



Erica Tobe, PhD

**Director, MSU Extension Children and Youth Institute
MSU College of Agriculture and Natural Resources**

Dr. Erica Tobe became director of Michigan State University (MSU) Extension's Children and Youth Institute (CYI) in July 2020 after having served as associate director since May 2019. In these roles, she has provided leadership to more than 200 staff across the state who work collectively to prepare Michigan's children and youth for the future.

Tobe began her career with MSU Extension as a children, youth and families agent in Branch County before becoming a 4-H agent in Washtenaw County and later, a program leader for MSU Extension's youth and adult financial literacy initiatives. Most recently, she was a specialist with the financial and homeownership education team.

Tobe has a joint appointment between MSU Extension and MSU's Department of Human Development and Family Studies (HDFS). Since 2011, Tobe has taught HDFS 238: Personal Finance and co-coordinated collegiate financial literacy, including a partnership with MSU Federal Credit Union to support Go for the Green, new incoming student orientation, and Money Smart Week collegiate financial literacy initiatives. From 2016 to 2018, Tobe also served as the graduate program director for HDFS.

Tobe has a bachelors degree in family resource management, a masters of social work in clinical social Work, and a PhD in human development and family studies, all from MSU.