



# Bay County

## 2020 ANNUAL REPORT



**\$15,616,395**  
economic impact



**181**  
students enrolled  
At MSU



**\$2,148,402**  
spending with local businesses



**1,705**  
MSU alumni in Bay County



**3,778,998**  
financial aid disbursed



**1,597**  
youth in 4-H

### Message from the District Director

To say 2020 was an unprecedented year does not do it justice. Our nation, indeed, the entire world, was thrust into the uncertainty and fear of battling an invisible enemy called COVID19. And everything changed – our normal activities, so long taken for granted, seemed forever altered. From grocery shopping to youth sports, from local schools to factories, from fairs to health clubs, from mass transportation to worship; nothing was left untouched by the threat posed by this virus. We had no choice but to reinvent methods of collaboration, education, and community. We had to find new ways to deliver products, services and compassion to our families, our co-workers, and our community.




I am proud to say that Michigan State University Extension was up to this challenge. We were prepared to move into the environment of virtual education and collaboration. Moreover, we ensured that our customers – the residents of Bay County – were well served with the high quality, evidence-based curricula to which they have become accustomed. From stress management to disease prevention, from tourism to food insecurity, from nutrition to food safety, from livestock to field crops, MSU Extension hit the ground running – increasing our reach during this pandemic.

Thank you for supporting MSU Extension and for partnering with us to make a difference.

Mark J. Rankin, District 9 Director

Serving Bay, Genesee, Midland, Saginaw, & Shiawassee Counties

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UNIVERSITY

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# Program Highlights

## 4-H and AmeriCorps

This has been a challenging year for everyone, but MSU Extension and 4-H rallied through the difficulties and created resources and virtual programming that is open to all communities, schools, and organizations.

**Before the pandemic**, Bay County 4-H partnered with Bay City Central to host an outstanding financial literacy event, Mad City Money. This event was held for all 9<sup>th</sup> graders at the high school, which met one of their programmatic requirements. During these events the students would choose an occupation and student was given a random packet with a different life scenario. Adult volunteers, from local businesses, assisted the students, in choosing their financial requirements. At each event we interacted with between **250-300 9<sup>th</sup> graders**.

During the pandemic Bay County 4-H offered a virtual showcase and virtual auction for the youth who were not able to participate in-person, since the Bay County Fair and Youth Exposition was not able to host a fair this year. Bay County 4-H had **15 youth participate with 44 entries** in the Virtual Showcase and Virtual Auction. The youth participated in showmanship and market classes. Bay County 4-H had judges from all over the state work with the youth and gave them positive feedback on how to improve their skills. It was a great learning experience for the families and the 4-H program coordinator, Holly Mueller.

The Community also rallied behind Bay County 4-H in a huge way by supporting the Bay County 4-H virtual auction. All **15-youth participated** in the virtual auction, with a wide range of animals.. All youth were successful in selling their animals in a virtual setting.

Bay County 4-H grew their partnership with Western and Handy Middle Schools during the pandemic. Holly facilitated programming to 6<sup>th</sup> and 7<sup>th</sup> graders during their Career Course on Agriculture and Natural Resources. Seven, hour long sessions took place during their class. Holly worked with the school staff to coordinate the youth's schedules so all the students could attend the zoom. Holly facilitated programming twice, reaching **200-300 students**.



9th graders making financial decisions and mistakes in a safe environment participating in Mad City Money.



*Statement: Lindsay Rotarius, Director of Education for the Bay Area Chamber of Commerce, said: "The teachers have been saying that they haven't seen their students so excited."*



# Program Highlights

## 4-H and AmeriCorps cont.

Bay County is also hosting two AmeriCorps members this year. Their service requirement, in Bay County, is to host **20 SPIN Clubs each**, and recruit **200 new 4-H members** and **20 new 4-H volunteers**, per AmeriCorps member.

The Bay County 4-H AmeriCorps members hosted some amazing in-person SPIN (SPecial INterest) Clubs before COVID hit. **Twenty youth** participated in the Cookie Decorating class. The AmeriCorps's team and Holly hosted outstanding virtual STEAM (Science, Technology, Engineering, Art, and Math) SPIN Clubs state wide, where **7 new 4-H volunteers** lead or assisted **26 virtual 4-H SPIN Clubs**. Through these programs, we were able to impact **300 youth** who were new to 4-H and impacted a total of **700 youth all together**. These programs were possible due to the community support from; Bay City Public Schools, Bay County Farm Bureau, Bay County 4-H Advisory Council, and Bay County. Advisory Council, and Bay County.

## Child and Family Development

MSU Extension offers Child and Family Development programs and services that support families with young children while helping parents and caregivers increase early childhood science, math and pre-literacy skills, and enhance children's social and emotional development. As a result, Michigan's families are stronger and young children are better prepared to enter and excel in school. Delivered through webinars, face-to-face workshops and other mechanisms, MSU Extension offers a variety of training, curricula and materials to support child and family development. Available for parents, caregivers, childcare professionals, leaders, and youth. Certificates for child care provider training hours are typically available upon request.

