

# 2008 University of Wisconsin Extension Annual Report of Accomplishments and Results

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## I. Report Overview

### 1. Executive Summary

University of Wisconsin-Extension Cooperative Extension applies university knowledge and research to meet the needs of citizens and communities. As Wisconsin grows more ethnically diverse, this diversity both enhances and challenges communities. Extension partners with local organizations, farmers, consumers, business owners, support services, coalitions, decision makers, and public and tribal government agencies to develop educational initiatives that build on the strengths of diverse communities.

UW-Extension campus-based state specialists and county agents conducted strategic planning during 2007 to 2008, engaging more than 600 stakeholders from all 72 counties. Campus and county faculty and staff analyzed community issue statements to determine how to address emerging concerns. The needs identified through this process focused research and extension education for nearly 50 statewide self-directed teams.

The 2008 University of Wisconsin-Extension annual report of accomplishments includes outcomes and impacts for the work of 10 of these statewide teams and their colleagues. In addition to these teams, Wisconsin experienced record flooding during the summer of 2008. Extension response to this flooding is found in the planned program entitled, "Extension Responds to June 2008 Floods."

#### Building 4-H After School Programs

UW-Extension campus and county faculty, staff and trained volunteers collaborate with educational partners to improve the quality of After-school programs and strengthen community collaborations that support caring for school-age youth during out of school time. Trained county 4-H youth development educators, campus specialists, AmeriCorps and VISTA staff provide research-based face-to-face training supported by online courses, experiential 4-H curricula, resources and capacity-building support to local after-school staff, youth and adult volunteers.

#### Community and Economic Development Preparedness

Changing economic conditions have forced many Wisconsin communities to rethink their community and economic development strategies. Although many communities have completed the economic development element of comprehensive plans required by 2010, they may still need implementation strategies based on solid data and proven methods. Other communities may need a shared vision to focus efforts on building Wisconsin's New Economy. The statewide Community and Economic Development Preparedness Team, colleagues and community partners support Cooperative Extension faculty and their programs aimed at helping communities explore economic development alternatives through transformation of a wealth of data into practical information that helps stakeholders and communities understand critical economic issues and make better informed decisions to meet priority needs.

#### Dairy

To increase profitability, productivity and quality of life among dairy farmers, the statewide Dairy Team, Farm and Risk Management Team and colleagues provide timely objective education and technical assistance on developing a successful business or farm succession plan, evaluating alternative feed ingredients, assessing and managing risks, modernizing or building low-cost dairy retrofit parlors, adopting research-based best management practices, bilingual production and herdsman training for Spanish-speaking workers, business and entrepreneurship close to home for hard-to-reach farm women through presentations on farms and in class, dairy meetings, field days, farm tours and pasture walks, workshops, conferences and teleconferences, peer networking and mentoring; 4-H animal science projects, and dissemination of teaching materials through websites, publications, farm news media, CDs, DVDs and software.

#### Downtown Vitality and Community Placemaking

Downtowns and neighborhood business districts throughout Wisconsin face serious problems that impact quality of community life. The recent economic downturn challenges not only community businesses, but also local governments. The Downtown Vitality and Community Placemaking Team's purpose is to help Wisconsin communities in their efforts to recapture or sustain the vitality of their downtown and business districts. The team accomplishes its purpose by serving as a knowledge resource to Wisconsin communities. As a result, communities understand the principles of what makes for vital downtowns and quality places, and apply these principles in local community planning processes.

#### Family Caregiving, renamed Aging in Our Communities

To strengthen family caregiving and financial security later in life, the statewide Family Caregiving Team--renamed Aging in Our Communities for 2009 and beyond--works to develop and disseminate research-based educational programs that address priority needs of Wisconsin's diverse aging population, their families and communities. Family Living Programs campus and county faculty and staff provide professional development for extension colleagues, other professionals and volunteers, and support for community coalitions and collaborations.

#### Family Financial Education

Wisconsin's Cooperative Extension statewide Family Financial Education Team collaborates with trained volunteers and local partners using tested, unbiased information to provide education and counseling on how to manage spending, plan for savings, select appropriate insurance, build and maintain good credit, and work to improve bad credit. This includes how to protect against predatory lending, scams and identity theft, as well as prevent foreclosure and bankruptcy.

#### Helping Youth Understand Agricultural Issues

Agriculture offers more than 200 careers involving everything from animal care, management and production to anticipating consumer needs around the world, biosecurity to business planning, computers to combines, research and education. Agricultural occupations are also among the most hazardous types of work. New farm law covers everything from food safety and rules of the road for teen tractor drivers to livestock facilities siting and land use - making for a wholesome and safe food supply, safe drivers, a competent, well-trained agricultural workforce, good neighbors and safe drinking water, conservation of sensitive areas and sustainable resources for the future.

#### Nutrient Management

The interdisciplinary statewide Nutrient Management Team is developing an integrated approach to provide programming and research for sustainable nutrient management on Wisconsin farms. ANRE and CNRED campus and county faculty work with educational partners to provide research-based education and best practices to help farmers manage their nutrient resources to maximize profitability and environmental protection through presentations on farms and in class, field days, farm tours and pasture walks, workshops, conferences and teleconferences; and dissemination of teaching materials through websites, publications, CDs, DVDs and software.

