



UNIVERSITY OF MISSOURI EXTENSION

Laclede County

2023

Annual Report

186-D North Adams
Lebanon, MO 65536
417-532-7126

**SERVE
MISSOURI.**

**DELIVER
MIZZOU.**



Extension
University of Missouri

an equal opportunity/ADA institution



Office of Extension
and Engagement
University of Missouri

OFFICE OF THE VICE CHANCELLOR
FOR EXTENSION AND ENGAGEMENT
108 Whitten Hall
Columbia, MO 65211
PHONE 573-882-2394
EMAIL: cchiggins@missouri.edu

December 2023

Dear county commissioners and friends of MU Extension and Engagement,

Thank you for your important partnership with the University of Missouri Extension this past year.

I want to highlight three areas that address needs you helped us identify.

You may recall that the FY 23 state budget provided a one-time \$5 million infusion to MU Extension for growth. Of that, we allocated about \$3 million for field faculty in the areas of agriculture, 4-H, health/human development and business and community development.

Through a dedicated hiring effort, and thanks to that allocation, we have hired 168 new employees since November 2022. That includes 72 academic/faculty members, most of whom are field specialists in a priority area noted above, and 96 staff members (e.g., office administrators, youth and food and nutrition associates, etc.).

We also returned more faculty to local program delivery that best serves your county's needs, while preserving the partnership and relationship building work you value. Our extension and engagement specialists focus full-time on that work as they serve their assigned multi-county groups. Currently, 19 have been hired, with two more in the pipeline.

Finally, we are prioritizing our work with county extension councils. In the new role of partnership and council development director, Lorin Fahrmeier focuses on strengthening council representation and governance. This role will build stronger links with regional, educational and campus leadership to better identify and address local priorities.

At the UM System level, our engagement work across four universities and with leaders across the state makes a difference in areas of greatest need: broadband, workforce development, health access, food security and healthy futures for our youth.

Your county annual report shows what we are accomplishing together as we Serve Missouri and Deliver Mizzou. We look forward to strengthening that partnership with county commissioners and community stakeholders in the coming year.

Sincerely,

Chad Higgins, PhD
Interim Vice Chancellor, MU Extension and Engagement
Chief Engagement Officer, UM System

Who we are

Faculty and staff



Jonetta Shaver

Office Support Staff (retired)

Leslie Lawson

4-H Youth Development Educator

Della Miller

Human Development Specialist

Teresa Bell

Nutrition Program Associate

Dr. Ashley Allen Brown

Regional Economic Development Specialist

Terry Halleran

Agronomy Specialist

Joni Harper

Natural Resources Specialist

Ramon Arancibia

Horticulture Specialist

Andy McCorkill

Livestock Specialist

Wesley Tucker

Agriculture Business Specialist

Allison Gunter

Extension and Engagement Specialist

Wayne Prewitt

West Central Regional Director

Council members

Ed O'Connor, Chairman

Aaron Windsor, Vice-chairman

Karen Brown, Secretary

Ben Havens, Treasurer

Helen Sosniecki

Paul Lindsey

Dixie Krisher

Ronna Ford

Jamey Archer

Paul Broner

Ryan Hill

Haley Miller

Randy Angst, *Commissioner*

Mac Bobbitt, *Master Gardener representative*

Justin Raef, *Farm Bureau representative*

Brian McKimmey, *Extension Council Youth Liaison*

County commissioners

Randy Angst, *Presiding Commissioner*

David Layman, *Eastern Commissioner*

Darrell Pollock, *Western Commissioner*

Budget and more

Appropriations budget

Income

County Appropriations	50,000
From carryover	2,467
Total Income	52,467

Expenses

Salaries/Benefits	43,733
Travel	2,664
Telephone	838
Office Supplies/Service	3555
Insurance	1677
Total Expenses	52,467

MU Extension is a unique funding partnership.

Extension funding is a three-way partnership of federal, state and county government. Federal and state money, through the University of Missouri system, pay professional staff salaries, training costs, computers and communication equipment. County funds support the local office, secretarial and youth assistant salaries, staff mileage and council expenses.

The Laclede County Extension Council, faculty and staff would like to express our appreciation to the Laclede County Commissioners for their continued support of extension programs.



Local Support

Did you know you can donate directly to Laclede County Extension with a gift to be used immediately or as an endowment contribution for long term efforts. Monies put into the endowment are left forever to earn interest with the county office benefiting each year. You can also direct your donation to a specific program such as 4-H or Master Gardeners.

Laclede County



UM System Footprint in the county in 2023



FY23 county students

120 students

- 97 Undergraduates
- 23 Graduate and professional students
- 90 Full-time students
- 30 Part-time students
- 32 Pell grant recipients (aid year 2023)



County employees and retirees

30 people employed by UM

- 25 Campuses
- 4 MU Health Care
- 1 UM System

14 UM retirees and beneficiaries

UM salary and retirement income: \$1.5 million

UM state tax revenue: \$50,909

UM federal tax revenue: \$219,975



County alumni

Selected school alumni

- 6 Medicine
- 19 Nursing
- 27 Health Professions
- 6 Dentistry
- 8 Pharmacy
- 3 Optometry
- 16 Veterinary Medicine
- 66 Agriculture
- 81 Engineering
- 32 Law

Alumni teaching K-12

- 16 teachers
- 3.8% of all district teachers
- 2 principals and administrators
- 9.1% of all district principals and administrators



County breakdown

MU

- 84 students
- 337 alumni
- 17 employees

UMKC

- 9 students
- 43 alumni
- 2 employees

Missouri S&T

- 16 students
- 81 alumni
- 6 employees

UMSL

- 11 students
- 23 alumni
- 0 employees



County properties and offices

MU Extension in: Laclede County



County population: 35,898



County services provided

Health care (FY23)

- 1,064 in-state patients seen at MU Health Care, with \$1.0 million of uncompensated care
- MU Health Care's Missouri Telehealth Network recorded 767 visits to 402 patients having ZIP codes associated with the county

Extension (2022)

- 913 Total educational contacts from MU Extension to residents of the county, including:
- 282 contacts related to productive farming, better gardening, and managing natural resources
- 631 contacts related to healthy eating and aging, strengthening families, personal finance, or youth development



UM System Statewide Footprint

Economic and Community Development Highlights

- In 2022, Business Development Specialists worked with small businesses and entrepreneurs statewide to create or retain 81,645 jobs.

