

CYNTHIA E. CRAWFORD

VITA

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Residence

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EDUCATION

University of Pennsylvania

Postdoctoral Study, June 2017 – present

Foundations in Positive Psychology Coursera Certificate
Martin Seligman Center for Positive Psychology

University of Missouri

Postdoctoral Study, May 2017

Graduate certificate in positive psychology.

Doctoral Degree, December 1997

College of Career and Technical Education
Adult education with areas of emphasis in Community Development and
Consumer and Family Economics. Academic focus on programming
measurement and evaluation and how adults learn

Community Development Diploma, January 1994

Education Specialist Degree, December 1989

College of Education, Practical Arts and Vocational
Technical Education

Master of Science - Family and Consumer Economics, Dec. 1981

College of Human Environmental Sciences,
Consumer and Family Economics Department

Northeast Missouri State University (Now Truman State University)

Bachelor of Science in Education, May 1979

Vocational Home Economics Education - 3.95 Cumulative
GPA, 4.0 in Home Economics major

Indian Hills Community College

Associate of Arts - Business Management, 1976
3.87 Cumulative GPA

CAREER DEVELOPMENT

2015- present

Extension Professor - University of Missouri Extension

Faculty member of the Department of Personal Financial Planning
Develop, direct and evaluate retirement planning for faculty and staff within Extension, the four campuses of the University of Missouri and System-wide. Delivery methods include online and face to face seminars as well as material development and training for Extension faculty outreach. Retirement well-being involves a holistic approach including goal setting and action solutions for financial, psychological, environmental and health well-being.

Impact:

Challenged to review research and best practices, write and work with instructional design to have the course ready to pilot in 12 months. The course was ready to pilot in 10 months.
How to get an “A” in retirement marketed to 30,000 faculty and staff on all four campuses, hospitals and clinics, Extension and at the system level.
Completion rate is exceeding the norm for online classes
Course impact and behavior changes documented and exceed expectations
Delivery methods evaluated and fine-tuned for future classes
Effective marketing strategies explored
In process of rewriting the course for Missouri residents. Delivery planned through Extension Nexus once their infrastructure is in place
All courses offered, to date, have been filled to capacity.
Elected by faculty to the NTT committee

2013- 2015

Director of Donor Education, University of Missouri Extension

First person in this position – mission is to change the culture of the entire organization to embrace gifts and endowment building as integral to continue and grow the mission of University Extension.

Traveled 25,000 miles per year around the state to train volunteers, council members, faculty and staff.

Established and facilitated the growth of county gift and endowment accounts.
Promoted active management of spendable funds.
Built trust between volunteers, faculty, staff and administration.
Many opportunities for public speaking.
Catalyst for nationally recognized program development “Giving in Family Financial Plans”
Coordinated retiree relations – luncheons around the state twice a year
Wrote quarterly newsletter for donors and retirees “Friends of Extension”

Impact:

5500 people trained
\$350,000 mobilized to support MU Extension Council’s goals

Endowment fund growth from \$1.1 million to \$1.6 million
Quality donor education materials written and published online and printed
Vibrant retiree program
Professional newsletter published quarterly

Additional leadership roles:

One Mizzou Extension Steering Committee (2 year term)
Strategic Planning and Resource Allocation Committee (campus wide) 3 year term completed
Teaching faculty for the Community Development Academy on program evaluation
Teaching faculty for new faculty orientation on program evaluation
Presentations at national and state conferences on donor education and development

2002-2012 **University of Missouri Extension Specialist and County Program**

Director (Co-County Program Director since 2011)

In the first group to be promoted to Extension Professional 2011
County Program Director Excellence Award 2011
County Program Director – county budget tripled from 2002 to present
County annual reports used as a model statewide – both content and appearance
Moved office from inadequate facility to a quality facility/ADA compliant
Cutting-edge community education on personal and family financial management, tourism development, entrepreneur development, leadership and community development.
Family financial education work in 7 counties.
13 million radio impressions per year in 5 states for over 25 years
SALT – Program Director for Saline County Leaders for Today
Regional Women in Ag Conference recognized as a national model
Tourism Development lecturer in Taiwan – 15 presentations
Rural tourism development at the county and regional level
Redesigned county website
Timely and accurate reporting
Mentor and train new staff
Special assignments have included:
Public value development work group - statewide
Program evaluation education for regional and statewide faculty
Economic crisis taskforce – statewide
Trust builders work group – statewide
Strategic Planning and Resource Allocation Committee –campus
Non-tenure track promotion committee 2010/2011
Program development that has been used statewide
Financial Planning and Divorce
Take Control of Your Finances
Thrifty Estate Planning
Financial planning spirals

2000-2002

Human Resource Development Specialist, University Outreach and Extension

Two-year focused assignment traveling 1 million miles
Identifying and recruiting prospects for field faculty and system administration positions – including many campus visits and national meeting exhibits
Facilitate the recruiting and hiring process, making sure that all AA/EEO laws are honored
Check references of applicants
Orientation training for core personnel teams
Continually train and manage 50 recruiting team members
Chair of the University Outreach and Extension Futuring Committee
The Status of Women in Missouri Advisory Committee

1982-2000

University Outreach and Extension Faculty / Family and Consumer Economics Specialist

Central Missouri Region (14 Counties)

Primary responsibilities:

1. Lead Adult Education Workshops and Seminars on resource management, including time, financial planning, savings and investments, estate planning, risk management, consumer law, creative design making, leadership and community capacity building.
2. Facilitate process in people coming together to solve problems and build on strengths.