#### Organizational Development

Organizational development is a capacity-building approach applied to many educational programs across all Wisconsin Cooperative Extension program areas. This approach helps participants, organizations and communities address a variety of priority issues on the basis of organizational structure, function and leadership. The interdisciplinary Organizational Development Team, colleagues and community partners focus on initiatives addressing a broad spectrum of organizational development topics. Extension's organizational development efforts cut across program areas and institutional partnerships. Building the capacity of Wisconsin's government, quasi-government, and non-profit organizations is the unifying theme of quite diverse and targeted initiatives.

#### Youth Voices in Community Action and Governance

The statewide Youth Voices in Community Action and Governance Team provides research-based training, educational resources and experiences with participatory democracy and juvenile justice, engaging youth in community decision making and community governance, working with elected officials to establish youth positions on public boards and standing committees, councils, and teen courts, and training adults on effectively working with youth as partners. Youth gain understanding of how decisions are made and develop skills to plan, organize and communicate effectively.

#### Extension Response to June 2008 Floods

In early June 2008, record rainfall initiated widespread flooding across southern Wisconsin. Over the weekend of June 7 and 8, a stalled weather system brought 4 to 7 inches of rain, followed by another bout of intensive rain a week later. By June 13, total precipitation throughout south-central Wisconsin exceeded 10 inches, with 12 to 16 inches in some areas. The flooding caused tens of millions of dollars in damages, including lost crops, soil erosion, water pollution, weakened and damaged infrastructure, and flooding of homes and businesses. In late June, President Bush declared 30 southern Wisconsin counties to be federal major disaster areas (FEMA-1768-DR). Extension clientele faced personal and economic challenges from the flooding. Prominent were the impacts on local businesses, especially agriculture and horticulture. Floodwaters contaminated with fertilizer, pesticides, sewage and other materials created widespread concern about the safety of surface and groundwater, especially from private wells. The potential impacts on public health of mold and mildew in flooded buildings, basements, and infrastructure, along with worries about structural safety, raised additional questions and increased stress in affected families. There was also a continuing need for information about how to document losses and to access state and federal emergency management resources. UW-Extension Cooperative Extension acted quickly to address these needs.

**Total Actual Amount of professional FTEs/SYs for this State**

Year:2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	81.0	0.0	2.0	0.0
<b>Actual</b>	148.6	0.0	0.0	0.0

**II. Merit Review Process**

**1. The Merit Review Process that was Employed for this year**

- Internal University Panel
- External University Panel
- External Non-University Panel
- Combined External and Internal University Panel
- Combined External and Internal University External Non-University Panel
- Expert Peer Review

**2. Brief Explanation**

Merit review is ongoing as statewide self-directed teams develop specifics for the duration of planned programs. At the state level, program area administrators review and oversee team programming. Teams co-chaired by campus and county faculty set the direction for their initiatives, complete a statewide team plan of work, develop research-based educational resources, and report progress toward planned outcomes.

Merit reviews are conducted jointly by team leaders, program directors, and multi-state and regional partners. Teams use reviewers' recommendations to improve program quality and relevance for the intended audience, and include review comments in annual accomplishment reports and plans of work.

UW-Extension Cooperative Extension curricula and publications are peer reviewed by research and extension faculty, government or industry colleagues and professionals as appropriate to the content, purpose and intended audience. Translations are also reviewed for cultural appropriateness. Scholarly peer review and cultural review assure the quality and relevance of educational materials and outreach scholarship.

At the county level, local programming addresses priority issues identified through strategic program planning. Local elected officials review county programs as part of their oversight of extension programming.

**III. Stakeholder Input**

**1. Actions taken to seek stakeholder input that encouraged their participation**

- Use of media to announce public meetings and listening sessions
- Targeted invitation to traditional stakeholder groups
- Targeted invitation to non-traditional stakeholder groups
- Targeted invitation to traditional stakeholder individuals
- Targeted invitation to non-traditional stakeholder individuals
- Targeted invitation to selected individuals from general public
- Survey of traditional stakeholder groups
- Survey of traditional stakeholder individuals
- Survey of the general public

**Brief Explanation**

University of Wisconsin-Extension initiates a multi-year planning process every five years. UW-Extension engaged in statewide 5-year planning during 2007 and 2008. This process is the primary, institution-wide effort to seek broad-based stakeholder input. Extension's program development model provides the overall framework for soliciting, analyzing, and summarizing stakeholder input. The model includes situation analysis, priority-setting, inputs, outputs, anticipated outcomes and evaluation planning. Campus and county UW-Extension faculty and staff participate in regular grower, producer, consumer, network, community, school, government, business and community coalition meetings to stay informed of key stakeholders' changing needs.

