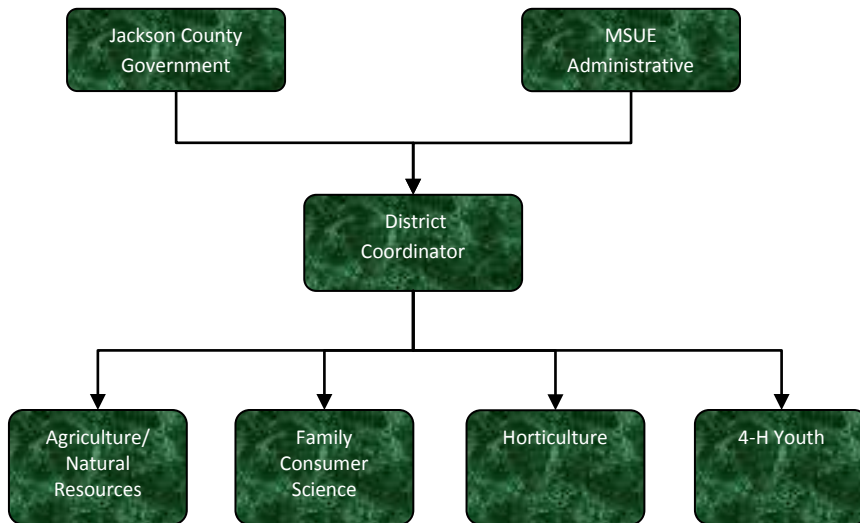


# MSU Extension



## Activities

Provide educational programming in agriculture and natural resources, land use, watershed and pesticide management and farm financial stability. Provide educational materials through Connections 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.

## Mission Statement

Jackson County 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.

## 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

✓ **Healthy Communities:** Breast Feeding Initiative works with limited resource moms providing support and education for breastfeeding. Research has shown that breastfeeding supports healthy development of infants and impacts the health of the mother. Jackson County Breast Feeding Initiative works to encourage and support breastfeeding that impacts the health and resources of the family. Jackson County has a case load of 73 where 70 percent of the mom's breastfeed for two months to a year, which gives the infants a healthy start and has a positive impact on the health of the mom.

✓ **Economic Development:** Farmland in Jackson County is being lost countywide at an average of 1900 acres a year, more than twice as fast as the state average of 349 acres per year. The effects of this loss motivated one county official to initiate a task force to create a County Agricultural Preservation Program. MSU Extension helped facilitate the group in drafting and adopting the necessary ordinances, guidelines and legal contracts. The final documentation to allow the board to accept easements was approved at the November County Board Meeting. In 2010, MSU Extension facilitated the expansion of two businesses generating a capital investment of more than \$50,000. In addition, educational workshops led to the creation of two e-commerce websites.

✓ **Safe Communities:** Through the Jackson Public Schools, MSU Extension - Jackson County is involved in after-school programming highlighting programs aimed at Kindergarten to 4<sup>th</sup>

