

EMPOWERMENT THROUGH EDUCATION



OHIO STATE UNIVERSITY EXTENSION
2010 Annual Report

<http://extension.osu.edu>



OSU EXTENSION

We connect with people in all stages of life, from young children to older adults. We work with families and children, farmers and business owners, community leaders and elected officials to build better lives, better businesses, and better communities to make Ohio great. We do this through a focus on four impact areas:

STRENGTHENING FAMILIES AND COMMUNITIES

OSU Extension teaches people how to apply research in their daily lives in order to make informed choices about everything from finances to healthy living to food safety.

PREPARING YOUTH FOR SUCCESS

OSU Extension's 4-H Youth Development programs deliver skills in communications, math, science, and research, and help our young people prepare for college, the workforce, leadership, and life.

ENHANCING AGRICULTURE AND THE ENVIRONMENT

OSU Extension supports Ohio's number one industry with technology, marketing, and educational programming, protecting the state's position in the global marketplace. This diverse industry — which includes agriculture, horticulture, and forestry — contributes more than \$100 billion to the state's economy every year.

ADVANCING EMPLOYMENT AND INCOME OPPORTUNITIES

Extension's economic, small business, and job development programs are tailored to local community needs in every county, whether metropolitan, rural, or a combination.



SION

STRENGTHENING LIVES
BUILDING THE ECONOMY

The impact of OSU Extension, told through the people we serve:

“There is no better place than the Conservation Tillage and Technology Conference where you can get technical information and hands-on advice from researchers and fellow farmers on cost savings and ag production management techniques.”

— Dave Brandt, Fairfield County farmer, Carroll, Ohio



“The thing that impressed me was that the kids said they had a better understanding of what their parents go through. If you want your kids to have the opportunity to walk in your shoes, get them to Real Money, Real World.”

— Gene Mays, North College Hill, Hamilton County

“For a minimal tax dollar expense in facilitating CarTeens through OSU Extension, we all benefit immeasurably from reduced juvenile traffic accidents, injuries, and deaths. It is hard to imagine a better use of our tax dollars.”

— Steven E. Buck, magistrate, Muskingum County Juvenile Court



“I think what OSU Extension has brought to my neighbors, and to my neighborhood, is hope — something that people didn’t have before.”

— Joyce Hughes, president, Weinland Park Community Civic Association, Columbus

“After I took the nutrition class, I started keeping track of what I was eating. I lost 20 pounds, and I have been able to maintain that. My doctor said, ‘You made my day ... keep doing whatever you are doing.’ Now I’m looking at the next 20 pounds.”

— Helen Ott of Coshocton, who participated in Extension’s Expanded Food and Nutrition Education Program



“What I’ve learned in this process is that marketing is everything. [Extension’s program] BR&E has helped debunk a lot of downtown perceptions that have stifled economic growth.”

— Dan Crouse, realtor, Warren, Ohio

“Annie’s Project offers valuable hands-on tools that you can walk away with, and the knowledge that Extension offers more information and resources if you want to learn more.”

— Valerie Bumb, vice president, First National Bank of Bellevue, Youngstown

Signature Program

\$192 million

The value that Certified Crop Advisors put on the Conservation Tillage and Technology Conference



As OSU Extension works to increase profitable yields above the trend line on Ohio's cropland, its Conservation Tillage and Technology Conference has proven to be a key tool. The annual winter conference typically attracts 900-plus attendees, including 400 Certified Crop Advisors (CCAs), responsible for about 12 million acres of land. CCAs value their increased knowledge at \$16 per acre, or \$192 million.



88%

The percentage of women involved in farm goal setting after participating in Annie's Project

An OSU Extension program is helping farm women — whether they are principal operators or

partners — become more familiar with production risk, cash flow, crop insurance, and grain marketing. "When both spouses are involved in decision-making, that helps promote a more profitable operation," said Valerie Bumb, a participant and a lender who frequently works with farm couples. Annie's Project launched in 2007 and has reached nearly 300 Ohio women. Six months after attending the program, 88% reported they were involved with goal setting and 67% became more involved in the farm decision-making process. Half had adopted at least one new risk-management practice.