At a glance:

- **8,655 adults** were reached through child and family development programming
- **145 participants resided in Bay county**
- **280 educational events** were held with 438 sessions
- **Over 538** hours of education were provided

Programs were provided in partnership with family resource centers, faith-based centers/places of worship, early care and education facilities, group living arrangements, schools and libraries.



SPIN club— learning how to decorate cookies.



MSUE helps parents and caregivers understand the importance of actively supporting their child's learning.



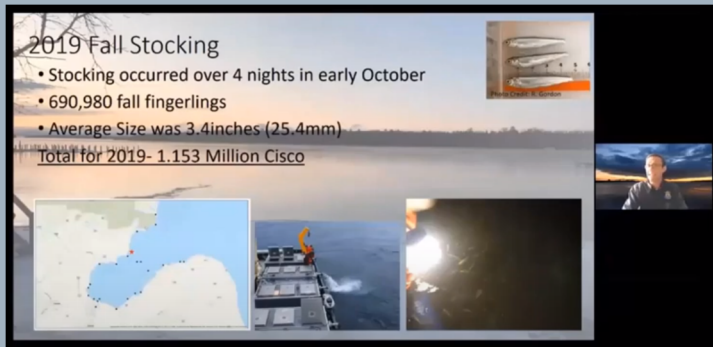
# Program Highlights

## Michigan Sea Grant Extension

Michigan Sea Grant Extension promotes research, education, and outreach to enhance responsible and sustainable use of our diverse Great Lakes resources. Through MSU Extension, Michigan Sea Grant works with Michigan citizens, industries, and coastal communities to encourage their use, benefits, and enjoyment of Great Lakes resources that positively influences our state's economy, environment and quality of life.

## Lake Huron Regional Fisheries Workshops

Three Lake Huron Regional Fisheries Workshops were hosted virtually – with focuses on the open water, Saginaw Bay and Les Cheneaux Island fisheries. These workshops engaged over **400** anglers, charter captains, and others with fisheries researchers and managers from across Michigan – with **over 150 participants** learning about the Saginaw Bay fishery. Participants gained better understanding of Lake Huron fisheries ecosystem changes, and connecting these stakeholders with information, research and management activities relating to Lake Huron and local communities.



## H.O.M.E.S @ Home Virtual Series

In March of 2020, when families began eLearning and working from their homes, Michigan members of the Center for Great Lakes Literacy threw their energies into developing the H.O.M.E.S. @ Home series. The series provided half-hour learning sessions for families with elementary-aged children that included engaging videos and visuals about Great Lakes topics, and a daily stewardship challenge for the youth.

Over **1,200 learners** engaged in the live content of the series, and afterwards the videos placed on YouTube and Facebook garnered over **12,000 additional views**. Over **50 families** completed at least five of the challenges and were awarded a Great Lakes Junior Scientist certificate. A post-project evaluation showed the program fostered a greater sense of appreciation among participants and empowered them to be stewards of the Great Lakes.

[www.michiganseagrant.org](http://www.michiganseagrant.org)



# Program Highlights

## Volunteer Central

Volunteers are the most essential partners we have in Michigan State University (MSU) Extension. In January of 2020, MSUE launched a new centralized volunteer management system called Volunteer Central. [https://msu.samaritan.com/custom/502/#/volunteer\\_home](https://msu.samaritan.com/custom/502/#/volunteer_home)

By implementing Volunteer Central, MSUE has identified and addressed the following needs; creation of a centralized volunteer management system, two levels of volunteers based on activity, consistency in volunteer screening, streamlining reference and background checks, centralized training for staff on volunteer management topics, accessibility of volunteer files to all staff in real time

Volunteer Central, is unique to MSUE and offers the opportunity for staff and volunteers to connect. Through the Volunteer Excellence Support Team (VEST) and Volunteer Central, Michigan 4-H is seen as a champion for efficiency and thoroughness in our screening and management practices for volunteers. This is foundational to any program that utilizes volunteers.

As a VEST team member, Jodi Schulz, had a focus on training staff across all program areas at MSUE in using Volunteer Central and the features within the system. Additionally, she developed several resources and fact sheets for staff and volunteers to successfully navigate the system. She also contributed to the efforts to develop learning modules for volunteers.

