

## Reliable, Responsive and Relevant to Today's Needs

*MU Extension, the University's higher education classroom in 114 counties and the City of St. Louis, was created by federal and state statutes to ensure people's access to research-based knowledge to improve their quality of life and economic well-being. No other educational institution in Missouri has this statewide mandate.*

### Aligning With Missouri's Priorities

Every \$1 million invested in MU Extension programs generates \$27 million in economic impact. For example:

- **JOBS:** MU Extension's Small Business Development Centers create jobs and retain businesses. In FY 2008, the centers:
  - Created or retained 11,117 jobs.
  - Increased sales by \$211 million.
  - Procured government contracts of \$434 million.
  - Generated \$9.8 million for small-business innovation funding.
- **HEALTH:** Every \$1 invested in the Expanded Food and Nutrition Education Program saves families about \$8.74 in future medical costs; youth in 9,450 classrooms participate in nutrition and physical activity programs.
- **EDUCATION:** MU Extension is the University's rural and urban statewide "classroom" in small businesses, farms, homes, schools, senior citizen centers, state agency conference rooms, youth aerospace camps, housing projects, hospitals, factories and the World Wide Web. MU Extension is the University for 1 million people, many of whom may never set foot on a UM campus.

### Responding to Today's Needs

In today's economic crisis, Missourians are concerned about their livelihoods, jobs, health, family and education. MU Extension is responding by:

- Helping people manage their personal finances, housing, businesses and farms.
- Growing the number of jobs through increasing company sales, commercializing technology, starting businesses and developing new agribusiness.
- Addressing high rates of obesity, sedentary lifestyles, diabetes and chronic diseases through improved nutrition education and increased physical activity.

- Reaching out to families in crisis — whether dealing with divorce, death, loss of jobs, incarceration or youth at risk — to improve communication, relationships and life skills.
- Developing youth through leadership training, technology experiences (rockets, robotics and geospatial), and other engineering, science and math activities, which increase college attendance and success in life.
- Providing access to online instruction and other continuing education (reaching police, firefighters and nurses), including a virtual high school.
- Providing technology to connect military families to meet their educational needs.
- Helping people who have lost their jobs re-enter the workforce.

## Using Modern Technology to Expand Educational Reach

MU Extension uses and will continue to expand blended learning — incorporating online, live and recorded video, and face-to-face methods to reach an additional 500,000 learners annually, including traditional students as well as nontraditional audiences of all ages:

- Web sites to deliver credit and noncredit courses and research-based information online;
- Use of blogs and social networking applications to reach a younger audience;
- Educational content delivered via podcasts and video streaming; and
- Just-in-time messaging via cell phones and texting.

## Continually Changing to Address the Future

MU Extension is responding to tomorrow's challenges, adapting by:

- Addressing energy independence; moving University research to the marketplace; developing sustainable environments; and preparing youth for math, engineering, technology and science careers.
- Adopting new technologies through the national eXtension online delivery system — providing 24/7 access to “the best of the best” research-based content from land-grant universities across the country.
- Increasing the leverage power of each state dollar with additional federal grants, increasing fees, expanding grant revenues, and tapping into the federal stimulus package. MU Extension leverages each state dollar received three times.
- Working with county commissioners, local elected councils, state agencies, legislators and federal funders to ensure MU Extension remains relevant.