**2(A). A brief statement of the process that was used by the recipient institution to identify individuals and groups stakeholders and to collect input from them****1. Method to identify individuals and groups**

- Use Advisory Committees
- Use Internal Focus Groups
- Use External Focus Groups
- Open Listening Sessions
- Needs Assessments
- Use Surveys

**Brief Explanation**

Stakeholder identification and involvement were key components of Extension's multi-year planning process. While county offices had latitude in tailoring their planning process to their unique needs, they were strongly encouraged to use methods that solicited feedback from their communities' diverse populations and from both internal and external stakeholders of Extension. Ongoing county civil rights reviews examine the methods used during the stakeholder identification phase and formulate recommendations intended to strengthen this aspect in future planning initiatives.

**2(B). A brief statement of the process that was used by the recipient institution to identify individuals and groups who are stakeholders and to collect input from them****1. Methods for collecting Stakeholder Input**

- Meeting with traditional Stakeholder groups
- Survey of traditional Stakeholder groups
- Meeting with traditional Stakeholder individuals
- Survey of traditional Stakeholder individuals
- Meeting with the general public (open meeting advertised to all)
- Survey of the general public
- Meeting specifically with non-traditional groups
- Survey specifically with non-traditional groups
- Meeting specifically with non-traditional individuals
- Survey specifically with non-traditional individuals
- Meeting with invited selected individuals from the general public
- Survey of selected individuals from the general public

**Brief Explanation**

Input has been gathered from diverse and under-represented audiences statewide through focus groups, interviews, listening sessions and case studies of youth-adult partnerships. When appropriate, teams develop culturally sensitive educational strategies; translate materials into different languages; and partner with agencies and groups representing the needs of under-served and under-represented populations. In addition, state team efforts must be viewed in relation to the local context, where all 72 of Wisconsin county extension offices have civil rights plans designed to reach the traditionally under-served.

**3. A statement of how the input was considered**

- In the Budget Process
- To Identify Emerging Issues
- Redirect Extension Programs
- Redirect Research Programs
- In the Staff Hiring Process
- In the Action Plans
- To Set Priorities

**Brief Explanation**

Results from stakeholder input identified priority issues. County issue statements were analyzed and summarized by types of capital, were reviewed by teams and presented at a planning summit in April 2008. This planning set direction for extension and research to address priority issues, is being incorporated into budget and staffing decisions through nearly 50 statewide self-directed teams, and will shape team implementation and evaluation plans for the next five years and statewide federal 2010 to 2014 plans of work.

**Brief Explanation of what you learned from your Stakeholders**

Stakeholders from across the state's 72 counties identified over 400 issues. An analysis of these issues identified the following themes:

Economic and Capital: Improve individual/family financial security; Increase business profitability; Improve conditions that support local economy.

Human and Cultural Capital: Life skills development; Optimal conditions for child development created; Family relationships enhanced; Physical needs met; Diverse populations gain social, economic power; Diverse perspectives positively influence community.

Natural Capital: Individual actions conserve, protect, and enhance natural environment; Healthier natural environment results from community action.

Social and Organizational Capital: Skills developed for community benefit; Organizations developed to benefit community; Citizens act to improve community.

**IV. Expenditure Summary**

1. Total Actual Formula dollars Allocated (prepopulated from C-REEMS)			
Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
7916119	0	0	0

2. Totaled Actual dollars from Planned Programs Inputs				
	Extension		Research	
	Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
<b>Actual Formula</b>	6059979	0	0	0
<b>Actual Matching</b>	6059986	0	0	0
<b>Actual All Other</b>	0	0	0	0
<b>Total Actual Expended</b>	12119965	0	0	0

3. Amount of Above Actual Formula Dollars Expended which comes from Carryover funds from previous years				
<b>Carryover</b>	3387371	0	0	0

**V. Planned Program Table of Content**

<b>S. NO.</b>	<b>PROGRAM NAME</b>
1	Dairy
2	Nutrient Management
3	Community and Economic Development Preparedness
4	Downtown Vitality and Placemaking
5	Youth Voices in Community Action and Governance
6	Building 4-H After School Programs
7	Family Caregiving
8	Family Financial Education
9	Helping Youth Understand Agricultural Issues
10	Organizational Development
11	Extension Response to June 2008 Floods

**Program #1**

**V(A). Planned Program (Summary)**

**1. Name of the Planned Program**

Dairy

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
307	Animal Management Systems	15%			
315	Animal Welfare/Well-Being and Protection	20%			
401	Structures, Facilities, and General Purpose Farm Supplies	15%			
403	Waste Disposal, Recycling, and Reuse	10%			
601	Economics of Agricultural Production and Farm Management	10%			
602	Business Management, Finance, and Taxation	10%			
608	Community Resource Planning and Development	15%			
803	Sociological and Technological Change Affecting Individuals, Families and Communities	5%			
<b>Total</b>		100%			

**V(C). Planned Program (Inputs)**

**1. Actual amount of professional FTE/SYs expended this Program**

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	23.3	0.0	0.0	0.0
<b>Actual</b>	42.6	0.0	0.0	0.0

**2. Actual dollars expended in this Program (includes Carryover Funds from previous years)**

Extension		Research	
<b>Smith-Lever 3b &amp; 3c</b> 2006891	<b>1890 Extension</b> 0	<b>Hatch</b> 0	<b>Evans-Allen</b> 0
<b>1862 Matching</b> 2006891	<b>1890 Matching</b> 0	<b>1862 Matching</b> 0	<b>1890 Matching</b> 0
<b>1862 All Other</b> 0	<b>1890 All Other</b> 0	<b>1862 All Other</b> 0	<b>1890 All Other</b> 0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