With the development of Volunteer Central, we were able to strengthen our volunteer screening and management practices that were already in place through the Volunteer Selection Process. Volunteer Central has shown that the outcomes and impacts of the system are positive for both staff and volunteers. For example, 4-H volunteers:

- Have the ability to check the status of the progress of their volunteer application
- Are able to house their 4-H certificates, awards, and certifications in one location
- **2,256 volunteers** have completed the “What Every Volunteer Working With Youth Should Know” module
- **3,070 volunteers** have completed the “Welcome to MSU Extension” Module
- Efficiency and increased success rate of required annual background check and code of conduct through utilization of Volunteer Central on a variety of devices such as tablet, phone, or computer

# VOLUNTEER



Volunteers are the most essential partners we have in Michigan State University (MSU) Extension.



# Program Highlights

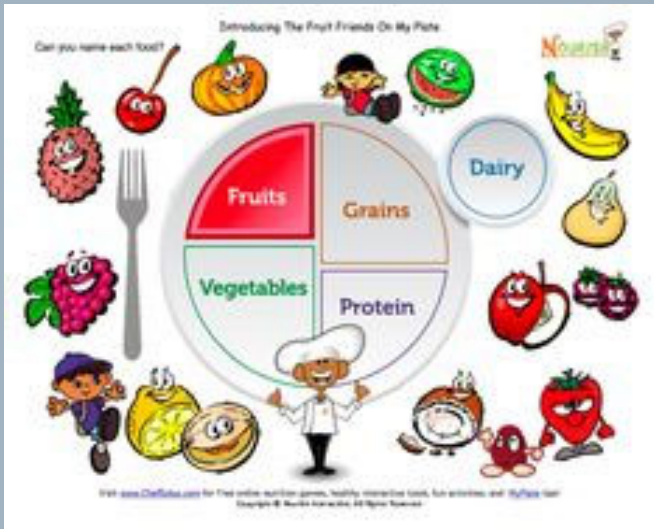
## SNAP-Ed

Throughout the state, community nutrition instructors (CNI's) deliver comprehensive, evidence-based programming to SNAP-Ed and EFNEP-eligible participants in their communities. These programs include face-to-face classroom instruction, one-time health presentations or demonstrations, and initiatives that improve the policy, system, or environmental factors of an organization, worksite, or school. **88 Adult SNAP-Ed and 134 youth SNAP-Ed participants, in Bay, Midland, and Sanilac counties,** were reached through these programs.

Participants were asked to complete a pre- and posttest survey before and after the SNAP-Ed Youth nutrition education program, in **Bay County** from January 1<sup>st</sup> to December 31<sup>st</sup>, 2020. Due to the COVID-19 pandemic, many programs were either paused or canceled due to the Stay-at-Home order.

Teachers of kindergarten through 2<sup>nd</sup> grade were asked to complete a Teacher Observation Form to determine improvements in their students healthy eating, physical activity, and hand-washing behaviors. In total, **five teachers** completed the survey. Of teachers, that responded 100% strongly agreed or agreed to observing positive changes to the above-mentioned behaviors. A student was quoted as saying "Miss Karen, I could eat this every day!"- after eating sweet potatoes.

Here is an Adult SNAP-Ed success story about overcoming the challenges of the COVID-19 pandemic and how MSUE stepped up to reach our participants in a time of need. "Karen Parker (Bay County SNAP-Ed) and Sheila Salo (Saginaw County EFNEP), Michigan State University Extension Community Nutrition Instructors, reached out to the Good Samaritan Rescue Missions in their counties to establish virtual programming. The result was a one-time presentation to enhance recruiting of families who use the services of the Good Samaritan Rescue Mission. On November 17, 2020, this team provided "Healthy Holidays" to the Good Samaritan Rescue Mission in Bay County and were joined by a participant from St. Clair County. The team approach to offering programs has a broader reach that will potentially create a more robust participant roster and enrich the lives of more people across Michigan."



Kids Healthy Eating Plate



Pre-schoolers tasting different kinds of fruit.

# Program Highlights

## Food Safety

Only two months of face-to-face programming took place in 2020 in that time just a few face-to-face sessions took place, 3 ServSafe classes, reaching **17 participants, one in Bay County,** and 1 Cooking for Crowds, reaching **47 participants.**

**18 Safe Food** = Healthy Kids online programs were taught to childcare providers, reaching **902 participants** in 2020. This program also provided continuing education credit through MiRegistry for those who are eligible and need these training hours for their home based and child center businesses.

Ninety-nine online food preservation classes were offered starting in April 2020. The sessions were offered every Thursday at 1 PM and 6 PM by MSUE, with local libraries and as part of a local college's lifelong learning series. **The number of participants from these online classes was 8,649.**

Other programs that have gone online and are continuing to grow in interest include Cooking for Crowds, Emergency Preparedness, Cottage Food Law, a weekly Food Safety Q & A, and an afterschool program introducing food safety and kitchen science. The team also covers a Food Safety Hotline (Monday – Friday 9 a.m. – 5 p.m. EST) designed to answer consumer's food safety questions. The team fielded just under 200 calls in 2020.