Signature Program

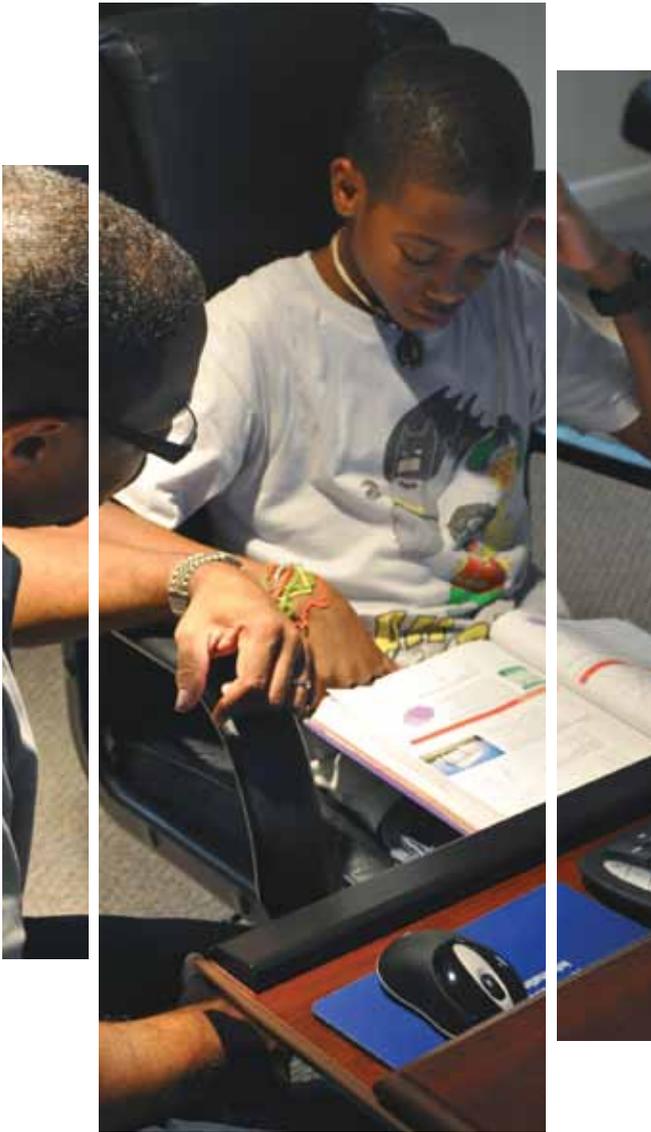
286

New Jobs on Main Street in Warren, Ohio

Walk down Main Street in Warren, Ohio, and you'll find that more than half of the 100 business owners have worked with OSU Extension's Business Retention and Expansion (BR&E) Initiative. A plan developed by BR&E is being used by Mayor Michael O'Brien as a marketing tool to create new businesses and retain existing ones to help turn around the 9% unemployment rate. Based on an initial survey, 72% of businesses plan to remain in Main Street Warren, creating anywhere from 286 to 308 new jobs. Other BR&E successes:

- In Van Wert County, BR&E participation has led to community partnerships, creating 690 new jobs and retaining 900 existing jobs.
- In Highland County, local officials became more aware of the specific needs of industries planning to add up to 70 new jobs over the next two to three years.
- The city of Strongsville relied on the BR&E program to identify specific planning strategies for improving the retail and service sector environments for their businesses and customers.
- NICORDA, a nine-county development partnership in north-central Ohio, has learned of common issues among the business partners in the region, better informing their regional development efforts.

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Signature Program

\$736,740

Savings accumulated by 784 Ohio Saves participants

OSU Extension's money management programs are providing Ohioans with the skills and knowledge they need today to save money, avoid the pitfalls of too much debt, or dig their way out of bankruptcy. Opportunities include:

- **New Start for Financial Success**, a financial education class for those going through bankruptcy. Classes, offered in 49 counties, are designed to meet court requirements for bankruptcy filers.
- **Real Money, Real World**, a program for teens that offers basic personal finance lessons, highlighted by a simulation in which students, pretending they are 25 years old, must use an assigned income to pay for housing, transportation, groceries, and other expenses at booths staffed by community volunteers.
- **Master Money Mentors**, in which OSU Extension trains volunteers to provide one-on-one assistance to help others get a handle on their finances.
- Teaching **Smart Money Choices** programs throughout the state in partnership with the Ohio Treasurer's office.
- Coordination of **Ohio Saves**, a partner of Ohio's "Save Now" program promoting savings and wealth accumulation. Between March and August 2010, 784 Ohio Savers made deposits totaling \$736,740. In addition, more than 15,000 Ohioans are enrolled in local Saves programs in Cleveland, Columbus, and Hancock County.
- OSU Extension **Housing Counseling Services**, targeted to underserved, high-foreclosure rural areas in Ohio. In 2010, 12 OSU Extension personnel were approved by the U.S. Department of Housing and Urban Development to offer such services.