To increase profitability, productivity and quality of life among dairy farmers, the statewide Dairy Team, Farm and Risk Management Team and colleagues provide timely objective education and technical assistance on developing a successful business or farm succession plan, evaluating alternative feed ingredients, assessing and managing risks, modernizing or building low-cost dairy retrofit parlors, adopting research-based best management practices, bilingual production and herdsmanship training for Spanish-speaking workers, business and entrepreneurship close to home for hard-to-reach farm women through presentations on farms and in class, dairy meetings, field days, farm tours and pasture walks, workshops, conferences and teleconferences, peer networking and mentoring; 4-H animal science projects, and dissemination of teaching materials through websites, publications, farm news media, CDs, DVDs and software.

**Dairy Replacements, Feeding and Nutrition:** Recent increases in feed costs, both purchased and homegrown, have been unprecedented. While through June 2008 feed cost increases were largely offset by higher milk prices, plummeting milk prices with sustained high feed costs is now a major concern for dairy producers and agri-business. From results of the Costs of Raising Dairy Replacements Study, feed cost makes up more than half the cost to raise a dairy replacement. Feed cost is the second largest cost in raising a pre-weaned calf and the largest cost in raising weaned heifers. Educational programs and materials and decision tools in the areas of feed cost and income over feed cost and alternative feed ingredients are of increased need during this time.

**Modernization:** As farmers struggle to decide between changing their management, infrastructure and herd size or exiting the business, campus and county faculty and staff help them make informed decisions to achieve their goals through educational programs and technical assistance on specializing in a more profitable niche market such as grass-fed with managed rotational grazing, farm succession and business planning, or modernizing the dairy with a more labor efficient system such as a low-cost retrofit milking parlor or freestall barn. Results of the 2008 Wisconsin Dairy Modernization Survey are summarized in the evaluation studies section of this report.

**Hispanic Labor:** Bilingual Dairy Worker Training modules are developed in English and Spanish with the UW-Madison's Babcock Institute for International Dairy Research and Development, so more dairy workers are learning calf care, reproductive care, milking, feeding and herdsmanship skills, standard best management and disease-prevention practices, animal handling and farm safety. The Dairy Partner/El Compañero newsletter reinforces trainings for 2,500 Spanish-speaking dairy employees on 550 farms. Bilingual Dairy Worker Training modules are shared with colleagues at the Four-State Dairy Conference, have been adopted by Illinois, Iowa and Minnesota, sold to educators and dairy producers in the Midwest, Canada, Mexico and South America, and online at: <http://babcock.cals.wisc.edu/dwt/dwt.lasso>

## **2. Brief description of the target audience**



Wisconsin Cooperative Extension Dairy Team Dairy Replacements, Feeding and Nutrition, Milk Quality, Hispanic Labor, Modernization and Reproduction Genetics work groups deliver statewide and multi-state educational programs working with a variety of audiences including producers, agribusiness professionals, farm services, 4-H youth, and locally elected officials. Of 178,497 adults reached through direct teaching methods in 2008, 98.8% were white, 0.3% Asian American, 0.1% African American, 0.1% American Indian and 0.8% Other identities; 67.7% were male and 32.3% female. Of these, 4.8% (8,297) identified as Latino / a, who may be of any race. In 2007, 9,546 4-H youth enrolled in the dairy cattle curriculum (most current data). Educational partners and the 797 volunteers trained made additional teaching contacts.

UW-Extension Cooperative Extension colleagues are connected by email ListServ, online newsletters and shared resources such as statewide WisLine webinars and the national Extension Disaster Education Network (EDEN) to quickly address critical timely issues such as the 2008 record flooding and extreme milk price volatility. Colleagues and other professionals in this network include Farm and Risk Management Team, Nutrient Management Team, Livestock Team, Team Forage and regional grazing networks, Team Grains Organic Farming work group, Emerging Agricultural Markets Team, UW-Extension county educators and state specialists with the Center for Dairy Profitability, Dairy Forage Research Center, Local Government Center, Discovery Farms, and researchers at UW-Madison, UW-Platteville, UW-River Falls, UW-Stevens Point and agricultural research stations.

Bilingual dairy worker training modules and cow-side exam DVD developed with the Babcock Institute for International Dairy Research and Development, UW-Madison School of Veterinary Medicine, and UW-Extension Distance/Education Digital Media help dairy and heifer producers communicate critical management and disease-prevention concepts for developing milking, reproductive care, calf management, herdsmanhip and farm safety skills among Wisconsin and regional Spanish-speaking dairy workers.

Educational partners include 4-H clubs and trained volunteers, high schools, farm business instructors, community and technical colleges, dairy business leaders and public officials, forage councils, Professional Dairy Producers of Wisconsin, Dairy Business Association, farm news media, county land and water conservation departments, regional planning commissions, Wisconsin Department of Agriculture, Trade and Consumer Protection, Wisconsin Department of Commerce Dairy 2020, Wisconsin Farm Bureau, USDA Natural Resources Conservation Service and Farm Service Agency, AgSource Dairy Herd Improvement Cooperative.