\$3.1
billion

For every dollar invested from 2019 to 2021, the MU Extension Business Development Program has returned \$133 in economic impact for its clients by increasing sales more than \$1.6 billion. For a total impact of \$3.1 billion, the program has generated more than 37,000 jobs and attracted nearly \$451 million in capital investments and \$1.5 billion in government contracts.

- Between FY17 and FY22, UM System brought Missouri more than \$1.46 billion in federal and private research funds, funded primarily from outside the state, but spent within the state.



In FY23, UM System was issued 33 patents and filed 61 new U.S. patent applications.

- In FY23, the UM System awarded 805 design and construction project contracts throughout Missouri, for a total investment of \$279.2 million in the state.



In FY23, to improve access to medical and health related services, MU Health Care's Missouri Telehealth Network's Show-Me ECHO program provided 18,381 hrs of case-based instruction to 2,938 learners located in 112 of 114 Missouri counties and the city of St. Louis.

Education and Training Provided



41,992 police, fire fighters, and medical professionals attending continuing education (2022)



Agriculture and natural resource programs served 174,692 farmers and related businesses (2022)

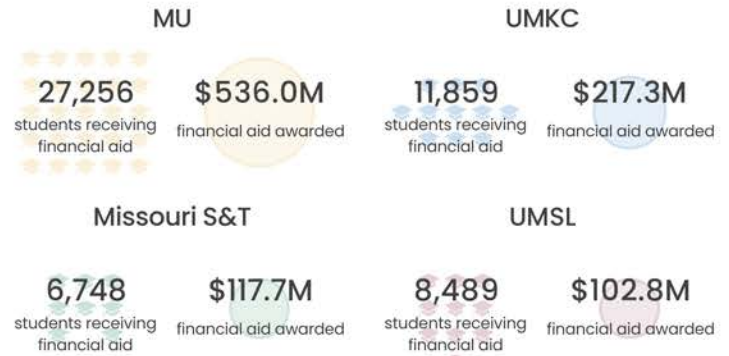


311,749 youth and stakeholder educational contacts in 4-H clubs, schools, camps and other programs (2022)

Education Highlights

FY23 Financial Aid Awards

In FY23, 67.3% of the UM System's 80,702 students received financial aid totaling \$973.7 million



UM System's MOREnet (Missouri Research and Education Network) provides internet connectivity, access, support and training to 58 higher education institutions (230,000 students), 485 K-12 school districts (832,000 students) and 132 public libraries (serving nearly 3 million Missourians) in 2022.

- UM System awarded 50.5% of the 32,098 Bachelor's or higher degrees awarded by Missouri four-year public institutions in 2022-23.
- UM System awarded 36.6% of the 1,935 research doctorates and 26.9% of the 3,593 professional doctorates awarded by Missouri public and not-for-profit private institutions in 2022-23.
- In FY23, UM System's \$37.9 million in National Science Foundation (NSF) grants represented 88.3% of all NSF grants made to Missouri public colleges and universities.
- In 2023, over 10,900 Missourians accessed mobraadband.org, part of the UM System Broadband Initiative which helped the statewide build-out of high-speed internet infrastructure. MU Extension also supported residents in making individual challenges to the FCC that resulted in \$810,000 in additional funding for the state of Missouri.

Supporting the University of Missouri is an investment in the future of Missouri.

The university advances Missouri citizens and communities through its mission of teaching, research, public service, and economic development across our four campuses and University of Missouri Extension.

Prepared in December 2023, based on the best available and most recent data. Data Sources include: Missouri Office of Administration • UM IR • MU Institute for Public Policy • Center for Applied Research and Engagement Systems (CARES) • MU • UMKC • Missouri S&T • UMSL • UM System • UM Health Care • MU Extension • US Census Bureau • US Dept. of Health and Human Services • National Science Foundation



Missouri Grand Challenges: Local Solutions



LACLEDE COUNTY

Knowing Missouri's Needs

MU Extension asked Missourians to share the greatest challenges they and their communities face.

We heard that feedback and made big changes in the way we work with council and local partners to improve lives. Locally, a network of county engagement and subject matter specialists now share MU's knowledge, research and engagement, targeting programs, information and assistance in:

- agriculture and environment
- youth and family
- business and community
- health and safety

For each grand challenge, MU Extension and Engagement targets a specific gain by 2023:



Economic opportunity

Increase MU Extension and Engagement's economic impact to the State of Missouri from \$1 billion to \$1.5 billion overall, and from \$88 billion to \$100 billion in agriculture, the top economic sector



Educational access and excellence

Increase participation in postsecondary education from 66% to 70%



Health and well-being

Improve Missouri's health ranking from 40th to 35th in the nation

Knowing Local Challenges



CHALLENGE 1: Economic Opportunity: *Business Dynamics*

Business Growth/Change

The rate of business change reflects the net gain or loss in total establishments. The report area saw a net loss of 38 businesses between 2011 and 2021. There were 646 establishment "births" and 684 "deaths" contributing to the change. The rate of change was -5.19% over the ten year period, which is lower than the state average of 8.04%.

Establishment Net Change Rate

-5.19%

Laclede

Missouri 8.04%

Data Source: US Census Bureau, [Business Dynamics Statistics](#). 2011-2021.

Largest Job Sectors

Understanding the local economy is vital to describing a community. In this region, the largest sector by employment size is Manufacturing, which employs 5,654 people. The average wage for the industry is \$68,641. Retail trade and Health care and social assistance are the next largest sectors, and they employ 2,269 and 1,652 workers, respectively.

Job Sector	Total Employment	Average Wage
Manufacturing	5,654	\$68,641
Retail trade	2,269	\$30,802
Health care and social assistance	1,652	\$54,177

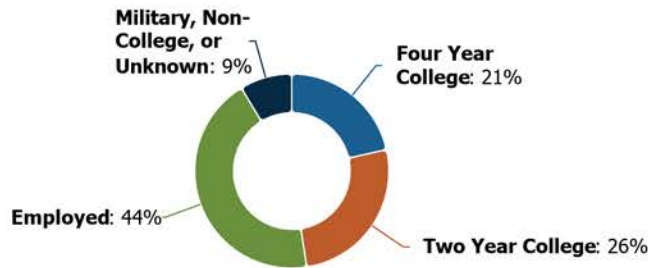
Data Source: US Department of Commerce, [US Bureau of Economic Analysis](#). 2022.



