

Muskegon County

2012 ANNUAL REPORT

MSU Extension (MSUE) in Muskegon County continues to provide local educational programs that make real impacts to meet Muskegon County and Michigan's needs. Extension staff members work diligently to reach as many residents as possible each year. Educators and paraprofessionals have worked hard to innovate with creative and inventive ways of providing programs at reduced costs.

This report provides highlights of MSU Extension's work in Muskegon County during 2012 within the structure of our four programmatic Institutes:

- Children and Youth Institute
- Greening Michigan Institute
- Health and Nutrition Institute
- Agriculture and Agribusiness Institute

MSU Extension has changed in many ways since our beginnings in the early 1900's. But we have not changed our focus of connecting education and research on campus to the people and businesses in the communities we serve. Thank you for your continued support of this critical partnership.

~Kay Cummings

**Mission**

*Michigan State University helps people improve their lives through an educational process that applies knowledge to critical issues, needs and opportunities.*

**MSUE Staff**

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**Children & Youth Institute**

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Educator: Youth Career Exploration, Workforce & College Preparation

Katie Courtade

Program Coordinator: 4-H Youth

Harold McDermid

Program Instructor: Journey 4-H

Susan Fenton

Program Instructor: Journey 4-H

**Greening Michigan Institute**

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Nancy Sundberg

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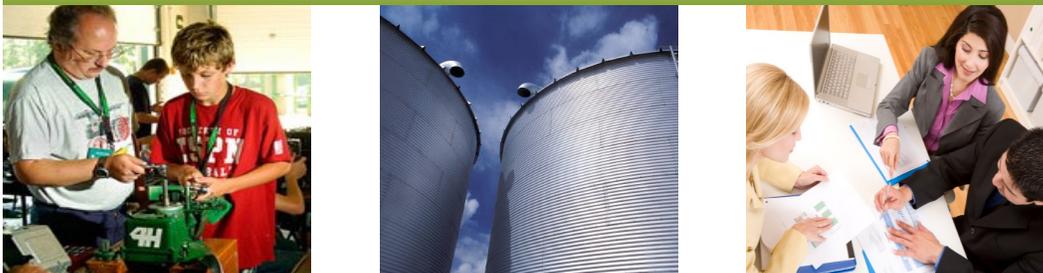
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*Bringing Knowledge to Life in Michigan's Communities*



**4-H & Youth Development, Business Development, Community**



**Family, Food, Nutrition & Health**



**Natural Resources, Agriculture**

## CHILDREN & YOUTH INSTITUTE: 4-H CLUB PROGRAM

Participation in the Muskegon County 4-H Youth Program provides young people, ages 5-19, the education and experiences to become healthy, productive citizens. 4-H also allows youth to experience the value of diversity. Caring adults, serving as 4-H leaders, provide safe, positive learning environments through 4-H Clubs, while helping the youth develop life skills they can use for a lifetime.

The Muskegon County 4-H Youth Club Program is guided by a Leader's Council that meets the second Monday of every month at the fairgrounds. Leaders and/or parents represent the 4-H clubs at the meetings. The 4-H Leader's Council guides the direction and educational opportunities for the youth in the 4-H clubs.

### In 2012:

- » 371 youth participated in 24 4-H Clubs which is a 5% increase from 2011
- » Three 4-H clubs were chartered which is an 12% increase from 2011
- » 72 adult volunteers served as leaders which is a 39% increase from 2011
- » 28 adults became new 4-H leaders via our Volunteer Selection Process
- » Eight 4-H youth traveled to Exploration Days at Michigan State University last June, spending 3 days on the MSU campus taking classes designed to their interest and age level