About 96% of teens who participate in Real Money, Real World improve their savings habits.

1,500

The number of homes receiving electricity from a single solar power project

Wyandot County leaders weren't sure a proposed solar power project would work there. Now, 1,500 homes receive electricity via 160,000 solar panels, with the energy running through AEP. The only project like it in Ohio, and the largest in the Midwest, community leaders turned to OSU

Extension for assistance with fact-finding, feasibility studies, public education forums, and the project's coordination. The construction phase created nearly 100 jobs. It is expected to keep more than 14,000 tons of greenhouse gas emissions out of the atmosphere every year. And three area high schools will have their own small solar-energy systems installed as part of the project, for science education and for training in solar technology.

33%

The decline in risky driving behaviors by 4-H CarTeens participants

The 4-H CarTeens program, a driver intervention effort for first-time juvenile offenders, makes for safer young drivers. A new study shows that risky behaviors, such as speeding, decline by more than one-third in teens who go through the program. Nearly 9,000 teens participated in 2009, and half of Ohio's counties have a CarTeens program.





2,800

Acres of state forests with invasive trees cleared out

Invasive tree species are hurting Ohio, yet there's a shortage of qualified workers to fight them. So when the Ohio Division of Forestry received a \$4.4 million federal grant to train and hire Ohioans to control invasive tree species — specifically, in Ohio's state forests — it partnered with OSU Extension. Extension forestry specialists helped lead the project's training component, including multiple technical certifications. The Forestry Division focused on

logistics: equipping, planning, and managing the work. In the end, the Ohio Woodlands Job Corps created 132 short-term jobs, improved at least 2,800 acres of Ohio's state forests, and prepared the Ohioans who did this work for long-term jobs in an in-demand field.



12,000

Jobs created if Lake Erie tourism increases by just 10 percent

Lake Erie tourism is good for Ohio. It brings jobs and economic development. And when the Ashtabula County Convention & Visitors Bureau wanted to ramp up

lake tourism in their community, they turned to Ohio Sea Grant's Tourism Program, a part of OSU Extension. A subsequent Tourism Summit led to an action plan that has helped identify, protect, and improve what makes the lake special. Increasing Lake Erie tourism by just 10 percent — in Ashtabula County and all of Ohio's seven coastal counties — would create nearly 12,000 new jobs, generate \$75 million in additional tax revenues, and bring in an additional \$1 billion in visitor spending.

\$3 MILLION

The value of fresh food produced in Cleveland community gardens

In Cleveland, OSU Extension gives expert assistance to more than 200 community gardens on 60 acres, which together produce more than \$3 million worth of fresh food for residents. In late 2010, Cuyahoga County Extension received more than \$800,000 in grants to assist new urban farmers. In other neighborhoods:

- High Street in Columbus used to be a great divide, with The Ohio State University on the west side, the Weinland Park area on the east, and rarely the twain did meet. Today, these neighbors are working together through OSU Extension's University District office to help residents get computer training, find jobs, earn their GED, do their taxes, manage their money, and learn about going to college.
- In Dayton, OSU Extension's 4-H Youth Development program and Five Rivers MetroParks co-sponsor Adventure Central, where youth ages 5–18 get out-of-school reading help, homework help, workplace prep, and more — all from positive, caring adults.
- OSU Extension's **Why Trees Matter** program shows city planners and residents why trees are good to have around, and better ways to grow them. Why? In Toledo alone, specialists with the program say trees generate benefits worth more than \$15 million a year.
- All of OSU Extension's urban programs — these and more — share a single mission: "Education to strengthen neighborhoods."





