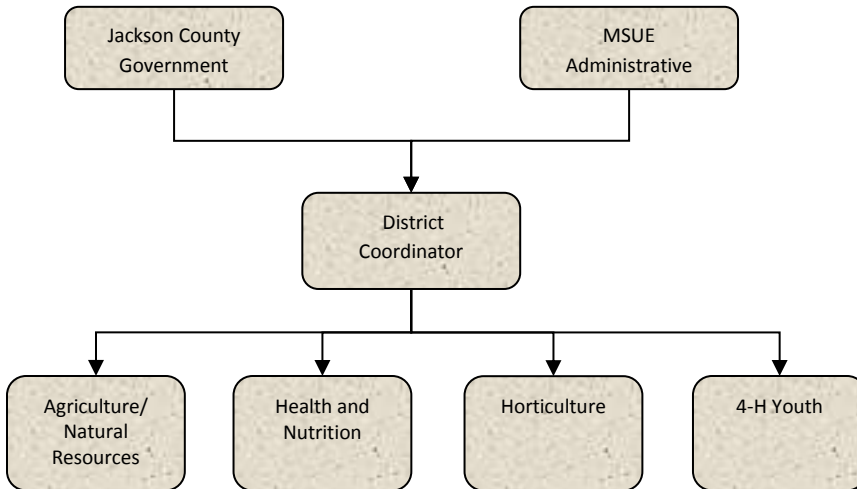




MSU Extension



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.

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.
- ✓ **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 seventeenth annual Project RED was held on in March, and this year Jackson County MSUE staff helped to educate over 1300 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.
- ✓ **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, 87 counseling sessions took place with 9 clients to assist them in starting businesses and expanding existing businesses. The partnership between MSUE and the MSU Product Center is providing support for entrepreneurs, which supports economic development across the state.

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- ✓ **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 72 hours of ServSafe® training to 89 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. The Jackson Nutrition and Physical Activity staff have taught nutrition education to 700 youth and 433 adults in Jackson County from August 2014 to June 2015. Nutrition education programs offered in Jackson County include Cooking Matters for Adults, Eat Healthy Be Active, WIC Project Fresh, and Show Me Nutrition. Impacts included:

- 68% 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.
- 57% of adults followed safe food handling practices.
- 51% of adults reported an increase in whole grain consumption.
- 49% of adults reported an increase in fruit consumption.
- 64% of adults reported an increase in vegetable consumption.

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

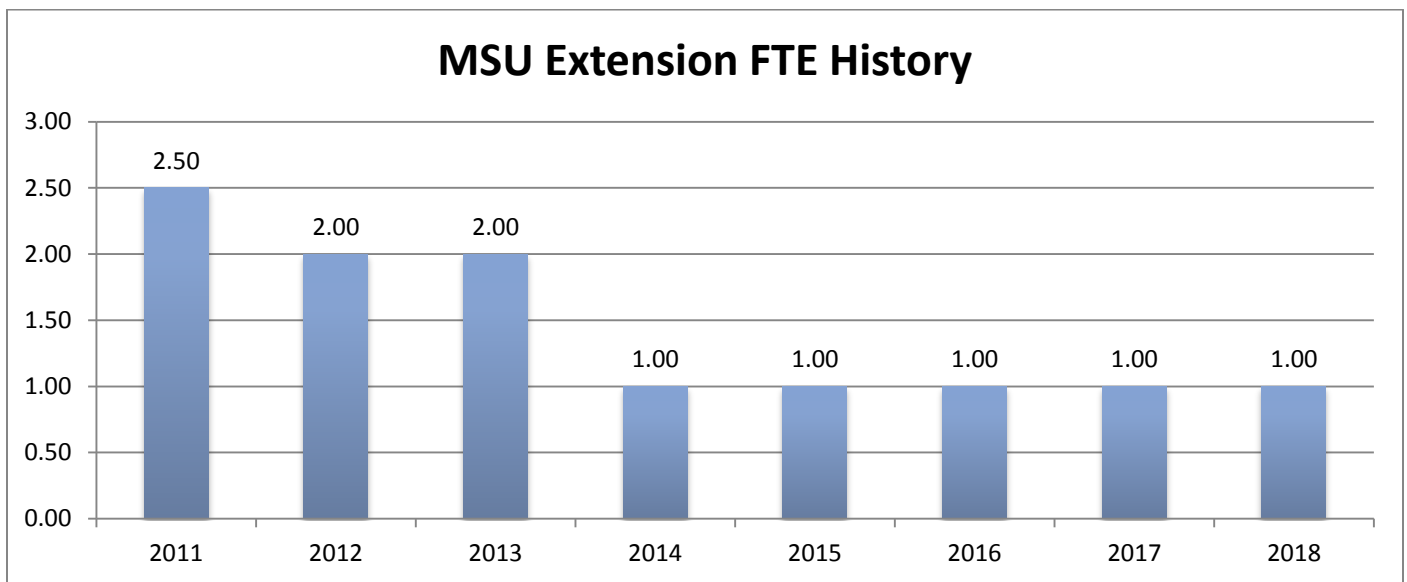
- Choose healthy snacks.
- Consume more fruits and vegetables.