Ultimate beneficiaries include youth, aspiring farmers and entrepreneurs, small-scale, risk-averse, beginning and retiring dairy and heifer producers, dairy herd owners and managers, women in agriculture, Spanish-speaking dairy workers and their families, cheesemakers, farm support businesses, agency professionals, local government units, nonfarm neighbors, dairy product consumers in Wisconsin and around the world.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	100000	0	0	0
2008	178497	86000	9546	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008 :	0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	0	0	
2008	12	6	18

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- Direct participant contact

*Not reporting on this Output for this Annual Report*

**Output #2**

**Output Measure**

- UW-Extension Cost of Raising Dairy Replacements Study published in 6 parts in Hoard's Dairyman, circulation 86,000.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	86000

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

<b>O No.</b>	<b>OUTCOME NAME</b>
1	Agribusiness professionals and dairy producers will learn strategies that improve dairy operations.
2	Farmers, non-farmers and elected officials will increase their knowledge and understanding of land use planning and livestock facilities site legislation, best practices, and options for their local communities.
3	Dairy producers and support businesses will explore, learn and adopt modernization options and management practices that result in lower costs and/or increased productivity in their dairy enterprises.
4	Dairy producers will better understand their Hispanic employees, improve their management of these employees, and increase their requisite job-related knowledge and skills.
5	Participants will increase awareness about the importance of the relationships between agriculture, local government, rural residents and environmental and recreational pursuits.

**Outcome #1**

**1. Outcome Measures**

Agribusiness professionals and dairy producers will learn strategies that improve dairy operations.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	3300	4710

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Producers experienced extreme market volatility in 2008 when milk prices dropped from \$21 per hundredweight in June to \$11:50 by January 2009. Even through summer when prices still topped \$20, dairy producers felt the pinch of record high input prices. Diesel fuel hit a new record high while corn and soybean prices more than doubled. Potash, an important fertilizer for hay production, went from around \$200 per ton in 2007 to more than \$900 per ton. While grain and fuel prices retreated along with milk, fertilizer prices have been slower to follow. Producers faced with unprecedented price volatility and widely fluctuating margins needed guidance in effective ways to manage difficult times.

**What has been done**

UW-Extension Cooperative Extension campus specialists and county educators responded quickly with workshops, news releases, newsletters, individual consultations and farm visits to give dairy producers a framework from which to make decisions to manage feed and fertilizer costs. Dairy systems management specialist Victor Cabrera provided two sets of practical tools for decision-making among dairy producers and agri-business professionals. Improving dairy farm sustainability through strategic alternatives to corn grain feeding helps managers optimize income over feed cost by user-defined price feed commodities: <http://www.uwex.edu/ces/dairymgt/feeding.cfm> Income over feed supplement cost (IOFSC) optimizes and analyzes the substitution of feed supplements: <http://www.uwex.edu/ces/dairymgt/tools/index.cfm>

**Results**

Statewide in 2008, 4,710 dairy producers and agri-business professionals gained a better understanding of feed cost measures, 3,338 improved their knowledge of alternative feed ingredients, and 1,422 improved their knowledge of strategies for improving income over feed cost.

Manitowoc County: More than 225 dairy farmers, consultants and service providers learned ways to determine the value of various feedstuffs for dairy cattle compared to traditional feedstuffs such as dry shelled corn and soybean meal. Five dairy nutritionists and one producer requested UW-Extension Cooperative Extension FeedVal software for use with their clientele.

Costs of Raising Dairy Replacements Study: Calculating the costs of raising dairy calves and heifers is an essential part of dairy business management. In 2007, 49 herds representing the breadth of Wisconsin's dairy replacement herds were evaluated by 23 county agriculture agents. They determined the cost of raising dairy replacements from birth to calving increased 58 percent over a similar study 9 years earlier. In 2008, the 49 study participants were surveyed to assess the impact on their operations based on their participation in the study: 97 percent increased their knowledge of the cost of raising dairy replacements on their operation; 84 percent calculated their cost of raising dairy replacements and 39 percent made changes to reduce their cost of raising heifers. These changes were mostly to cut feed cost, which makes up more than half the cost to raise a dairy replacement. Feed cost is the second largest cost in raising a pre-weaned calf and the largest cost in raising weaned heifers. Results were shared in a six-part series in Hoard's Dairyman, circulation 86,000.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
315	Animal Welfare/Well-Being and Protection

**Outcome #2**

**1. Outcome Measures**

Farmers, non-farmers and elected officials will increase their knowledge and understanding of land use planning and livestock facilities site legislation, best practices, and options for their local communities.

**2. Associated Institution Types**

•1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	1900	2000

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

To curb conflict and protect water resources as suburbs and dairy farms expand, the Wisconsin legislature enacted the Livestock Facilities Siting Law--Wisconsin Act 235, implemented in 2006 by predictable uniform standards defined in Wisconsin Administrative Code Chapter ATCP 51. This law can only be applied where communities adopt zoning ordinances for siting large dairy or livestock operations with 500 or more animal units--at 1,000 pounds per AU, about 360 Holstein cows. Working with educational partners to engage public participation in achieving a measurable, agreed-on regulatory process, UW-Extension Cooperative Extension educators support community action.

