



Oakland County 2021 Annual Report

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MESSAGE FROM THE DISTRICT DIRECTOR



It is once again my pleasure to provide you with a snapshot of the work that Michigan State University (MSU) Extension is doing in your community. The circumstances of the past two years have presented new and unique challenges for us and many others. However, because of your continued support, MSU Extension has been able to continue its long tradition of providing programming and educational resources that help to enhance the lives of Oakland County residents, contribute to community prosperity and address critical issues as they arise in communities.

In 2021, MSU Extension provided **229,526** points of contact to Oakland County residents through articles, virtual and online programming and in person experiences. We worked with local audiences and community partners to deliver our services in the safest way possible and expanded our reach to new audiences through the use of technology.

Your support of:

- MSU Extension 4-H Youth Development allowed over **1,167** youth to learn lifelong skills, develop leadership abilities, explore new interests and discover the value of community service.
- MSU Extension food programs allow residents to learn about the safety, security and affordability of local fresh foods, how to use them, where to find them, or how to start a cottage food business of their own.
- MSU Extension nutrition and physical activity programs allowed over **9,646** county residents to improve the quality of their diets and become more active.

We hope you are as proud of this important partnership as we are. We thank you for another great year and the continued opportunity to serve this great community.

Edward Scott
Edward Scott
District Director

MEASURING IMPACT

	TOTAL SPENT WITH LOCAL BUSINESSES.....	\$155,432,074
	ALUMNI RESIDENTS IN OAKLAND COUNTY.....	59,206
	STUDENTS ENROLLED AT MSU.....	9,404
	FINANCIAL AID DISBURSED (2020-2021).....	\$106,470,048
	PROGRAMS HOSTED IN OAKLAND COUNTY.....	474
	MASTER GARDENER VOLUNTEERS.....	527
	NEW PRODUCT CENTER CLIENTS.....	201
	RESIDENTIAL SOIL TEST KITS SOLD.....	667
	OAKLAND COUNTY EXTENSION WEBSITE VIEWS.....	215,255
	4-H YOUTH DEVELOPMENT VOLUNTEERS.....	191
	TOTAL ECONOMIC IMPACT IN OAKLAND COUNTY.....	\$842,858,347

PROGRAM HIGHLIGHTS

AGRICULTURE, AGRIBUSINESS & CONSUMER HORTICULTURE

MSU Extension serves the agriculture and floriculture industry by engaging in research, education and outreach that enhances the quality of life of Michigan residents. This includes providing resources and information in areas that directly affect human health for those involved in these industries, which are some of the fastest growing sectors of the Michigan economy.

In 2021, **2,938** residents participated in Oakland County programming related to animal agriculture, agribusiness management, beekeeping, consumer and ornamental horticulture, and field crops, fruit crops, and vegetables

SMART GARDENING

Smart Gardening is MSU Extension's campaign using earth-friendly messages to help gardeners make smart choices in their own backyards. The goal is to equip gardeners with a "tool kit" of research-based knowledge to use immediately at home. Whether choosing plants, using garden chemicals, fertilizer, or applying water, gardeners need to understand the long-term impacts on their communities.

In 2021, **995** Oakland County residents participated in gardening programs including: Start Smart in the Garden, Seed Starting, HomeGrown Gardening Series, Lesser and Common Insects in the Garden, Backyard Fruit 101, Cabin Fever Conversations, Starting a Vegetable Garden, and Smart Gardening with Veggies 101.



Cabin Fever Conversations, hosted by Extension Educators Lori Imboden, Isabel Branstrom and Abigail Harper, began in early 2020 to connect with plant lovers of all kinds during social isolation and is still going strong! In 2021, **137** Oakland County residents participated in this weekly program.



In partnership with the Pontiac Public Library, Consumer Horticulture Educator Lori Imboden met virtually with the Birmingham Bloomfield Newcomers Club to learn more about gardening and how to contribute to the Pontiac Library Learning Gardens.

"I think the program is wonderful! I am a beginning gardener, and this information is very helpful. Gardening in small spaces was helpful information since I live in an apartment and cannot grow in a backyard right now. I am sure I will be able to start growing in pots and other containers in order to learn the best process, until I have more space to grow. Thank you!"

-MSU Tollgate Farm HomeGrown Gardening Series participant

PROGRAM HIGHLIGHTS

COMMUNITY, FOOD & ENVIRONMENT

Our natural resources programs improve public understanding, help landowners and communities use those assets for sustainable long-term social and economic development and conserve natural resources for future generations.

7,560 residents participated in Oakland County natural resources programs including Introduction to Lakes, Conservation Stewards Program, Forest Forensics, and guided hikes at various local sites such as Indian Springs Metropark, Shiawassee Basin Preserve Davis Overlook, Spring Oaks County Park, Six Rivers Land Conservancy Golden Preserve, Independence Oaks County Park, and Addison Oaks County Park.

FINANCIAL HOMEOWNERSHIP EDUCATION

MSU Extension provides resources and education on money management, foreclosure prevention, buying a home, retirement planning and more to help individuals and families be more financially healthy.