4-H Cloverbud participant, rabbit showmanship, Muskegon County Youth Fair

2012

- » One 4-H youth member attended the 4-H Veterinary Science Workshop at the Kettunen Center in Tustin, MI
- » Four volunteer leaders attended the 4-H Shooting Sports Workshop to become certified in their area of expertise
- » 12 4-H youth members participated in the State 4-H Shooting Sports Tournament
- » 13 4-H youth members participated in the State 4-H Horse Show
- » 4-H Leaders Council and 4-H Horse Developmental each conducted 2 workshops within the county. The average number of 4-H participants/workshop was 15.
- » 40 4-H members participated in the 4-H Showmanship Clinic held in the spring at the fairgrounds.
- » 27 4-H leaders attended the first Leader Kick-Off in the fall. One leader from each club was required to attend.
- » 17 4-H members and leaders attended the Christmas Community Service Project. The 4-H members made cards for the residents of Chestnut Fields in Fruitport.
- » 4-H Newsletter was distributed to 4-H families through Constant Contact. This method of communication helped reduce postage and copying costs.

~Katie Courtade, MSU Extension 4-H Program Coordinator

## CHILDREN & YOUTH INSTITUTE: 4-H YOUTH—MENTORING

### Journey 4-H

There are many challenges for urban youth in Muskegon County. With a nine percent unemployment rate, there are pockets of real poverty in inner-city areas. The divorce rate is high as well (eighty percent of youth from Muskegon Heights are from single family homes). This makes the need for mentoring great, but it also makes recruitment of mentors very difficult.



MSU Extension's Journey 4-H Youth Mentoring Program in Muskegon has been working on establishing relationships with the Muskegon Juvenile Court by attending meetings with probation officers and other staff. In addition, two schools have expressed an

interest in hosting a site-based program that engages groups of 2-4 youth with a mentor to work on projects ranging from robotics to rocketry. This programming will follow the 4-H Tech Wizards model, a nationally recognized mentoring initiative created to engage youth with caring adult role models who will guide them through activities related to science, technology, engineering, and mathematics (STEM) projects. Volunteers also have the opportunity to engage in one-on-one, community based mentoring.

Journey 4-H is always looking for mentors! Our recruitment efforts have taken us to Muskegon Community College, Baker College, and service clubs such as Kiwanis, Lions, Rotatory, and Chamber of Commerce. We collaborate with other non-profit agencies in Muskegon like Love, Inc., Salvation Army, Big Brothers Big Sisters of the Lakeshore, United Way, Kids Hope USA and Webster House on activities for matches, marketing opportunities, and referrals. In building partnerships and widely promoting our programs, we hope to engage more volunteers and affect the lives of more youth throughout Muskegon County.



Susan Fenton,  
MSU Extension  
Program  
Instructor,  
Journey 4-H, at  
Hope College Gap  
Year Fair 2012

We currently have three matches in the Muskegon area that are involved in one-on-one mentoring, one of which was a Governor's Service Award nominee in 2012. We additionally have 3 new mentors that are ready for training.

*This project is made possible by a grant from Mentor Michigan.*

~Susan Fenton, MSU Extension 4-H Program Coordinator  
(formerly Journey 4-H Youth Mentoring)

~Harold McDermed, MSU Extension Journey 4-H Youth Mentoring

## CHILDREN & YOUTH INSTITUTE: CAREER & COLLEGE PREPARATION; SERVICE LEARNING

*“Today I have learned that I am capable of becoming a Physician’s Assistant. I have been inspired even more to pursue the goal. I know the benefits of working as a Physician’s Assistant and also the competitiveness of being accepted to Med School. I am re-motivated to become a Physician’s Assistant. I am thankful for this opportunity.”*

~OsteoCHAMP  
participant

For 2012, my program focus was in the Capacity Building Work Group and the Career and Workforce Preparation Work Group.

My focus areas in Capacity Building are Volunteer Systems and Youth Mentoring. I was involved in: 4-H Mentoring Weekend, Mentoring Training Toolkit, 4-H Guiding Principles materials and webinars, volunteer development, building community relationships webinars, and the statewide Volunteer Academy at MSU.

In Career Exploration and Workforce Preparation I was involved in statewide efforts as well: Creating the National 4-H Curriculum – “Build Your Future: Choices... Connections...Careers”, participation in the 4-H Teen Leadership and Community Change Conference, assisting at Mock Interview Day at CMU, the 4-H Careers websites, Career Cruising, and Financial Literacy Training.