CHALLENGE 2: Educational Access and Excellence: *College and Career Readiness*

Post High School Report

The 12-month post-graduation activity of recent high school graduates can inform communities about postsecondary education, career readiness, and characteristics of the future workforce. In 2022, of 368 graduates surveyed in the report area, 79 went to a four-year college, 96 to a two-year college, 161 directly entered the job market. The remaining 32 are reported as in the military, not in college, or unknown.



Data Source: [Missouri Department of Elementary & Secondary Education](#). 2022.



CHALLENGE 3: Healthy Futures: *Mental Health*

Deaths of Despair

Untreated mental health conditions, substance abuse, and stress have caused an epidemic of “deaths of despair” across the United States. Research shows that deaths due to suicide, alcohol-related disease, and drug overdose have caused the first decreases in U.S. life expectancy in the 21st century. Within the report area there were an estimated 126 deaths of despair, or 49.76 deaths per 100,000 population between 2011 and 2017. This rate is lower than the state rate of 52.01 per 100,000, and represents an increase of 28.85% since the 2001-2007 report period.

Mortality Rate, 2014-2020

49.76

Laclede



Missouri

52.01 😞

Poor Mental Health Days

Self-reported mental health status is a widely used measure of health-related quality of life. In 2018, adults in the report area averaged of 5.3 mentally unhealthy days per month, which is higher than the state average of 4.9. This measure of mental health status has worsened since 2014, when adults in the report area averaged 4.7 mentally unhealthy days per month.

Average Poor Mental Health Days per Month, 2018

5.3

Laclede



Missouri

4.9 😞

Data Source: Centers for Disease Control and Prevention, [Behavioral Risk Factor Surveillance System](#). Accessed via [County Health Rankings](#). 2020.

Data Source: Centers for Disease Control and Prevention, [CDC - National Vital Statistics System](#). Accessed via [CDC WONDER](#). 2014-20.



CHALLENGE 4: Agricultural Growth & Stewardship: *Agricultural Economy*

Jobs Derived

Missouri has a diverse agriculture industry, strong in crops and livestock, as well as food and forestry processing industries. These industries remain a significant part of Missouri’s economy, supporting more than 1 in every 10 jobs, on average. In 2021, agriculture, forestry, and related industries in Missouri were estimated to contribute: 456,618 jobs, \$93.7 billion in output and \$31.8 billion in household income. [Learn more about Missouri Agriculture’s Economic Impact.](#)

Percent of Jobs Derived from Agriculture

14.2%

Laclede

Missouri

23.55%

Data Source: Missouri Department of Agriculture, [Missouri Agricultural and Small Business Development Authority](#). 2021.

Value Added

Value-added agriculture refers to production, manufacturing, marketing or other services that increase the value of primary agricultural commodities. In 2021, the total value-added derived from agriculture, forestry and related economic activity was an estimated \$34.9 billion. Meat processing, food processing, animal and pet food manufacturing, and crop production and related industries are Missouri’s top value-added products: \$9.5 billion and 155,425 jobs from livestock production and related industries alone. [Learn more about Missouri Agriculture’s Economic Impact.](#)

Percent of Total Value Added from Agriculture

13.1%

Laclede

Missouri

21.98%

Data Source: Missouri Department of Agriculture, [Missouri Agricultural and Small Business Development Authority](#). 2021.

Laclede County

Local Impact

 **Extension**
University of Missouri
Laclede County
2023 Social Media Summary

Compiled by Dr. Ashley Allen-Brown, Regional Economic Development Specialist

Summary

The University of Missouri Extension – Laclede County Facebook page has grown in reach, content interaction, and link clicks in 2023. Data reveals that reach and interaction increased from 2022 to 2023. Of significance is that the increase happened organically without the use of paid advertising, also known as “boosting.” The following provides snapshots of unmodified data extracted directly from the University of Missouri Extension – Laclede County Facebook Meta Business Suite.

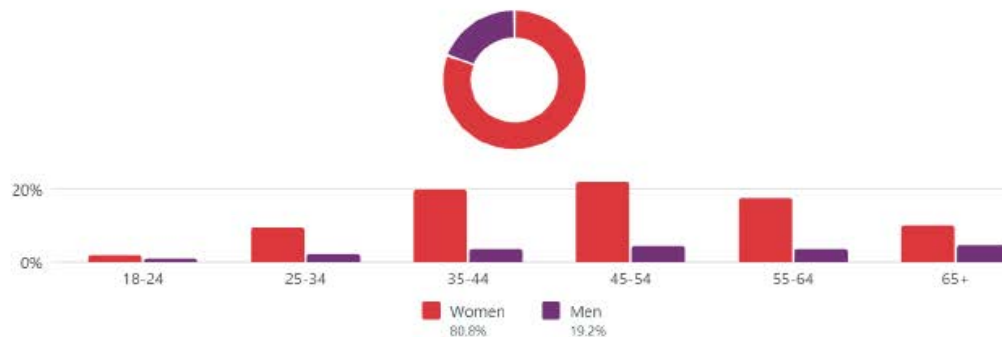


Age and Gender of Followers: Women aged 45-54 are Laclede County's biggest audience.

Facebook followers ⓘ

622

Age & gender ⓘ



Laclede County

Local Impact

 **Extension**
University of Missouri
Laclede County
2023 Social Media Summary

Compiled by Dr. Ashley Allen-Brown, Regional Economic Development Specialist

Summary

The University of Missouri Extension – Laclede County Facebook page has grown in reach, content interaction, and link clicks in 2023. Data reveals that reach and interaction increased from 2022 to 2023. Of significance is that the increase happened organically without the use of paid advertising, also known as “boosting.” The following provides snapshots of unmodified data extracted directly from the University of Missouri Extension – Laclede County Facebook Meta Business Suite.