68,127

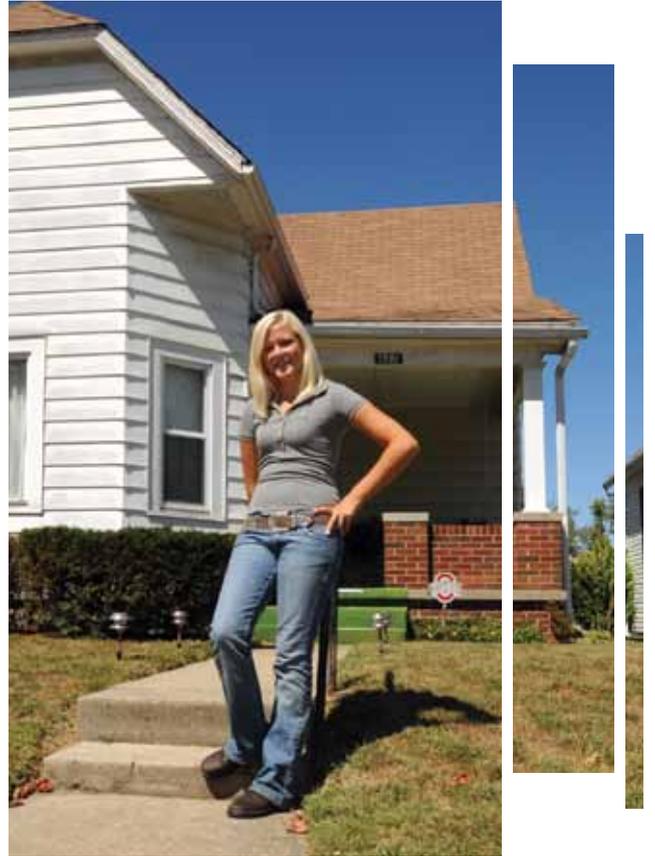
The number of participants in the Family Nutrition Program, with 86% reporting healthy changes

Nutritionists know the way to prevent illnesses and disease is often through the food we eat, and OSU Extension programs help deliver needed information to help Ohioans become and stay healthy:

- The **Family Nutrition Program** is offered in 66 counties. In fiscal year 2009, it offered 8,516 programs to 68,127 participants; 86% reported they planned to make healthy changes as a result.
- The **Expanded Food and Nutrition Education Program** series is offered in 17 counties, reaching 5,946 adults (46% African American, 11% Latino) and 10,611 youth (49% African American, 9% Latino) in fiscal year 2009; 84% of adult participants improved in one or more nutrition practices during the course.
- **Dining with Diabetes**, co-taught by Extension educators and local dietitians or certified diabetes educators, is offered across Ohio, reaching 5,125 individuals between July 2008 and June 2010; 93% learned how to manage their diabetes, 90% gained food safety skills, and 75% reported eating smaller portion sizes.
- A childhood obesity program, **“Choose It! Use It,”** developed by OSU Extension in late 2010, is offered in schools, YMCAs, and after-school programs.

\$40,000

4-H earnings used to purchase a home
Value of 4-H: Priceless



Ohio’s 19-year-old Lindsay Binegar made national headlines in 2010 when she bought a house with \$40,000 in prize and sales money she accumulated over the years from showing hogs. But that’s not the real value of 4-H, she said. “You learn so much. You learn responsibility, and you learn respect toward your peers and toward adults.” Ohio State University Extension’s 4-H Youth Development program is among the strongest in the nation, with more than 336,000 urban and rural Ohio youth and more than 25,000 adult volunteers participating in 4-H programs. According to a 2009 Tuft’s University Study of Positive Youth Development, 4-H members:

- Are more likely to see themselves going to college.
- Are 41% less likely to engage in risk behaviors.
- Score higher on goal setting and management.
- Perform better in science, engineering, and technology (SET).
- Have higher female involvement in SET programs.