In 2021, **231** residents participated in financial homeownership education programs such as Protecting Your Identity, Informed Renter, Homeownership Education (MSHDA), Foreclosure Basics, How Much Home Can You Afford?, Financial Preparedness for Disasters, Applying for Student Loans, and many more.

MSU PRODUCT CENTER

The MSU Product Center supports innovation and growth for business, industry and entrepreneurs in food, agriculture, and natural resources.

In 2021, **341** Oakland residents received client counseling from Extension staff and learned how to turn innovative ideas into a business or product concept, how to develop basic business and product plans, and gain analytical insights regarding the agri-food value chain.



SPONGY MOTH (FORMERLY KNOWN AS GYPSY MOTH)

In 2021, the number one question received by the MSU Extension Lawn & Garden Hotline was "What do I do about all of these caterpillars?"

271 Oakland residents participated in programming to learn about the 2021 Lymantria dispar outbreak and other invasive species. Participants learned the history of Spongy Moths and tips for homeowners to take actions to protect the health of their trees.

"So much good information. Thank you so much for doing these!"

-Spongy Moth History, Impacts and Tips for Surviving the Outbreak program participant



Pictured: Screenshot of the 2021 Invasive Species Summit.



PROGRAM HIGHLIGHTS

CHILDREN & YOUTH

YOUTH DEVELOPMENT

Michigan 4-H is the largest youth development organization in Michigan and provides more than 200,000 young people with experiential learning opportunities to explore new interests and discover their passions. In 2021, **1,167** Oakland County youth participated in 4-H programs.

4-H:

- develops youth as current and future leaders by providing programs that instill young people with knowledge and skills to become positive agents of change through leadership development, civic engagement and education, global citizenship, and cultural competency programming;
- assists youth in preparing for and finding gainful employment opportunities through entrepreneurship, financial literacy, career exploration, and workforce preparation programs; and
- excites youth about future science, technology, engineering, arts and mathematics (STEAM) careers and build critical STEM skills. These programs seek to increase aspirations and attitudes toward science, interest and engagement in science, and skills in critical thinking, problem solving and decision making.



MSU Tollgate Farm Vet Science Specialty Camp attracted 25 youth age 15-19 to explore the worlds of veterinary and animal medicine.



CHILDHOOD & FAMILY DEVELOPMENT

MSU Extension provides early childhood and family development programs that help parents, caregivers, childcare providers, and other important adults in the lives of children from birth to age 8 develop important skills. These programs focus on school readiness, social-emotional development, and positive life skill development. In 2021, **276** Oakland County residents participated in these programs.



Oakland County 4-H Horse Club has been offered for 30 years. In 2021, 24 youth ages 9-19 and their horses attended a day camp instructed by local horse professionals.

PROGRAM HIGHLIGHTS

HEALTH & NUTRITION

SUPPORTING STRONG COMMUNITIES

Through MSU Extension's nutrition and physical activity programming, Michigan adults, families and children gain crucial knowledge about nutrition and healthy foods, increase their daily activity and reduce their food security. In 2021, **5,570** residents participated in Oakland County health and nutrition programs.

As a result of MSU Extension's social-emotional programming,

Cooking Matters is a six-week series where participants learn how to eat healthy, cook and grocery shop on a limited budget. In 2021, **609** adults and youth participated in this program.



"Each class I learned something new, now I'm going to help my mom cook!"
-Cooking Matters for Teens participant

Pictured: a fruit and yogurt parfait made during a Cooking Matters for Teens series in Pontiac.

2,427 Oakland residents learned how to manage their anger, reduce stress, thrive as caregivers, practice mindfulness and strengthen their families' and communities' understanding of and response to mental health crises. Residents participated in **345** programs including RELAX: Alternatives to Anger, Stress Less with Mindfulness, Mental Health First Aid, Powerful Tools for Caregivers, and many more.

FOOD SAFETY

As a result of MSU Extension's food safety and food preservation programming, **455** adults in Oakland County learned how to reduce their risk of illness when preparing food and to preserve food safely, childcare providers learned how to reduce foodborne illnesses in the children they care for, and food service managers, workers and volunteers across the state learned how to protect their customers' health and sell food products safely and legally. After participating in MSU Extension's food safety programming:

 **86%**

of consumers who attended Home Food Preservation classes reported feeling confident or very confident in their ability to find research-based recipes

 **69%**

of childcare providers attending Safe Food = Healthy Kids classes now plan to check food temperature with a calibrated food thermometer

 **85%**

of food pantry volunteers who attended Pantry Food Safety: It's Your Job! programming reported that they are very confident in their handwashing and personal hygiene knowledge, as a result of this class



COUNTY OFFICE STAFF

AGRICULTURE AND HORTICULTURE

Lori Imboden, Consumer Horticulture Educator, 248-858-1008

COMMUNITY DEVELOPMENT: COMMUNITY FOOD SYSTEMS, FINANCIAL STABILITY, PUBLIC POLICY & LAND USE

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HEALTH & NUTRITION

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YOUTH DEVELOPMENT

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