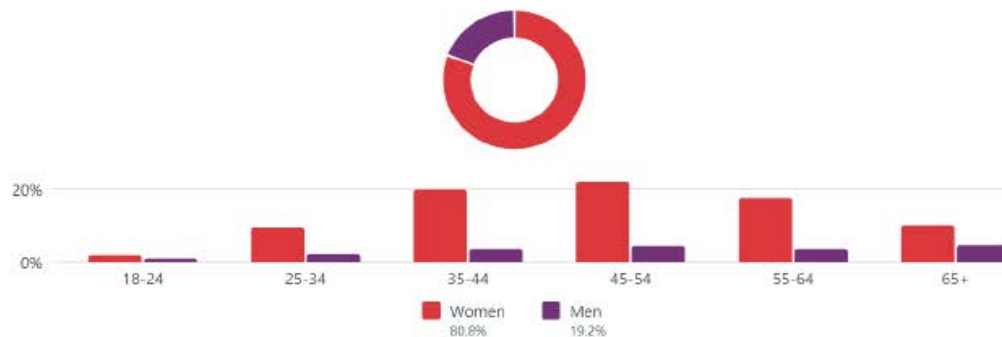


Age and Gender of Followers: Women aged 45-54 are Laclede County's biggest audience.

Facebook followers ⓘ

622

Age & gender ⓘ



Laclede County

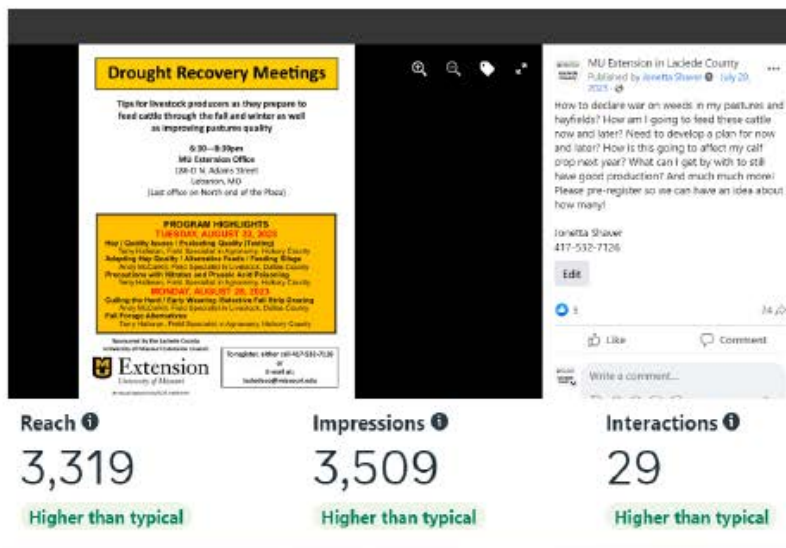
Local Impact

Top Audience Locations

Top cities



Top posts of 2023



Highest reach on a post

Facebook post
Registration for this workshop has begun! Call t...
Nov 27, 2023, 12:41 PM

This post's reach (1,362) is **1,095%** higher than your median post reach (114) on Facebook.

Highest reactions on a post

Facebook post
Dr. Ashley Allen-Brown receives Certificate of...
Dec 15, 2023, 12:49 PM

This post received **3,800%** more reactions (117 reactions) than your median post (3 reactions) on Facebook.

Highest comments on a post

Facebook post
Dr. Ashley Allen-Brown receives Certificate of...
Dec 15, 2023, 12:49 PM

This post received 18 comments compared to your median post (0 comments) on Facebook.



MU EXTENSION **Serves MISSOURI and Delivers MIZZOU** through credible statewide programs

Missouri 4-H for ages 8 – 18

4-H is the nation's largest youth development organization. We grow confident young people who are empowered for life today and prepared for a career tomorrow. 4-H programs empower nearly 6 million young people across the U.S. through experiences that develop critical life skills. 4-H is the youth development program of our nation's Cooperative Extension System and USDA and serves every county and parish in the U.S. through a network of 110 public universities and more than 3000 local Extension offices.

The research-backed 4-H experience grows young people who are four times more likely to contribute to their communities; two times more likely to make healthier choices; two times more likely to be civically active; and two times more likely to participate in STEM programs.

4-H empowers youth to reach their full potential working and learning in partnership with caring adults. The mission of 4-H is to provide meaningful opportunities for all youth and adults to work together to create sustainable community change. This is accomplished within three primary content areas, or mission areas – civic engagement and leadership, healthy living, and science. These mission areas reiterate the founding purposes of Extension through agriculture (e.g., community leadership, quality of life, and technology transfer) in the context of 21st century challenges and opportunities.



Laclede County 4-H members at Recognition Night

Legend



Agricultural Growth
& Stewardship



Economic
Opportunity



Educational
Access &
Excellence



Health
& Well-Being



Laclede County

Missouri 4-H

Local Impact

Leslie Lawson, 4-H Youth Development Educator



Community clubs are organized by volunteer club leaders and teams of recognized volunteers. Members attend club meetings, elect officers, enroll in projects, and plan learning and community service activities. Some clubs opt to be single-project clubs, where all members focus on the same project.

In Laclede County during the 2022-2023 4-H year, 32 adult volunteers led 142 members in club and project activities. There are four community clubs that meet in Laclede County.

Barn Bums- meets on the 3rd Thursday of each month

Country Kids- meets on the 2nd Saturday of each month

Friendship- meets on the 1st Saturday of each month

Show Barn- meets on the 1st Thursday of each month

Project Area Enrollment

Youth select projects according to personal interest.

Enrollment numbers per project area for 2022-2023

included:

- Livestock & Animals – 122
- Biological, Physical & Plant Sciences – 13
- Communication & Expressive Arts – 83
- Consumer & Family Science – 8
- Environmental Education – 31
- Foods & Nutrition– 34
- Technology & Engineering – 27
- Shooting Sports- 94



Laclede County

Missouri 4-H

Local Profiles and Stories



4-H Natural Resources programs employ hands-on activities in climate science, environmental sustainability, renewable energy, sportfishing and wildlife conservation. The **Shooting Sports program**, which teaches marksmanship, safe firearm use, hunting and archery principles, is a prime illustration of how 4-H programs promote holistic youth development and responsible citizenship. Supported by caring adult leaders, these programs offer opportunities to cultivate life skills, self-worth and conservation ethics.