Specific assignments and recognition include:

Saline County Program Director – 2000

Saline County L.I.F.E. – Leadership Initiative Through Fellowship and Education – fellowship coordinator for 100 existing and emerging community leaders

Saline County served as pilot county for:

Community Connection
Saline County Study
Internet Master Program
Project REACH

Saline County Study Management Co-Chair – 1998-2000

Consumer Economics Update WebPages

Co-creator and organizer

Webmaster
Web site impact evaluation

Thriving newsletter editor

**Missouri Employer Committee – MO Division of Workforce
Development**

NELD North Central Extension Leadership Development Fellowship

1998 - 1999

Leadership seminars in Orlando, Colorado Springs, Chicago
and Washington D.C.

Saline County Connectivity.Technology (Con.Tech!) Coalition

Organizer and catalyst

Human Environmental Sciences Advisory Committee

Statewide Evaluator for Internet Master Programming -

Trainer in Missouri and Oregon

Evaluation director

Missouri Head Start Association

Regional representative to State Advisory Board

State conference planning committee

Continuing Education Units provider

Missouri 4-H 500 Club - donor

Trainer for Missouri Association for Community Action

How to Teach Adults

Community Organizing

Leadership Development and Citizen Education Focus Group

State Extension Committee

Financial Clinic Director

Daily Radio Programs - reaching into five states, 4 to 5 times per day. Started in
1984. 144 radio cuts written and recorded per year

Sustainable Agriculture Work Group

State Extension Committee

MOMS - Mothers Offering Mothers Support (Mentoring)

Saline County Interagency Council
Vice President
President

Women's Financial Information Program

Cheers! Newsletter - Flood recovery programming

Senior Series Newsletter

MATCH Maternal and Child Health Council organizer and treasurer

SCORE Saline County On-Line Resource Education organizer - Coalition for technology accessibility for all Saline County citizens.

Interim State Consumer and Family Economics Specialist

State BPW Mentoring Award

Editor of Interagency Newsletter - for parents of young children

State Initiative Task Force on Family Well-being

Co-chair Regional Initiative Task Force on Building Family Strengths

Co-chair and Co-founder of "Carroll County Helping Professionals." Eighty professionals in network. Also edited monthly newsletter.

State Level Committee Assignments Continual from

Prison Curriculum Development Committee Winter Institute on Evaluation - Orlando, Fl.

Chair Rural Crisis Task Force - 15 county, active on state committee

State Communications Awards

Women's Business Ownership Conference

Extension Winter School - Tucson, Az.

Region 7 Public Information Committee

Coordinator - Region 7 Home Economics Newsletter Layout and Design.
Reaches 6,000 households monthly.

State Family Economics and Management Advisory Committee
Chair
Recorder

Rookie of the Year Award

Team Energy Award

4-H Curriculum Development Committee

Pilot Project on Computer Utilization

1990-1994

W. K. Kellogg Foundation International Leadership Fellowship

\$250,000 spent per fellow, including international and domestic travel
Project Grant (\$22,000) leadership lessons from the Flood of 1993
Project Grant (\$60,000) for community capacity to support individuals and families.

Project Grant (\$14,000) pilot to build community supports for women in transition from welfare to non-welfare roles.

Project Grant (\$33,000) edit and publish national and international KILP newsletters.

59 in fellowship, only 13 of which were from the United States.

Conference themes: Leadership, Cultural Diversity, Community Organizing

1982

Project Life (Leisure Is For Everyone)

Graduate Assistant Team Leader of graduate and undergraduate students on \$180,000 Department of Mental Health Grant.

1979-1982

American Council on Consumer Interests

Appointment with the national headquarters.

Administrative responsibilities included computerizing the office with Mark IV program, cash flow management, supervising undergraduate interns, and facilitating the development of student chapters across the United States.

1980-Summer **U.S.D.A. Research Grant**

Research Assistant for Dr. Ivan Beutler.