A grant secured by the team from Michigan Department of Agriculture and Rural Development enabled the team to create food safety messages related to selling food at farmers markets on our Think Food Safety Facebook page and Instagram sight. The goal of this project was to create awareness about what can and cannot be sold at farmers markets without a food license while educating the consumer in the process to "Think Food Safety".



Food Safety Hotline  
Monday-Friday 9 a.m.-5 p.m.  
877-643-9882



Cooking for Crowds— A Volunteers Guide to Food Safety



Safe Food = Health Kids  
Comprehensive Food Safety Training for Childcare Providers

# Program Highlights

## Sugarbeet Advancement

Sugarbeet Advancement (SBA) has two primary responsibilities for the sugarbeet growers of Michigan, which are to conduct agronomic research and provide extension education. In spite of the challenges presented by COVID-19, SBA was very successful at accomplishing both of these goals in 2020.

A major component of SBA's work is to conduct on-farm agricultural research aimed at improving sugarbeet production. In all, Sugarbeet Advancement completed **30 research trials**, which include 8 variety trials, 5 fertilizer additive trials, 8 disease and pest management studies, 7 fertilizer trials, a cover crop study, and a high-speed planter trial. These research trials were conducted throughout the sugarbeet growing area, and generated valuable research data for sugarbeet growers throughout Michigan to enable them to improve their farming practices.

Extension education is the other primary goal of SBA. This year, many of the meetings SBA is in charge of hosting had to be moved to a virtual platform. A few events took place prior to the COVID-19 restrictions being put in place. The first was the Bean and Beet Symposium, which was held in Saginaw on January 21, 2020. This event included a trade show as well as three hours of presentations by sugarbeet researchers. An estimated **500 people attended** this event. The other in-person event held in 2020 was Michigan Sugar's winter agronomy meeting series. This event included meetings at six different locations throughout the sugarbeet growing area, taking place February 5th through 13th. Approximately **480 growers** attended these meetings. The rest of the educational events SBA participated in this year were held online. In June, SBA participated in MSU Extension's virtual breakfast seminar series by giving a presentation on Cercospora leaf spot which had **397 views**. In August, the SBA team helped to organize and participated in a virtual dry bean and sugarbeet field day which had roughly **242 views**. The final educational event SBA participated in during 2020 was the Seed Week meeting. This is the most important event SBA participates in, as it helps the growers make an informed decision when selecting which varieties of sugarbeets to plant. Approximately **555 people watched this event**.

Even though 2020 brought with it a few challenges, the SBA team persevered and had a very successful year. Hopefully next year will be just as successful as we continue to serve the sugarbeet growers of Michigan.



A Sugarbeet Advancement variety trial, used to compare different types of sugarbeets.



Dr. Linda Hanson, USDA-ARS, MSU, presenting at the Symposium.



Harvesting a sugarbeet research trial in mid-Michigan.



# Program Highlights

## Farm Management

As coronavirus impacts and associated relief programs developed at a rapid pace, we focused programming on providing accurate and up-to-date information about these issues. Relief programs were provided through multiple state and federal agencies to mitigate the price impacts and market limitations. We used articles, webinars, and social media to provide real-time updates on developments in these programs. One popular webinar targeted commodity growers not frequently represented in government programs. We also utilized social media to provide weekly updates in our Lunch Break program on Facebook Live.

In addition to timely issues, we continued to provide core financial management programming. Our “Prepare Your Farm for Tax Season Now” webinar provided guidance on farm recordkeeping fundamentals. We conducted this webinar three times throughout the year. By providing our Thumb Ag Day program on a virtual platform, we were able to expand access to advanced farm management information as well. We published podcasts as an outlet to discuss topics of interest to dairy and field crops producers. In addition, we continued to conduct individual consultations to provide support for accounting, financial analysis, and business planning through local and/or virtual farm visits.

## Health Team

The Health Team programming aims to promote health and wellbeing, including understanding important connections between physical, mental, social and emotional health. In 2020, programs were moved to an on-line format in response to the COVID outbreak. Classes were held at a state-wide level using Zoom. State-wide, **726 health programs** were held with **23,440 participants** from Michigan and beyond attended either a one-time presentation or a series.

Educators took the opportunity to re-format our traditional educational materials to more time-friendly segments to allow for increased engagement in an online setting. Classes went through reviews and updates to allow for improved facilitation. MSUE also created a short-form presentation titled “Mending the Stress Fence” which highlighted the concerns of farm stress on farmers, their families, and ag professionals.



More than 50% of land in Bay County is used as farmland.



Classes such as Powerful Tools for Caregivers, RELAX: Alternatives to Anger, WISE-Wellness Initiative for Senior Education, and Stress Less with Mindfulness aim to promote health and wellbeing..

# MSU Extension Educators and Staff Serving Bay County

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## Housed in Bay County\*



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