The local program accomplishments that follow are part of my work in Career Exploration and Workforce Preparation.

### OsteoCHAMPS in Muskegon County

Twelve (12) students represented Muskegon County at the 2012 OsteoCHAMPS Summer Program at Michigan State University. During the summer program students participated in classes and hands-on educational activities such as Anatomy and Physiology, Math, and Structural Examination Skills. There was \$4500 in scholarships awarded to the 2011-2012 OsteoCHAMPS participants who graduated from high



2011-2012 OsteoCHAMP participants

school by the Osteopathic Foundation of West Michigan. The 2012 graduates are attending Eastern Michigan University, Grand Valley State University, Michigan State University, Muskegon Community College, and Western Michigan University.

Nine OsteoCHAMPS Enrichment meetings were arranged in the Muskegon County area during the school year on the following topics: college enrollment and financial aid; careers as a physician’s assistant and occupational therapy; volunteering with the American Red Cross; scholarships at the Community Foundation for Muskegon County; Career Cruising at Muskegon Community College; and hospice care. Fourteen (14) students who did not attend the OsteoCHAMPS Summer Program attended some of the Nine monthly meetings in the Muskegon County area.

After hearing the presentation on a career as a physician’s assistant, 67% indicated that they were interested in pursuing a career to become a Physician’s Assistant at the “Quite a bit” level; 20% stated “A lot”.

After the session on a career in occupational therapy, 57% of the students indicated that they were interested “Quite a bit” in pursuing a career to become an occupational therapist followed by 29% of the students indicating their interest level at “Some”.

### Dow Chemical 4-H Youth Conservation Grant with Oakridge Service Learning

Oakridge Service Learning became a 4-H Club with nine 4-H members and one 4-H Volunteer Leader at Oakridge Alternative High School. A bird and butterfly habitat was created and 44 students were involved in the project. Of these who completed the surveys, 43% thought they contributed to the success of the team; 79% learned how to connect their learning experience in school to their career goals, 64% have a greater interest in exploring science-related or environment-focused careers.

~Frank Cox, MSU Extension Educator



Garden area at Oakridge Alternative High School before it was converted to a bird and butterfly garden.

### Outdoor Education in Muskegon County through the DNR Urban Outreach Program

Last summer, two-hundred and ninety-five (295) youth and fifty-six (56) adults in Muskegon County participated in “Stepping Stones”, a collaborative program between MSU Extension and the Michigan DNR. Held at nine different state parks across Michigan, Stepping Stones gets kids outside in the great outdoors, actively developing skills in fishing, archery, orienteering, camping and just exploring nature. The program is a great way to give youth from urban neighborhoods the opportunity to explore our state parks and the world outdoors. And while the kids are learning, having fun and being active, adult volunteers are gaining mentoring skills resulting in more positive outcomes.



This antique tub was converted into a bird and butterfly flower bed.

The programs were coordinated by **Gary Williams**, Extension educator in Wayne County, who reports that every youth and every adult leader who participated in evaluations indicated that they had a positive learning experience in the great outdoors. And both groups responded overwhelmingly that they would like to participate in additional outdoor activities. In Muskegon County, the programs were held at Muskegon State Park and PJ Hoffmaster State Park. A skilled staff provided knowledge

and lead the groups in the outdoor experiences

### New College Enrollment Data!

Beginning with the high school class of 2012, Michigan 4-H is looking at the college enrollment rate of 4-H youth at the county level compared to all youth who enrolled in college (per NSC Student Tracker). In Muskegon County, 9 of the 16 high school graduates who were 4-H alumni enrolled in college. That is 56.2%, compared to 35.8% of the non-4-H involved youth.

Today, more than ever, teens need access to programs that expand their horizons, allow personal growth and provide career exploration to get them on the right track for post-secondary education pursuit. Equipping young people with the life skills needed to stay and succeed in college is a strength of MSUE’s 4-H Youth Development program. 4-H students enter college with the ability and determination to complete necessary tasks, have better problem-solving and decision-making skills and know how to seek out needed assistance better than their peers without 4-H involvement. National Student Clearinghouse Student Tracker Data for Michigan 4-H program alumni who graduated high school in 2009 to 2012 indicate these students are currently attending college at a significantly higher rate than their same-age Michigan peers.