Below: Laclede County 4-H member Rory Wigginton, second from left, tried out for and made the State Recurve Archery Team!



Above: Laclede County 4-H member Blake Wigginton, center, tried out for and made the State 4-H Shotgun Team in August!

Laclede County

Missouri 4-H

Local Profiles and Stories



4-H's Leadership and Civic Engagement programs foster understanding, confidence and decision-making skills to empower youths to become informed and active young citizens. 4-H civic engagement initiatives prepare young people to become future leaders by engaging them in programs where they have voice and influence.



Above: Ava Hughes, far right, was elected as the State 4-H Outreach Coordinator for the 2022-23 year!

Laclede County 4-H Teen Leadership Project took a trip to Jefferson City to visit with our state representative, Hannah Kelly.



Laclede County

Missouri 4-H

Local Profiles and Stories



The Missouri 4-H Dairy Judging Team from left – right
Coach Karla Deaver, Molly Archer, Libby Shaver, Case Melzer, Logan Archer, and coach Ted Probert.
Molly, Libby, & Logan are Laclede County 4-H members!!
They have qualified for the international contest in the summer of 2014



Laclede County 4-H Livestock Judging Team earned several banners at the Tiger Invitational



The Laclede County 4-H Council is led by a team of youth officers. From left – right Jocelynn Newell, Aeva Jones, Victoria Jones, Lindsey Prince, Skylar Appleby, Eli Nisbett



MU EXTENSION **Serves MISSOURI and Delivers MIZZOU**
 through credible statewide programs
Agriculture and Environment



The Missouri Master Gardener program

enables people of all ages to get in-depth horticultural training and then apply what they've learned to improve their communities and educate others about gardening.



In 2022, almost 4,000 Missouri Master Gardeners completed over 133,000 VOLUNTEER HOURS throughout the state.



MU Extension specialists

play an important role in addressing emergencies and disasters. MU Extension specialists swiftly distribute information so farmers and ranchers can make timely decisions that safeguard their enterprises.



The Missouri Integrated Pest Management Program,

funded by USDA grants, has been an important extension program for 30-plus years. Mizzou IPM distributes articles, pest monitoring data and publications on how to improve the application of integrated pest management strategies and systems.

The MU Soil Testing Program delivers research-based nutrient and lime recommendations to more than 32,500 customers annually.

Legend



Agricultural Growth & Stewardship



Economic Opportunity



Educational Access & Excellence



Health & Well-Being

Laclede County

Agriculture and Environment

Local Profiles and Stories

Terry Halleran, Agronomy Field Specialist



Articles were released in my counties, as needed, to address the current issues at hand. Many were released through the local extension offices, internet and public communication systems.

Articles published and/or sent out throughout the year:

- Just What Kind of Hay Did You Buy This Year?
- Is Bee Keeping For you?
- Forage Livestock Town Hall Videos DROUGHT ISSUES
- Be Careful What You Feed Your Cattle.
- Timely Pasture Renovation Tips
- Water as a Resource
- Seeding for Annual Pasture Within a Perennial Pasture
- Troublesome Pasture Plants of the Week Articles (26 in all)

Terry Halleran, Agronomy Field Specialist

Another year has come and gone. In the area of agronomy, for MU Extension, the topic has been all about the drought. Pastures running short if not out, hay production $\frac{1}{2}$ to $\frac{2}{3}$ rds at best, stocking rates, culling cows, cutting dry land corn for silage as it did not make, nitrates/nitrate poisoning, buying overpriced hay, where can I get hay, shipping cost, alternative feed sources, planting something that will grow in a drought because we need something, etc. The list goes on and on. The Drought was and still is a major concern as we go into the next year.

To address these and other issues the following offerings were made in the counties I serve. Dallas, Hickory, Camden, Polk and Laclede. Even if all were not taught specifically in your county, they were made available in surrounding counties and available to all. Courses were even taught by zoom for those who wished to attend that way.

1/17	Bee Keeping Class	Laclede County
1/19	PPAT	Laclede County
8/15 -17	Laclede County Grazing School (Instructor/speaker)	
8/28	Drought Survival Meeting Class	Laclede County
8/31, 9/7, 9/28, 10/5, 10/12, 10/19, 11/2, 11/9	Master Gardener Training Classes	Laclede County

Most all soil test handled in my counties come across my desk for evaluation and recommendation. My goal is to have helped those in need of soil health concerns.

Laclede County

Agriculture and Environment

Local Profiles and Stories



Making Informed Lending Decisions: What Agricultural Lenders Need to Know for 2024

Forty-seven (47) agricultural lenders attended the November 15th at Springfield, MO.

MU Extension specialists presented 2024 outlooks for crops, livestock, and enterprise budgets and farm input costs.

The new Feedstuff Finder Resource was launched.

Presenters from the Farm Service Agency and the Missouri Agricultural and Small Business Development Authority provided agency updates.



Laclede County

Agriculture and Environment



Presiding Commissioner Randy Angst with the 2023 graduating class of Master Gardeners.



Master Gardeners attending a field trip to the MSU Fruit Experiment Station.



Joy Cabin project at Boswell Park.



Flower entries in the 2023 Laclede County Fair.

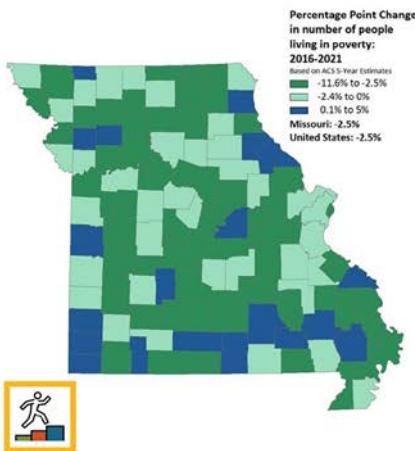


MU EXTENSION **Serves MISSOURI and Delivers MIZZOU** through credible statewide programs **Business and Community**



Missourians from all walks of life celebrated the **2023 Missouri Good Neighbor Week**, Sept. 28 to Oct. 4, by completing and reporting neighboring acts and nominating others as the most engaged neighbors in their counties.

In 2023, the goal was to document 15,000 acts of neighboring. That goal was surpassed with 19,752 Missourians being positively affected during MISSOURI GOOD NEIGHBOR WEEK.