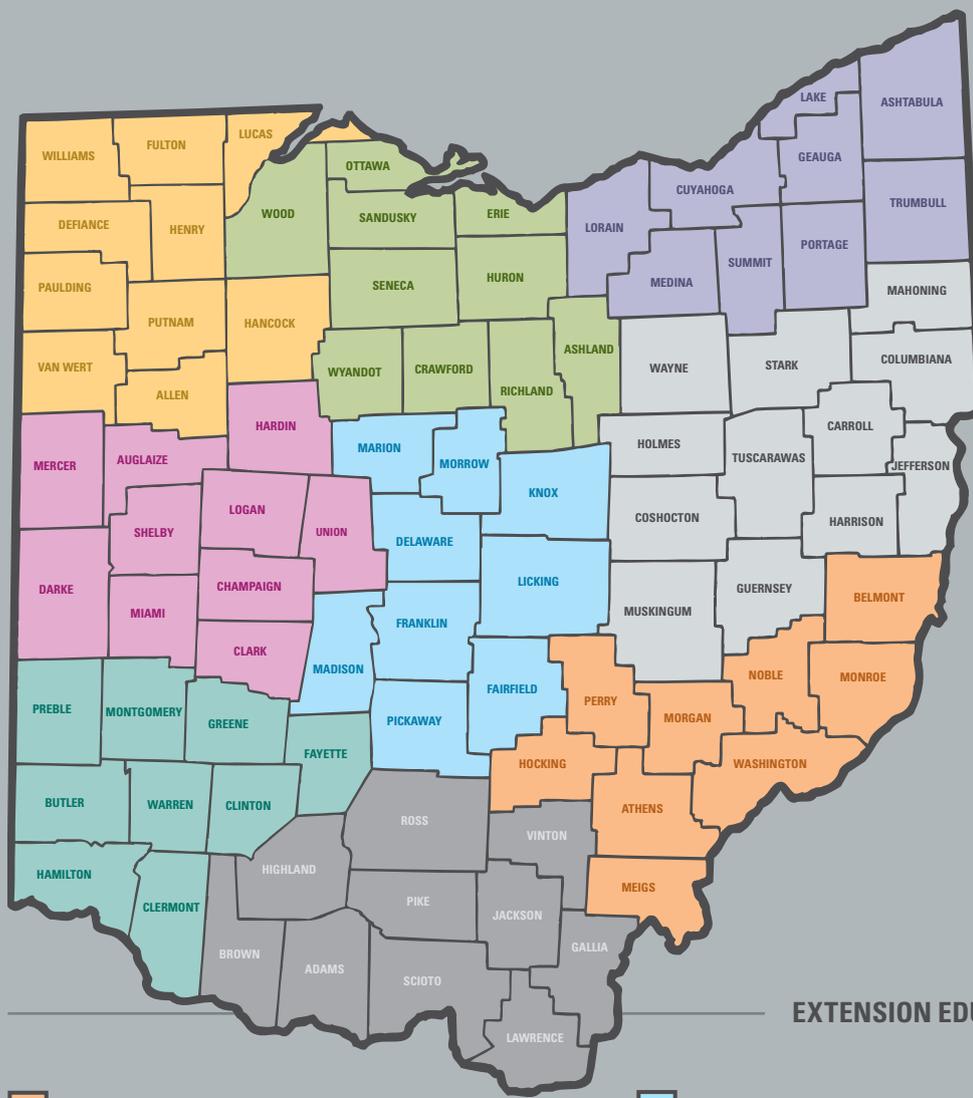
14.5%

Unemployment rate being addressed by 5 County Solutions



When a major employer pulled out of southwest Ohio in 2008 and removed 10,000 jobs from Clinton, Highland, Greene, Fayette, and Montgomery counties, area impacts included a 14.5% unemployment rate and \$257 million in lost salaries. OSU Extension stepped in with 5 County Solutions, including a website (<http://5countysolutions.osu.edu>) with resources on saving, budgeting, and credit card management. Since 2008, this “one-stop shop” resource tool has been helping ease the fear and stress of financial hardship by bringing local, state, and federal assistance directly to those who need it.

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OHIO STATE UNIVERSITY EXTENSION

OSU Extension offers the resources of The Ohio State University in every county. See <http://extension.osu.edu> for addresses and phone numbers for all of our locations.

EXTENSION EDUCATION AND RESEARCH AREAS

- | | | | |
|---------------|---------------|---------------|-----------------|
| Buckeye Hills | Heart of Ohio | Miami Valley | Top of Ohio |
| Crossroads | Erie Basin | Maumee Valley | Ohio Valley |
| | | | Western Reserve |

EXTENSION ADMINISTRATION

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