PROFESSIONAL MEMBERSHIPS DURING EXTENSION TENURE

International Positive Psychology Association
Financial Planning Association
University of Missouri Extension Association

Staff benefits Committee
 Board Member
 Continuous Member
 Association for Financial Counseling and Planning Education – charter member since 1982
 4 national presentations
 2 keynote presentations for the Extension Preconference
 Financial Therapy Association
 1 national keynote presentation
 National Association of Extension Staff Development and Staff Development Professionals
 1 national presentation
 Family Resource Coalition
 Representative to national meeting, 1990. Presenter in 1994.
 National Association of Family and Consumer Sciences
 Representative to national conference 1982, 1984.
 Missouri Association of Family and Consumer Sciences
 State Membership Chair, 1983-1984
 State Professional Improvement Chair, 1984-1985
 State Public Policy Chair, 1993-1994
 National Public Policy Conference (JCEP), 1993
 Extension Community Development Association
 Alumni Association UMC and Truman State University
 Epsilon Sigma Phi
 Missouri Association for Adult and Continuing Education
 Newcomers Institute, 1994
 Missouri Valley Association for Adult and Continuing Education
 Saline County Interagency Council
 Carroll County Helping Professionals
 Missouri Vocational Association
 Missouri Association for Social Welfare
 Saline County Maternal Child Health Council

VOLUNTARY MEMBERSHIPS

Church - Stewardship and Youth Committees, Outreach Chair
 Sunday School Teacher - Young Adults, Search Committee, Youth Committee Chair, board member and Elder
 Rotary International – 15 years. Board member. Grantee
 Marshall Area Chamber of Commerce - Banquet Keynote, Santa Fe Trails Kickoff keynote, Member,
 Tourism Committee Secretary
 PEO - Program Committee, Scholarship Committee
 Heart to Heart - Suicide Prevention Hotline Volunteer

THESIS/DISSERTATION

Sources of Bias - Objective and Subjective Levels of Food Consumption, Dec. 1981.

The Internet Master Program: Internet Education for Adults and Facilitating Volunteer Community Education, Dec. 1997

PUBLICATIONS

Perceptions and Misperceptions in Consumer Resource Management, CE Crawford and IF Beutler, Journal of Consumer Studies, (1983) 7, 45-58.

Response to the Rural Crisis - Missouri Cooperative Extension Services, Cynthia Crawford, Human Services in the Rural Environment, (1986), 33-37.

UMC Guide sheets:

Lodging Consumer Complaints.
Pat Lieurance, co-author.

Farm Family Living Expenses - Take Control
Rob Weagley, co-author.

Presentation Topics

How to get an “A” in retirement

Who wants to be a millionaire? I know how.

Plain talk about Social Security

Development 101 – Everything Seems Difficult Before it Gets Easier

Active Management and Monitoring of Spendable and Endowment Accounts

Celebrating 100 Years of Extension Success – Daring to Dream for the Next 100

What’s working – MU Extension Development Momentum

How gift and endowment accounts work

Program Evaluation That Really Makes a Difference

Making Money Count

Trust Building – Council to Campus

Trust and Financial Behavior Change – national professional conferences

Ignite Interest in Your Financial Presentations!

Energize Your Financial Workshops

Financial Game Plan

Money U

Retire Well

Thrifty Estate Planning

Incorporating Public Value Statements into Reporting

Money Action Plans

Take Control of Your Finances (for unemployed people)

Your Money – Have more, Do More, Be More

Matter of Balance

Small Steps to Health and Wealth

Stretch Your Dollars

How to Ask for Money

Managing Volunteers

Grantwriting 101

Financial Education for First-Time Home Buyers

Identity Theft

Golden Age Farming – Author of retirement section

Keys to Staffing a Recruiting Event

David Betterman's Top 10 List – Join Our Team

Intentional Recruiting Plan for University Outreach and Extension

Orientation for Core Personnel Teams
Applicant Materials Review (AMR)
System Level Interview

How to do Programming Evaluation – new faculty orientation and Community Development Academy

Retirement Planning for Educators

When Being Organized is Not Enough

Courage and Change

Learned Optimism

Work and Family Balance

Money Matters - For Probation and Parole citizens

Surviving v. Thriving in Human Services

Community Organizing - Beyond the Basics

Democracy and Technology - Kellogg Foundation International Leadership Seminar, Washington D.C.,
November 1999

Heart of Saline County - Fall of 1999

ABC's of the Internet

How to Teach Adults - Get Beyond Trapping Them in Their Chairs!

Financial Management Utilizing Quicken - 3 session series

But I Don't Have Time to be a Volunteer

The Internet - Connecting Saline County to the World (and the World to Saline County)

Character Counts

Computers as a Teaching Tool
Financial Mistakes Even Smart People Make

Goal Setting in Later Years

Internet Master Evaluation Process

Money Myths

Retirement Planning for Educators

Savings and Investments

Strengths Based Resource Management

What Internet Master Evaluation Shows

Programming Evaluation - Plain Talk

Building Family Strengths

ReThink Anger

Saline County L.I.F.E. - Leadership Initiative through Fellowship and Education

Fostering Creativity and Teamwork

Excellent references available upon request