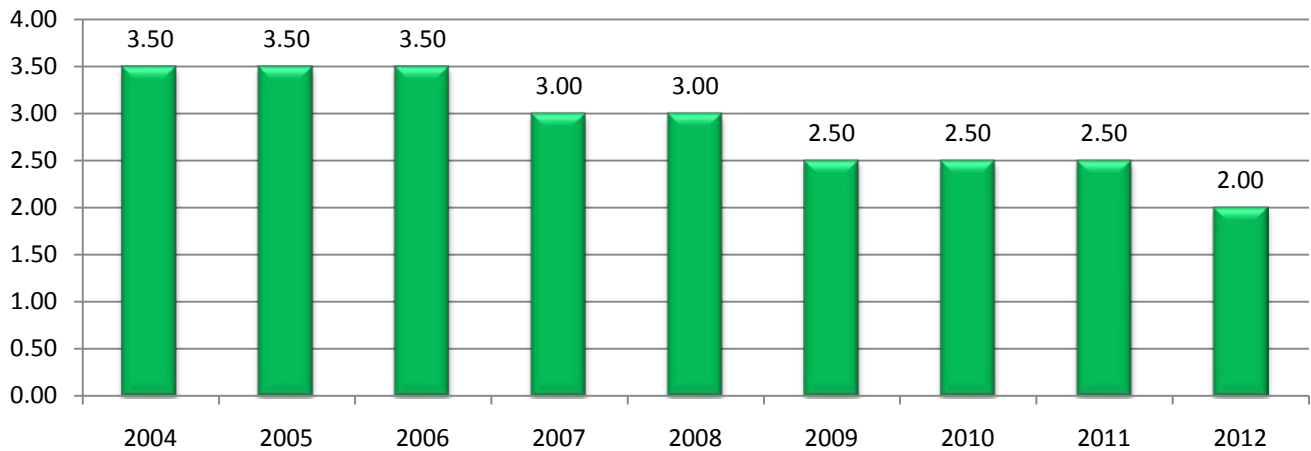
grade students in two learning areas through a 21<sup>st</sup> Century Grant. MSU Extension curriculum used are “Jump into Food and Fitness” and “Character Counts!” These programs are taught in four schools (twice as many as last year) in a 32 week period through the school year and a six week period in the summer. Teachers have said that the students have shown more respect, responsibility and use words like honesty, trustworthiness, fairness and citizenship in the classroom with accompanying behavioral changes in these areas. In 4-H clubs, youth are in leadership positions to run the meetings, plan citizenship projects, plan volunteer activities and learn about regional, state, and national level programs, and competitions in which they take part. Parents continue to say that 4-H gives the youth an opportunity to learn decision making, problem solving and team building skills they would not learn anyplace else.

- ✓ **Healthy Communities:** Food insecurity is a growing problem in Jackson County, exacerbated by a 14 percent unemployment rate county-wide. A number of organizations, including MSU Extension – Jackson County, created a garden in a bucket and big seed giveaway. In all, 83 families participated. Of the participants surveyed (n=30), the average yield of gardens was 9 meals’ worth of vegetable sides. Assuming that all individuals averaged this (747 meals) and that each side’s value was approximately \$2, this led to the resultant value of \$1,494 in produce raised. One longer term and often overlooked way of battling food insecurity is through the use of edible landscaping on easements. Edible landscapes are essentially made up of perennial fruit trees and shrubs. Jackson was determined to be an ideal candidate for creation of an edible landscaping program based on a feasibility study in 2008. After reading the study, a local community agency approached MSU Extension to implement a landscape. MSU Extension helped the group develop a site plan and source materials for a successful installation of an edible urban landscape. The landscape was planted in August 2010.

## 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. For 2012 Jackson County will enter into a memorandum of agreement with MSU Extension. A base funding of \$135,567 has been established for Jackson County based on population. Additional educational staff is funded 80% by the county and 20% by MSU Extension. The Board of Commissioners has elected to continue the level of funding currently provided to the County’s MSU Extension office. The 2012 recommended budget keeps the current Jackson MSU Extension staff in tact at a total cost of \$294,120, which includes the base funding.