**What has been done**

County agriculture and community resource development educators collaborated with Discovery Farms, Local Government Center and Wisconsin Department of Agriculture, Trade and Consumer Protection colleagues to provide research-based educational materials and programs that built capacity among 2,000 community leaders, farmers and non-farm neighbors for making local decisions and new ordinances consistent with state law. As of 2008, 21 counties and 34 towns have adopted large farm ordinances. These ordinances protect public health and safety by establishing standards and procedures for issuing licenses for new and expanded livestock and waste storage facilities.

**Results**

Manitowoc County: Through 4 years of educational collaboration, dairy and livestock agent Scott Gunderson worked with the Soil & Water Conservation Department, Planning and Parks Department, the Manitowoc County Corporation Counsel and County Executive to create a new zoning ordinance. Gunderson continues to meet with farmers to review large-farm licensing requirements so they know how to comply with the new standards. Chapter 28 Manitowoc County Livestock Facility Licensing Ordinance  
<http://www.uwex.edu/ces/cty/manitowoc/ag/documents/Chapter28Current.pdf>

Two years after passage, this ordinance has proved to be successful. Two dairy farmers have received their licenses and two more have submitted applications for review. Follow-up farm visits are conducted with Gunderson, the dairy farmer, Department of Natural Resources wastewater specialist, and Soil and Water Conservation Department staff. These two to three hour 'walk-throughs' have proven to be especially useful to not only the dairy producer, but also the regulatory personnel.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
403	Waste Disposal, Recycling, and Reuse
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development
601	Economics of Agricultural Production and Farm Management
401	Structures, Facilities, and General Purpose Farm Supplies
307	Animal Management Systems

**Outcome #3**

**1. Outcome Measures**

Dairy producers and support businesses will explore, learn and adopt modernization options and management practices that result in lower costs and/or increased productivity in their dairy enterprises.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	12000	8858

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Around 80 percent of Wisconsin dairy herds still had less than 100 cows, most milked in old-fashioned stanchion or tie stall barns, staying in business means replacing or converting aging buildings. And farmers say they want to improve labor efficiency and production per cow. Yet reinvesting hundreds of thousands of dollars in a new milking parlor, freestall barn and manure handling system remains cost-prohibitive for some and too great a risk for others. The recent statewide survey of 99 dairy farms described in the evaluation studies section of this report indicates that farmers gained the most useful knowledge of modernization ideas and principles by touring farms that have already modernized.

**What has been done**

In 2008, 4,513 dairy producers participated in UW-Extension Cooperative Extension modernization programs and tours while thousands of others took the Virtual Low-Cost Parlor Tour available around the clock (<http://marathon.uwex.edu/ag/modern/bures/quick-tour.html>). The Marathon County UW-Extension dairy modernization web page provides virtual tours and photo galleries of dairy farms that have made significant changes in their facilities with the help of UW-Extension throughout Northern Wisconsin, featuring an organic dairy. As a result of 2008 dairy modernization educational tours and programs, farm visits and consultations, county educators reported 696 participants made a modernization decision based on information and knowledge they acquired, and 393 adopted a technology or labor management practice. Another 322 determined the future viability of their businesses.

**Results**

New and retrofit milking parlors are improving herd health, efficiency and profitability statewide, saving labor costs, supporting jobs and infusing millions of dollars into local economies: The 2008 Wisconsin Dairy Modernization Survey of 99 producers who recently modernized is summarized in the evaluation studies section of this report, including key items for CSREES attention. Two county examples from that report follow.

Green County: The twenty dairies surveyed indicated an increase in milk production of 2,059 pounds per cow per year after modernizing. With 123 more cows per herd, this resulted in 55,292,337 pounds of additional milk production that helped keep cheese plants operating at capacity and contributed more than \$9.4 million of increased gross milk income annually to the local economy, 85% with UW-Extension assistance.

Marathon County: The improvement in labor efficiencies was striking, up from 35 milk cows to 50 per full-time worker after modernizing. Respondents' top-ranking source of educational and professional resources for making dairy modernization decisions came from UW-Extension. With 10,427 jobs depending on milk production, 46% of respondents attributed their continued dairy farming to modernizing.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development
601	Economics of Agricultural Production and Farm Management
403	Waste Disposal, Recycling, and Reuse

401	Structures, Facilities, and General Purpose Farm Supplies
315	Animal Welfare/Well-Being and Protection
307	Animal Management Systems
602	Business Management, Finance, and Taxation

**Outcome #4**

**1. Outcome Measures**

Dairy producers will better understand their Hispanic employees, improve their management of these employees, and increase their requisite job-related knowledge and skills.

**2. Associated Institution Types**

•1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	100	742

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

In the last 10 years, the Wisconsin dairy farm labor force has shifted to Spanish-speaking workers, mostly from Mexico. In a 2008 dairy employee survey conducted by dairy and livestock agents Paul Dyk and Tina Kohlman in Fond du Lac and Sheboygan counties, more than 70 percent of dairy workers identified as Latino/a. This labor force needs ongoing training and retraining. Current UW-Extension Cooperative Extension bilingual Dairy Worker Trainings are one-time sessions. Although effective, they need reinforcement over a long period of time. Few dairy operators speak Spanish, few publications target this labor force, and existing Spanish language publications target Latin America and management.