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



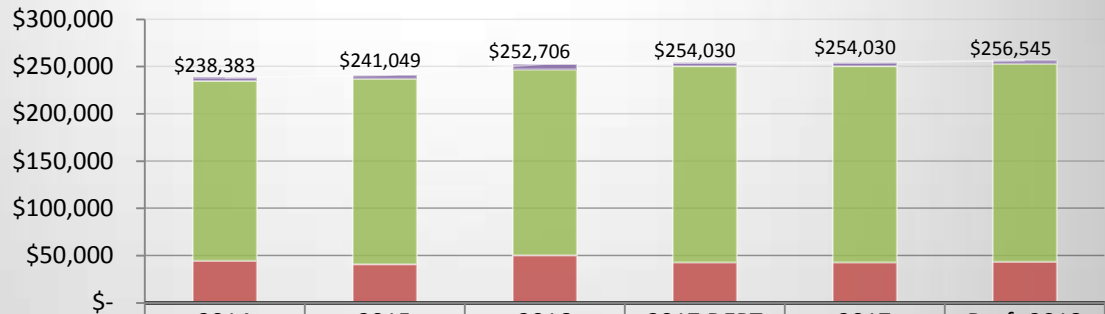
produce for sale. In these programs, participants learn about topics in produce safety, responsibility in food safety, good agricultural practices and how to implement changes in their operation that can further enhance quality and safety of their food. For more information visit the Good Agricultural 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 intact, which included the base funding and a 0.8 FTE reduction in county clerical staff.



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MSU Extension Expenditures



	2014 ACTUAL	2015 ACTUAL	2016 BUDGET	2017 DEPT REQUESTED	2017 BUDGET	Draft 2018 BUDGET
OTHER EXPENSES	\$3,497	\$3,701	\$5,800	\$3,500	\$3,500	\$3,500
CONTRACT SERVICES	\$190,121	\$196,542	\$196,541	\$207,450	\$207,450	\$209,525
PERSONNEL SERVICES	\$44,765	\$40,806	\$50,365	\$43,080	\$43,080	\$43,520
TOTAL PROGRAM COSTS	\$238,383	\$241,049	\$252,706	\$254,030	\$254,030	\$256,545



Strategic Outcomes

<u>Indicator</u>	<u>2012 Actual</u>	<u>2013 Actual</u>	<u>2014 Actual</u>	<u>2015 Target</u>	<u>2016 Target</u>	<u>2017 Target</u>
Number of individuals using soil tests to guide fertilizer applications	226	234	243	250	250	250
Money saved from volunteering	\$57,450	\$71,560	\$73,500	\$75,000	\$75,000	\$75,000

Other Key Indicators

<u>Indicator</u>	<u>2012 Actual</u>	<u>2013 Actual</u>	<u>2014 Actual</u>	<u>2015 Actual</u>	<u>2016 Target</u>	<u>2017 Target</u>
Youth 5-19 year olds involved in programming	4,157	2,502	2,620	3,253	3,500	3,750
Educators	5	5	5	5	5	5
Secretaries	2	1.2	1.2	1.2	1.2	1.2
Program Associates/Instructors	2.5	2	2	2	3	3
4-H volunteers	175	122	126	118	130	150
Number of youth reached per volunteer	13.9	20.5	18.3	25.6	26.9	25
ServSafe pass rates	92%	94%	93%	90%	90%	90%

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