The **Missouri Economy Indicators (MEI)** series explores business, industry and workforce topics that affect Missouri's economy. The data is shared through newsletters and on social media. MU Extension faculty and staff receive talking points and collateral to share with local stakeholders.

In 2022, MEI published 15 issues, and MEI online resources were accessed MORE THAN 5,000 TIMES. Two out of five MEI newsletter recipients reported using the information to help guide policy or decision-making in their work.



DEMOGRAPHIC, ECONOMIC AND WORKFORCE DATA TRAINING

MU Exceed offers customized data training. Participants learn how to use public data through hands-on exercises and demonstrations.

In 2022, Exceed provided data training to MORE THAN 200 MISSOURIANS. 95% of the attendees said that the information they learned was useful to their work.



Legend



Agricultural Growth & Stewardship



Economic Opportunity



Educational Access & Excellence



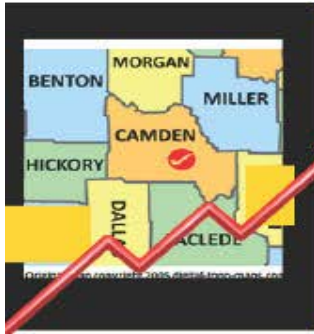
Health & Well-Being

Laclede County

Business and Community

Local Impact

Dr. Ashley Allen-Brown, Regional Economic Development



REGIONAL ECONOMIC DEVELOPMENT HIGHLIGHTS

Ashley Allen-Brown, Ed.D.
Regional Economic Development Specialist
Serving Camden, Dallas, Hickory, Laclede, Miller, and Morgan Counties



10 Media Appearances
8 Speaking Engagements



87 New Volunteers
13 New Partners



1521
Estimated Direct Contacts



Created or Co-Created 5 New Programs
Assisted in Delivering 8 Existing Programs



Annual Impact Overview

As the Regional Economic Development Specialist (RED), my responsibilities are to plan, implement, and evaluate regional economic development educational programs that support and complement existing economic development efforts in Missouri communities. Primarily, the RED position develops and facilitates education through training, forums, and conferences

that bring together regional leaders and appropriate local and state stakeholders to address challenges, strengthen capacity, and foster economic prosperity. Additionally, my position conducts needs assessments through planned appreciative inquiry and surveys to create educational materials, data, and media pieces that spread awareness of the impact made by MU Extension and our esteemed County Councils in partnership with Commissions and other stakeholders in our region.



MU Extension Specialists teach new and foundational concepts, link people to resources, support partner organizations, participate in research, train volunteers, evaluate programs, foster innovation, and serve communities. MU Extension Specialists work as a team to expand educational attainment, foster economic development, and improve health outcomes.

Salus Populi: For the welfare of the people

#Elevate



An Empowering Educational Experience for Women

In February, several female leaders throughout Camden, Laclede, Miller, and Morgan Counties were brought together to create #Elevate: An Empowering Educational Experience for Women in 2024. The creation of #Elevate brought a total of seven new partners to the West Central Region of MU Extension in 2023. Additionally, several area alumni and MU Extension Council members are serving as volunteers, committee members, and community co-chairs.



One thing that Extension and IRE have really been working on is that's just what we do in Missouri in Camden County. Dr. Ashley Allen-Brown brought together community leaders from the table were... (text partially obscured)



Focus Group Participants: 26 | Survey Distribution: 26 | Completed Surveys: 15 or 58%

Q1: Overall, I believe the #Elevate focus group event was enjoyable and worth my time.

Results from post-event survey revealed 100% satisfaction with the #Elevate Focus Group and the purpose of the event.



Laclede County

Business and Community

Local Profiles and Stories

Resilient Economies And Community Health: REACH for for Camden County

In June, the Camden County Commission was provided with and reviewed data extracted from LightCast.io which provides a comprehensive overview of the economic state of the county and region. At that time, they were also presented with a proposal for the Resilient Economies And Community Health (REACH) Youth Mentoring Program, which combines existing MU Extension and 4-H curriculum with site tours and internships at area businesses, and moderated discussion panels featuring local business leaders. REACH was designed to serve the development of our area youth, but was also created to address the various workforce and population challenges facing our region. The Camden County Commission approved and adopted the REACH initiative in Camden County in July 2023. REACH is currently being piloted in partnership with the Camden County High School Senior Experience, and local employers including Lake Regional Health System.

"In the interest of economic development and the health and wellness of our community, citizens and visitors, it is our belief that this initiative is being created with our best interests at heart." Excerpted from a support letter from the Camden County Commission.



Lake Media Extension program helps students explore job interests

Posted Friday, July 7, 2023, 8:11 am

A new mentoring program through the University of Missouri, MU Extension will soon give Camden County students a chance to explore their occupational interests.

Resilient Economies And Community Health (REACH) for Camden County Mentoring Program will act as an apprenticeship for students ages 11 to 26—showcasing the abundant opportunities Camden County has to offer.

MU Extension's goal is, in collaboration with community partners, identify and address the housing, economic and workforce development factors in Camden County that are directly suppressing the health of the targeted audience.

Exceed

Demographic, Economic, and Workforce Data Training Offered to Lake Area

On May 11, 2023, the MU Extension Councils of Camden and Miller counties hosted a one-day MU EXCEED Workforce, Economic, and Demographic Data Workshop. The event was attended by Extension Council members, and leaders in non-profit, local, and state industries.

"While Demographic, Economic, and Workforce Data Training lasted all day, it became clear within the first hour that this training was highly beneficial! MU Extension provides valuable, free tools that will help employers and local government officials tackle workforce issues and offer competent solutions." Mitch, Moon, Economic Development Director, City of Osage Beach



Inaugural Laclede County Agriculture Tour

On Friday, October 6, 2023, the Laclede County Council of MU Extension, local 4-H youth, sponsoring partners, and state and federal decision-makers joined the Laclede County Commission for the Inaugural Laclede County Commission Agriculture (Ag) Tour. The Ag Tour featured several Laclede County agricultural locations, including Wall Street Cattle (WSC), Still Waters Farm, Community Greenhouse Farms, Hemlock Hills Elk Ranch, and The Ice Cream Factory. The tour ended at Cackle Hatchery on the first day of their Chicken Festival.