Life skills taught while working on the garden

### Comments from

#### Road to Independence Participants:

*"I will focus on making  
my dream a reality."*

*"I will create a more  
solid business plan and  
do better research."*

*"I will attend more  
seminars."*

*"I am very appreciative  
of my county wanting to  
help others."*

### Entrepreneurial Development

There were 77 individuals who participated in one of four three-hour Road to Independence Workshops presented by MSU Extension Educator, Mary Robb, aimed at giving basic start up information to budding entrepreneurs. This was a collaborative effort with the E-merge West Michigan group and the Small Business and Technical Development Center.

At the end of each of the workshops, participants were asked to evaluate their experience. Of those responding, 100% of those reporting felt they had gained a better understanding of why a business plan is important and 100% of those reporting felt they had gained knowledge of what it takes to be an entrepreneur and gained knowledge they could put to use immediately. In addition, almost 95% of those reporting indicated they had found the workshop to be effective or very effective.

One Cottage Food Law and Beyond workshop was offered just prior to the opening of the farmer's markets in the spring. There were 17 individuals in attendance and of those reporting, 100% agreed or strongly agreed that they now had a better understanding of the Michigan Cottage Food Law. When surveyed, 94% reported they now had a better understanding food safety techniques and resources in the community to help them in their business. Of those reporting, 100% indicated they had gained information they could use immediately and 100% indicated they felt the workshop was effective or very effective.

There were 32 food entrepreneurs who attended an Entree-preneurship conference held at the Dogwood Center in Fremont. Attendees heard from a panel of successful food entrepreneurs, different marketing and distribution outlets and learned about MDARD regulations for food production. Matt Birbeck from the MSU Product Center spoke on the

Made in Michigan products now in Meijer and Kroger stores across the state as a result of their partnership efforts. The conference was produced through the efforts of the multi-county E-merge West Michigan committee.

### MSU Product Center for Agriculture and Natural Resources

As an Innovations Counselor for the MSU Product Center, Mary provided individual counseling to start up food and agriculture based businesses, providing the local contact to MSU faculty and specialized services. In 2012, 166 counseling sessions have taken place with 38 individual entrepreneurs. Through these efforts, 13 new jobs were created, 1 job was retained, 4 business owners invested a total of \$168,500 in their businesses and 4 reported an increase of \$108,900 in their business this year. One entrepreneur reported an overall 42% increase in business. Another entrepreneur received a \$5,000 investment and then an additional \$20,000 investment from the Grand Rapids Start Garden Program, and one was picked up by Meijer to be highlighted in the Made in Michigan section end cap in 75 statewide Meijer stores. In Muskegon County alone, 46 counseling sessions were held, with 2 business launches, 6 jobs created, 6 jobs retained, and \$117,000 worth of additional investment in businesses.



**Entrée –preneurship conference participants**

**~Mary Robb, MSU Extension Educator**

Muskegon residents as a whole, rank below national levels for good health. High levels of obesity, chronic diseases like diabetes, heart disease, and cancer, and low levels of physical activity all contribute to an unhealthy population. MSU Extension is working to empower youth and adults to be accountable for their own health. By teaching people how to eat healthier, stretch their food dollars to include healthy choices and safely store and prepare their food to decrease foodborne illnesses is our goal.

Our nutrition programs partnered with agencies including Head Start, Christian Manor, Mission for Area People, Love INC., and Salvation Army. The federally funded Muskegon County nutrition programs experienced some budget cuts in 2012; we now have three programmers instead of five and the numbers reflect those losses.

### **EFNEP (Expanded Food & Nutrition Education Program) and SNAP-Ed (Supplemental Nutrition Assistance Program)**

Sixty-seven (67) adults participated in a series\* of eight lessons on nutrition, meal planning and food budgeting. The research-based *Eating Right is Basic* curriculum was used for all adult series. We partnered with: Love, INC, Wise Woman, Access Health, Kandu, Sobriety Court, and Christian Manor, among others to deliver these programs to the income-eligible audiences we needed.