**What has been done**

In 2008, Fond du Lac County Dairy and Livestock Agent Paul Dyk continued the bilingual Dairy partner/EI Companero employee newsletter, reaching 2,500 Spanish-speaking dairy workers on 550 Eastern Wisconsin farms. This bimonthly newsletter reinforces skills and safety tips, and explains current best management practices for improving milking, reproductive care, calf management and herdsmanhip including helping cows with calving and fresh cow exams. Quality pictures clarify for an average fifth grade reading level audience key concepts in bilingual Dairy Worker Trainings (babcock.cals.wisc.edu/dwt/dwt.lasso), printed in color through industry support.

**Results**

As dairy producers update their facilities and add more cows to their herds, they need consistent, reliable employees trained in modern dairy practices. Now armed with an educational resource in English and Spanish, they can emphasize key concepts they used to attempt with hand signals. Through 2008 UW-Extension Cooperative Extension bilingual Dairy Worker Trainings reinforced bimonthly via the Dairy partner/EI Companero newsletter, 742 dairy producers are managing their Spanish-speaking employees better. More than 3,000 Spanish-speaking dairy workers improved their milking skills and understanding of mastitis, knowledge of dairy cow reproduction and estrus detection, calf management and calving skills, herdsmanhip skills and fresh cow examination procedures.

Both dairy operators and their workers have information they can trust. Response to the newsletter has been positive. In fall 2008 surveys, owner operators indicated the newsletter had been helpful on their operation. Many post the newsletter in employee break rooms, and one noted this is the first informative newsletter available. Two articles were reprinted by a national farm magazine, and various media sources link to the newsletters online: <http://www.uwex.edu/ces/cty/fonddulac/ag/dairy.html>

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
315	Animal Welfare/Well-Being and Protection
803	Sociological and Technological Change Affecting Individuals, Families and Communities

## **Outcome #5**

### **1. Outcome Measures**

Participants will increase awareness about the importance of the relationships between agriculture, local government, rural residents and environmental and recreational pursuits.

*Not reporting on this Outcome for this Annual Report*

### **V(H). Planned Program (External Factors)**

#### **External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)

#### **Brief Explanation**

Natural disasters: Southern Wisconsin agricultural producers faced heavy losses from the 2008 record flooding. Forty percent of crops already planted were destroyed, mostly corn and soybeans, with assessment needed to determine the extent of financial loss, food safety of remaining crops, and whether an alternative crop could still be replanted. For Extension's response see Planned Program "Extension Response to June 2008 Floods."

### **V(I). Planned Program (Evaluation Studies and Data Collection)**

#### **1. Evaluation Studies Planned**

- After Only (post program)
- Before-After (before and after program)
- Other (Direct Observation)

#### **Evaluation Results**



**2008 Wisconsin Dairy Modernization Survey:** In 2008, around 80 percent of Wisconsin dairy herds still had less than 100 cows. Most of these herds are milked and housed in traditional stall barns built in the early 1900s for much smaller cows that produced about one-fifth of the milk. Family-run dairies wanted to reduce their labor requirements for feeding and milking per cow. They also sought to increase cow comfort by moving cows to a free stall barn. UW-Extension Cooperative Extension campus specialists at UW-Madison, Platteville, and River Falls and county agents help many of these small to medium-sized producers modernize to stay in business.

**RESPONSE:** To document the impact of UW-Extension assistance, Green County agriculture agent Mark Mayer, biological systems engineering specialist David Kammel and county colleagues surveyed 99 Wisconsin producers who recently modernized their dairy facilities. Surveys recorded labor needs for pre and post modernization, and which educational resources and dairy professionals farmers used and valued most in the process.

**RESULTS:** Dairy producers identified touring and visiting other farms as the top educational resource they used in designing their dairy modernization projects (99%), and ranked visiting other farms most useful. Nearly four-fifths (78%) reported that the assistance and information received from a UW-Extension Specialist or County Agent had an impact on their decision process in modernizing their dairy facilities. They also ranked UW-Extension farm visits and seminars as very helpful (86%).

UW-Madison Agricultural and Applied Economics specialists estimate that each dairy cow generates \$17,000 of economic activity in the local economy. Applied to the average increase of 121 cows per herd through modernization of dairy facilities, this results in \$2.057 million of increased economic activity in each farm's local economy. The total 11,766 cows added to all the farms in the study would represent more than \$200 million to Wisconsin's economy.

Average annual milk production per cow increased by 1,439 pounds and the average herd increased by 121 cows after modernizing, resulting in more than 266.5 million additional pounds of milk sold for all the farms in the study. Using a farm milk price of \$17 per hundredweight (CWT), increased production per cow had a value of \$245 additional milk income per cow per year. Average gross milk sales per farm increased by \$466,100, a total of \$45.3 million for all 99 farms in the study.