The Laclede County Commission will expand the tour during the week of September 30. More information will be available starting March 2024.

Presiding Commissioner Randy Angst commented, "It's been a great day. We've had a lot of good conversations with all the participants. It's been really exciting to hear some of the stories enjoyed today. Some real stories like the Century Farm, some innovations in the dairy in the Morgan area. We've seen a pumpkin patch today, so it's been a really good day,"



Promoting Laclede County ties to agriculture discussed



Laclede County Presiding Commissioner Randy Angst says, "It's been a great day. We've had a lot of good conversations with all the participants. It's been really exciting to hear some of the stories enjoyed today. Some real stories like the Century Farm, some innovations in the dairy in the Morgan area. We've seen a pumpkin patch today, so it's been a really good day,"





MU EXTENSION **Serves MISSOURI and Delivers MIZZOU** through credible statewide programs **Community and Professional Health Education**

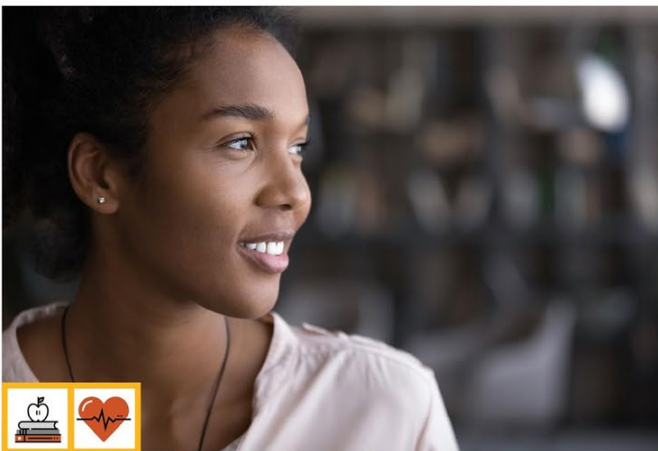


The **Missouri Research-Extension** (MO-RE) Protocol program focuses on strengthening the bridge between leading scientific research and community-based practice by creating a dissemination and implementation protocol that will facilitate acceleration of relevant knowledge into the most vulnerable Missouri communities through Community Health Engagement and Outreach.



Rural Immersion Program is an opportunity for medical students interested in rural practice to gain experience in the rewards and challenges of working and living in a rural community, examining rural health disparities and quality of life concerns within a specific region. Group activities and meetings with community leaders in business, government, education, health care and natural resources give students a preview of life in a rural area.

All of the 2023 participants agreed that the Rural Immersion Program significantly contributed to them FORMING INSIGHTS on the suitability of living and working in a rural community, both personally and professionally.



Adverse childhood experiences (ACEs) can lead to trauma and increased risks of substance use disorders, including opioid and alcohol misuse.

Show-Me ACEs

- offers educational opportunities to professionals, communities, and individuals to help mitigate the impact of ACEs within communities
- empowers individuals to make trauma-informed decisions related to ACEs and chronic stress

Legend



Agricultural Growth & Stewardship



Economic Opportunity



Educational Access & Excellence



Health & Well-Being



MU EXTENSION **Serves MISSOURI and Delivers MIZZOU** through credible statewide programs **First Responder Education**



Established in 2002, the **Fire Officer Certificate Program** is designed for those who wish to further their professional development without the time and expense of traditional college classes. This program has been developed and evaluated to ensure it provides structured curriculum delivery and academic rigor. The program requires completion of 288 hours of instruction within three years.



The **Missouri Extension Disaster Education Network** provides education and technical assistance to individuals and families, local governments, schools and organizations so they can prepare for and respond to natural and man-made disasters. Because of the unique relationship it maintains with each community, MU Extension is a key resource for the public, emergency services and public officials.



The Law Enforcement Training Institute (LETI) has provided basic and advanced training for law enforcement since 1948. LETI's **Basic Peace Officer Academy** exceeds the 600 hours of training required for licensure in Missouri. From 2019 through 2023, the basic academy has licensed almost 300 peace officers, more than any other academy in the state. During that time, all but one graduate became employed by a law enforcement agency. LETI graduates come from around the state and return to their communities to serve and protect.

Legend



Agricultural Growth & Stewardship



Economic Opportunity



Educational Access & Excellence



Health & Well-Being



MU EXTENSION **Serves MISSOURI and Delivers MIZZOU**
 through credible statewide programs
Health and Human Sciences



Studies show that people with strong family bonds tend to have lower stress levels.

Building Strong Families helps families amplify their strengths, tackle challenges and make confident, informed decisions to build resilient family units.



Chronic Disease Self-Management programs offer evidence-based information for individuals and their caregivers to boost self-confidence in managing symptoms, enhancing quality of life and even reducing health care expenses.

These programs have undergone rigorous evaluation and are proven to be effective tools for individuals dealing with chronic conditions like arthritis, fibromyalgia, depression and diabetes.



Mental Health First Aid equips people to recognize and respond to signs of mental illness and substance use disorders.

The youth version of the program is designed to support adolescents ages 12-17 facing mental health or addiction challenges, while the adult version focuses on adults age 18 and older. Participants learn how to offer initial assistance and guide individuals toward the care they need.

**In Missouri, approximately
 1 MILLION ADULTS and 72,000 ADOLESCENTS
 suffer from MENTAL HEALTH ISSUES.***

*Missouri Department of Mental Health 2020 Status Report

Legend



Agricultural Growth & Stewardship



Economic Opportunity



Educational Access & Excellence



Health & Well-Being

Laclede County

Health and Human Sciences

Local Impact

Della Miller, Human Development



Della Miller Field Specialist in Human Development

*Serving Laclede, Camden, Dallas,
Polk, Benton, Hickory, Wright and
Webster Counties*

What Individuals Found Most Helpful After Taking Mental Health First Aid:

“The ALGEE action plan is what I found most helpful. It gives you something to work through when you see someone struggling.”

“Talking through different scenarios helped me get a feel of how a conversation may go in real life”

Collaborative Teamwork

Childcare Provider Workgroup Childcare programming by Human Development and Family Science Field Specialists in-person and virtually was completed statewide. The childcare programming provides statewide clock hours for professional development for childcare providers who are required to obtain 12 hours each year. In 2023, 610 childcare providers attended across the state of Missouri through 36 sessions amounting to 1,220 clock hours provided for professional development. This program served 32% of Missouri counties and the City of St. Louis.