These nutrition programs also provided 380 youth a series of lessons with the *Show Me Nutrition* curriculum. These lessons explain the importance of diet and exercise for health. We were able to partner with the Muskegon Middle Schools, Holton Elementary, and many Head Start classrooms in the county.

Over 280 youth experienced our one-time presentations for Growing Goods and other youth programming. **Growing Goods** is a collaboration of Public Health, Safe Schools, Hackley Community Care, Muskegon Public Schools and Family Court. For the hands-on experience, Muskegon Middle School students are able to work in gardens for 6 weeks in the summer. MSUE provided the nutrition and physical activity learning experience.



**Janet Thom, MSU Extension  
Program Associate with  
Muskegon Heat Start students.**

### **Project Fresh**

Project Fresh is a partnership with the Health Department. Families receive \$30 in coupons to be used at local farmer's markets in exchange for attending a workshop provided by MSUE. Nearly 75 individuals learned how to choose, preserve and use fresh fruits and vegetables. Other one-time presentations involved over 200 adults on various topics at Muskegon Rescue Mission, Access Health, and West Michigan Therapy.

### **Food Safety Hot Line**

Jane Hart was available all year to reply to food safety questions from the public. Both email and phone questions were answered with questions on food preservation and safe food handling.

*\*A series covers MyPlate and MyPyramid - what a body needs to eat in order to have good nutrition. Portion sizes, the importance of whole grains, fruits, vegetables and low-fat dairy are stressed. Shopping on a budget - using menu planning and grocery lists - and checking food labels for better choices are taught. We complete two 24-hour recalls with clients in which the foods they eat in one day are analyzed for nutrients, calories and fats.... once at the beginning of the program and once at the end. Pre- and post- tests are also put into a computer system to show change.*

**~Jane Hart, MSU Extension Educator**

Michigan State University Extension works to increase farmers' success while protecting the environment, ensuring food safety, reaching new markets and advancing agriculture through applied research. Our goal is for farmers to be more competitive in local, national and international marketing, making the Michigan and Oceana County economies stronger. We do this every year, but the 2012 weather required an unusual response.....

### 2012 Fruit Freeze and Drought

Last spring, early season warm temperatures followed by April frosts drastically reduced the Michigan apple crop (estimated 2.9 million bushels statewide compared to 25 million for 2011). In early March, Jeff Andresen, MSU Agricultural Meteorologist, forecast unseasonably hot conditions which would cause plants to begin growth very early. A conference call between fruit, landscape, nursery and consumer horticulture educators and specialists quickly set a plan of action in motion. Articles at MSUE News alerted growers to the unusual conditions and strategies they could use to reduce injury, about the freeze tolerance of tree fruit, and active and passive frost control measures.

MSUE Fruit Educator Phil Schwallier provided weekly grower/consultant meetings to observe new plantings and technology and get an update on pest situations and management efforts. Thirty Muskegon growers attended these meetings. Once the freeze hit, Andresen was brought in to speak on freeze control strategies with wind machines. Educators developed plans for maintaining fruit trees and vines that had no crop and visited growers to help them assess the damage, discuss their options for pest control and harvest, and assess their emotional and educational needs. They worked with crop insurance loss adjustors and the USDA's Risk Management Agency to expedite crop insurance payments. They worked with Farm Bureau and industry leaders to help set a background that led to several million dollars being made available in low interest loans.

Farm Management Educators developed programs to help economically stressed growers. In August, fourteen commercial fruit growers from Oceana, Muskegon and Newaygo Counties attended a workshop in Shelby regarding the USDA Emergency Aid Bill and Income Tax Management related to the freeze. A second workshop was held in Conklin. Response efforts will continue through 2013 as the financial loss of 2012 production will continue to affect cash flows.

In response to the drought conditions which followed the freeze throughout Michigan, MSU Extension Agriculture Educators created the Drought Resources webpage: [http://msue.anr.msu.edu/resources/drought\\_resources](http://msue.anr.msu.edu/resources/drought_resources). This valuable resource is available to growers and the public with updated information on a variety of state crops and issues, including: Weather, Field Crops, Forage/pastures, Fruit Crops, and Christmas Trees and Nurseries.