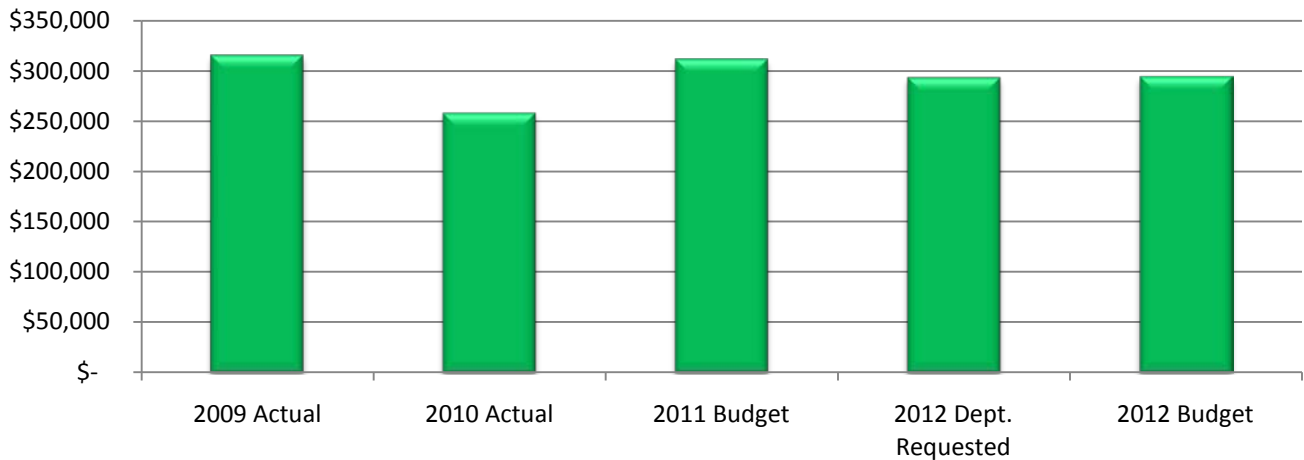
## MSU Extension FTE History



## Expenditure History

	2009 <u>ACTUAL</u>	2010 <u>ACTUAL</u>	2011 <u>BUDGET</u>	2012 DEPT <u>REQUESTED</u>	2012 <u>BUDGET</u>
PERSONNEL SERVICES	119,157	111,280	100,539	100,720	101,446
SUPPLIES & MATERIALS	21,504	15,691	19,400	-	-
CONTRACT SERVICES	161,150	120,891	177,974	186,874	186,874
OTHER EXPENSES	13,852	10,099	13,950	5,800	5,800
<b>TOTAL PROGRAM COST</b>	<b>\$315,663</b>	<b>\$257,961</b>	<b>\$311,863</b>	<b>\$293,394</b>	<b>\$294,120</b>

## MSU Extension Expenditures



## Revenue History

	2009 <u>ACTUAL</u>	2010 <u>ACTUAL</u>	2011 <u>BUDGET</u>	2012 DEPT <u>REQUESTED</u>	2012 <u>BUDGET</u>
<b>TOTAL PROGRAM COST</b>	\$0	\$0	\$0	\$0	\$0

## Strategic Outcomes

<u>Indicator</u>	2007 <u>Actual</u>	2008 <u>Actual</u>	2009 <u>Actual</u>	2010 <u>Actual</u>	2011 <u>Target</u>	2012 <u>Target</u>
Number of individuals using soil tests to guide fertilizer applications	229	276	301	289	350	300
Money saved from volunteering	\$36,820	\$43,000	\$41,620	\$45,240	\$42,000	\$46,032

## Other Key Indicators

<u>Indicator</u>	2007 <u>Actual</u>	2008 <u>Actual</u>	2009 <u>Actual</u>	2010 <u>Actual</u>	2011 <u>Target</u>	2012 <u>Target</u>
Number of Master Gardener hours	1,841	2,130	2,081	3,266	2,100	2,500
Connections newsletter circulation via US mail	1,930	2,014	2,091	2,000	0	0
Connections newsletter circulation via email	385	385	385	409	1,500	1,500
Youth 5-19 year olds involved in programming	4,796	3,820	3,820	3,500	4,000	4,000
Educators	5.5	5.5	5.5	5.5	5.5	5.5
Secretaries	3	3	2.5	2.5	2.5	2
Program Assistants	3.5	3.5	3	2.5	2.5	2.5
4-H volunteers	279	261	261	297	300	310
Number of youth reached per volunteer	17.2	14.6	14.6	19.2	15	15
Business Counseling - Capital invested & Income generated (per hour)			\$6,386	\$9,600	\$1,500	\$3,500
New websites per hour invested	.5	.5	.3	.3	.5	.5
Grower certifications necessary for sale (POA Plus) (per Hour)	52.3	59.7	40.9	42	45	45
Food service certifications necessary for sale (ServSafe) (per Hour)	.7	1.2	1.05	1	1	1
ServSafe pass rates	88%	90%	89%	89%	95%	95%



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