- I contributed to this effort by teaching or moderating three (3) virtual classes to fifty-seven (57) participants in six (6) counties.
- As an acknowledgment of our teamwork, we were awarded
 - *Early Childhood Childcare Training Award (2023). 3rd place National Extension Association for Family & Consumer Sciences.*
- **Building Strong Families (BSF)** In January 2022, the University of Missouri Extension was approved as a contractor with the Missouri Division of Social Services. This enabled Human Development and Family Science Specialists to offer parenting education to parents who seek to maintain or regain custody of their children. Through Zoom and in-person classes, the team served 91 parents, and a total of 740 hours were earned, impacting over 181 Missouri children.
- I contributed to this effort by teaching or moderating three (3) sessions virtually with participants from twenty-three (23) throughout Missouri.
- As acknowledgment of our teamwork success, we were awarded:
 - *National Winner Human Development-Family Relationships Award (2023). 3rd place National Extension Association for Family & Consumer Sciences.*
 - *Human Development-Family Relationships (2023). 2nd Place. Central Region. National Extension Association of Family & Consumer Science.*

Laclede County

Health and Human Sciences

Local Profiles and Stories

Nutrition Program Associates Teresa Bell & Ashley Blain

SNAP-Ed Public Value Statement 2023

The Supplemental Nutrition Assistance Program Education (SNAP-Education or SNAP-Ed) brought \$10,874,798 in federal funds to Missouri. During FY2023, Missouri's SNAP-Ed program reached over 78,000 Missourians through direct classroom education. Each person participated in an average of 6 hours of education totaling over 15,000 hours. In addition, an additional 760,135 persons participated in indirect education. Direct and indirect education resulted in over 1.8 million total contacts with Missourians.

A total of 3849 participants were from Laclede County.

Participants in SNAP-Ed learn the importance of making healthier meals and snack choices, eating breakfast more often, are more willing to try new foods, increase their physical activity, and make healthier food choices. Those who practice healthy eating and are physically active are more likely to contribute to a healthy labor force and enjoy a high quality of life throughout the lifespan. This vital programming effort also reduces healthcare costs over the participant's lifetime, saving taxpayer money in reduced public healthcare benefits and insurance premiums.

During 2023, youth and adults were served through direct teaching at schools, community groups and agencies. The following is an example of some of the locations where participants were served in Laclede County:

Schools	Agencies
Joel E Barber	Linn Creek Head Start
Gasconade Elementary	L Life Food Pantry
Ezard Elementary	Children's Learning Center
Stoutland Elementary	Sound House
Joe Esther Elementary	Bullfrogs and Little Fishes
Maplecrest Elementary	Laclede County Health Department
Conway Sr. High	Crosslines Ministries

Laclede County

Health and Human Sciences

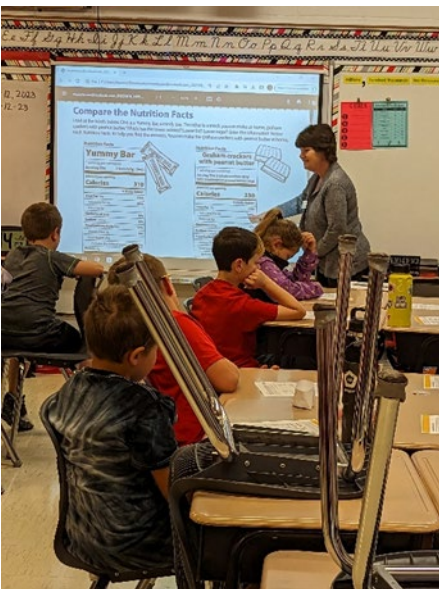
Local Profiles and Stories Nutrition Program Associates Teresa Bell & Ashley Blain

In addition to the numbers, Nutrition Program Associates, Teresa Bell and Ashley Blain shared these success stories demonstrating local impact:

"She is asking for salad". A mother told me her daughter has been eating salads since our nutrition lessons. She stated the lessons were making an impact on her preschooler. She was eating vegetables. The student's grandmother also told me about her eating salad when I saw her and the student at the store."



" Last year we made Pizza Wraps from the Kids in the Kitchen curriculum in summer school. One of the students in summer school this year shared with the class how she makes them at home for her family. She shared a funny story had she had made one for herself when a family member came to her saying thank you. The family member took the plate and enjoyed the pizza wrap for herself. The student said I had to make myself another one because she ate the whole thing. I have had many students share with me at different times how they still make some of the recipes we made in class. What a wonderful success when the students and their families make the recipes at home."



2023 crunch off with over 200 kiddos from Joel E Barber Elementary and HeadStart.



Laclede County

Health and Human Sciences

Local Profiles and Stories

Nutrition Program Associate Ashley Blain



Since starting this position in June 2023, I have programmed with around 600 children from local schools in grades Pre-school through 6th grade. I have kept MU Extension's relationships with the local food pantry L-life strong and attended the "Party in Park" in September that had over 650 people in attendance. I've also started a new connection with our local Farmer's Market this past summer and offered resources to our local farming and produce community.



In this class we read Picky Nicky, a little girl who put spaghetti on everything before she would eat it. I made up a little game to go with it with spaghetti (yarn).



Laclede County

Health and Human Sciences

Local Profiles and Stories

Nutrition Program Associate Teresa Bell



I did a series of 6 lessons with the Healthy Plants Healthy Bodies curriculum in a preschool. We grew lettuce in an aero garden and lettuce and spinach in a mineral tub and made a leafy green salad to taste at our last lesson. The students learned about planting and growing food and were able to taste the lettuce and spinach they grew.

One of the students ask me, "can I have more spinach?" Doing taste tests are so important, so many children learn they like foods when they try them. The children enjoyed planting seeds, watering, harvesting and most of all tasting healthy foods. We made a delicious salad with our lettuce and spinach, added some carrots strips, grape tomatoes and shredded cheese. A few of the students ate all their salad, most of them ate part of the salad and most importantly all of them tried the salad. We talk about the importance of trying foods several times. Several of the children learned they like spinach and lettuce when you make it into a salad.