Concord vines at the Southwest Michigan Research and Extension Center in Benton

Other agricultural educational sessions in 2012 that were available in the region and had attendees from Muskegon County included:

- » Great Lakes Fruit and Vegetable Expo
- » Master Gardener Training
- » HACCP training (Hazardous and Critical Control Points for food safety)
- » Landscape pesticides
- » Upland Vegetables
- » Introduction to HOPS Production
- » Cereal Grains
- » Plants of Distinction
- » Smart Gardening
- » Farm Transition Planning
- » Integrated Pest Management Academy
- » MSU Garden Day
- » Blueberries Irrigation
- » Spotted Wing Drosophila in Blueberries

Many educators have electronic newsletters and updates that are sent on a regular basis to growers, such as the “Landowner Oil and Gas News”, “Dairy News”, and “Fruit Grower News”. Farmers can also call into a central line during the growing season and hear an updated message about pest and disease emergence.

### **Consumer Horticulture**

Twenty seven Muskegon residents took advantage of environmental educational programs held in West Michigan that will enable them to be actively involved in conservation education with others. Knowledge gained will equip them to take part in local environmental issues and protect lake and water quality. Some of the programs attended included: Grand Ideas Garden Native Plants/Rain garden development, Master Naturalist Program, and Water Quality at Home and Garden Show.



2012 Hops Field Day & Tour

## ADDITIONAL PROGRAMS

### State and Local Government:

John Amrhein, Extension Educator in State and Local Government, facilitated strategic planning for Muskegon County for the second time in 2012. He also providing the kickoff to the county's budget process, presenting fiscal and economic data for Commissioners and department heads and other staff involved. The proven-successful "functional work group" budget process is moving forward to develop the 2014 county budget at this time.

### New County Commissioner Training

Every election year, MSU Extension offers New County Commissioner Training in partnership with the Michigan Townships Association. Attending commissioners get an overview of their upcoming role and how county government functions. One hundred and seventy attended statewide, and 3 newly elected commissioners attended from Muskegon.

### Michigan Seagrant:

In 2012, MSU's Department of Fisheries and Wildlife, **Michigan Sea Grant**, Michigan Charter Boat Association, Michigan Department of Agriculture and Rural Development, Michigan Department of Natural Resources and Michigan Restaurant Association partnered on Catch & Cook – an effort to promote and encourage creative, yet safe, marketing of Michigan Great Lakes sports fish through a partnership with the charter fishing industry and local restaurants.

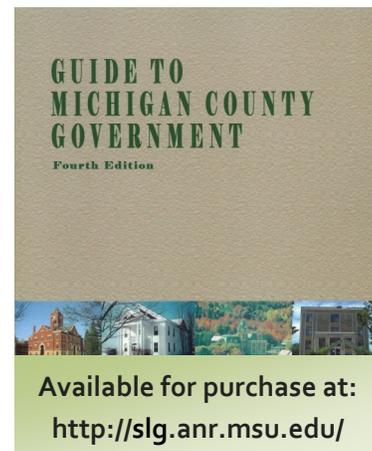
Catch & Cook allows charter fishing clients who catch fish from Michigan's Great Lakes an opportunity to take their fresh catch to a participating Michigan restaurant to cook and serve those fish to those clients.

By the year's end, 49 charter businesses were participating along with 29 restaurants. In all, 21 ports and 17 coastal counties offered both charter and restaurants enrolled in the Catch & Cook program. Four additional cities (two in non-coastal counties) offered restaurants that participated via partnership with a charter business located elsewhere. Five of the participating businesses were in Muskegon County.

### Children and Youth:

The "Laughing, Loving and Leading your Kids Conference", co-sponsored by MSU Extension and a variety of other agencies was held in St. Johns, MI and had 34 attendees from Muskegon County. This conference is for all parents and people who love and care for kids including: Foster parents, Grandparents, Adoptive Parents, Childcare professionals, and teachers.

Other children and youth programs attended by Muskegon County residents included: Emerging Literacy and Alternatives to Anger.





# MI SPARTAN IMPACT

MSU works side by side for a stronger Michigan.

## ENROLLED MICHIGAN STUDENTS



423

## ENROLLED MEDICAL STUDENTS



14

## ALUMNI RESIDING IN COUNTY



2,214

## SPENDING WITH LOCAL BUSINESSES



\$1,059,527

## TOTAL ECONOMIC IMPACT\*



\$24,763,378

## FINANCIAL AID DISBURSED



\$3,157,909

## 4-H YOUTH and ADULT PARTICIPANTS



966

## PROPERTY OWNED BY MSU (ACRES)



0

## MEDICAL INTERNS/RESIDENTS/FELLOWS



22

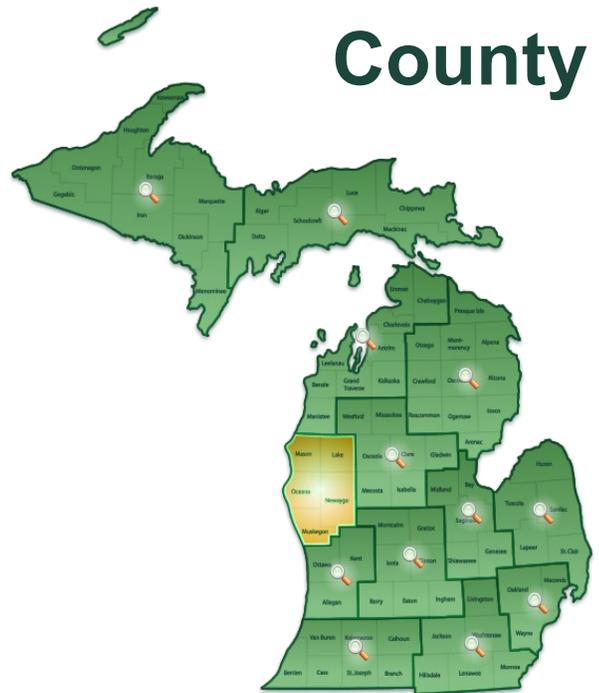
## MSU PARTNER HOSPITALS



1

\*Data is from an independent study by the Anderson Economic Group

# Muskegon County



For additional information visit:

<http://mispartanimpact.msu.edu/>

<http://msue.anr.msu.edu/>

**MICHIGAN STATE UNIVERSITY** | Extension

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Agricultural Bioenergy/Bioproducs	Charles Gould	Ottawa	616-994-4580
Air Quality & Pork	Jerry May	Gratiot	989-875-5233
Bus. Start-Up, Bus. Planning Classes, Entrep. Comm.	Ron Steiner	Mason	231-898-4789
Business Management	Curtis Talley	Oceana	231-873-2129
Career & Workforce Preparation, Mentoring & College	Frank Cox	Muskegon	231-724-4738
Commercial Manure & Nutrient Management	Natalie Rector	Calhoun	269-781-0908
Commercial Potato & Pickle Production	Fred Springborn	Montcalm	989-831-7500
Commercial Tree Fruit	Amy Irish-Brown	Kent	616-490-1079
Commercial Vegetable Production	Norm Myers	Oceana	231-873-2129
Consumer Horticulture/Commercial Green Industry	Rebecca Finneran	Kent	616-336-3265
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Dairy	Kathy Lee	Missaukee	231-839-5850
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Field Crops	Jerry Lindquist	Osceola	231-832-6139
Fisheries/Aquatic/Invasive Species	Dan O'Keefe	Ottawa	616-994-4580
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Grazing Education	Jerry Lindquist	Osceola	231-832-6139
Intergrated Cropping & Livestock Systems Educator	Marilyn Thelen	Clinton	989-224-5240
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Meat Quality Extension Educator	Jeannine Schwehofer	Huron	989-996-0684
MSU Product Center Innovations Counselor	Mary Robb	Muskegon	231-571-0264
On-Farm Energy Efficiency	Charles Gould	Ottawa	616-994-4580
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