Producers listed reducing labor per cow as the top benefit they gained from modernizing (96%). The average farm reported reducing their per cow labor by 25.8 hours per year with almost half of those savings from milking. With labor valued at \$12 an hour, per cow labor reductions saved an average \$309.60 per cow per year. For the average 203-cow herd after modernizing, annual labor savings per farm averaged \$62,848.80.

The top benefit to the cow reported was overall cow health (85%). Less feet and leg problems were listed as the second highest benefit to cows, followed by lower somatic cell counts, increased production, lower culling rate and increased conception rates.

### **Key Items of Evaluation**

Among 99 Wisconsin dairy producers who recently modernized their facilities, the UW-Extension 2008 Wisconsin Dairy Modernization Survey recorded labor needs for pre and post modernization. Producers listed reduced labor as their top benefit. For the average 203-cow herd after modernizing, annual labor savings per farm averaged \$62,848.80, almost half from milking.

The survey also documented several economic impacts from the data collected. Using a farm milk price of \$17 per CWT, increased production of 1,439 pounds per cow had a value of \$245 additional milk income per cow per year after modernizing. With 121 more cows per herd after modernizing, average gross milk sales per farm increased by \$466,100, a total of \$45.3 million for all 99 farms in the study.

Dairy cows and farms are recognized for the economic activity they generate for local economies. Using UW-Madison Agricultural and Applied Economics estimates, the total 11,766 cows added through modernization to all the farms in the study would represent more than \$200 million in economic activity infused into Wisconsin's economy.

About 4 of 5 dairy producers surveyed (78%) reported that the assistance and information received from a UW-Extension Specialist or County Agent had an impact on their decision process in modernizing their dairy facilities. Most respondents also ranked UW-Extension farm visits and seminars as very helpful (86%). With many jobs dependent on dairy production, 43 percent indicated they would no longer be in the dairy business if they had not modernized.

**Program #2**

**V(A). Planned Program (Summary)**

**1. Name of the Planned Program**

Nutrient Management

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships	60%			
133	Pollution Prevention and Mitigation	15%			
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants	25%			
<b>Total</b>		100%			

**V(C). Planned Program (Inputs)**

**1. Actual amount of professional FTE/SYs expended this Program**

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	11.6	0.0	0.0	0.0
<b>Actual</b>	13.2	0.0	0.0	0.0

**2. Actual dollars expended in this Program (includes Carryover Funds from previous years)**

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
522659	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
522659	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

The interdisciplinary statewide Nutrient Management Team provides programming and research for sustainable nutrient management on Wisconsin farms by combining the interests and skills of personnel from UW-Extension Cooperative Extension, governmental agencies, and the private sector. The mission of the team is to help farmers manage their nutrient resources to maximize profitability and environmental protection. Agriculture and Natural Resources Extension (ANRE) and Community, Natural Resource and Economic Development (CNRED) campus and county faculty work with educational partners to provide research-based education and best practices through presentations on farms and in class, field days, farm tours and pasture walks, workshops, conferences and teleconferences; and dissemination of teaching materials through websites, farm media, publications, CDs, DVDs and software. The Nutrient management Team provides leadership for three inter-agency initiatives:

1. Nutrient Management Farmer Education (NMFE): Three key programs -- on-farm research, trainings and grant funding -- intertwine to reach both farmers who seek out research-based education as well as those who lack the means to do so and can benefit the most by adopting best management practices. An interdisciplinary working group of the statewide Nutrient management Team incorporates the latest research recommendations from UW-Madison, Platteville, River Falls, Stevens Point, Discovery Farms and Pioneer Farm, county agents in updating the NMFE curriculum and training inter-agency instructors. Local collaborations deliver NMFE training to producers, mostly dairy operators, and secure funding for those most in need of nutrient management planning.

2. Multi-Agency Land and Water Education Grants have helped at-risk farmers develop nutrient management plans and funded more than 100 multi-year nutrient management projects, investing around \$10 million in areas with the most need and greatest potential for benefits. Discovery Farms applied research examines and monitors best practices with both economic and environmental benefits, such as controlling soil erosion, maintaining top yields, and managing nutrients, mainly nitrogen and phosphorus from manure including effects of melting snow: <http://www.uwdiscoveryfarms.org>

3. Fostering professional practices, ethics and conduct among custom manure applicators: For-hire manure applicators manage one-third of manure generated in Wisconsin, making them major partners in regulatory compliance. UW-Extension responded to their request for professional development with an interagency-industry collaboration to train new and existing firms. The industry now enforces professional standards under UW-Extension guidance, regulators and trained applicators throughout the Great Lakes Region are building mutual trust and cooperation in responding to spills, and firms completing certification pay less for liability insurance.

## **2. Brief description of the target audience**

The nutrient management team works with producers, commercial applicators, manure and fertilizer dealers, and other community members. Nutrient Management Farmer Education students include county and district conservationists, crop consultants, and farmers participating in federal cost-share programs, expanding or installing new facilities or referred to UW-Extension for training by conservationists. Of 39,302 adults reached through direct teaching methods in 2008, 99.6% were white, 0.1% African American, 0.1% Asian American, 0.05% American Indian and 0.2% other identity; 70% were male and 30% female. Of these, 1.9% (755) identified as Latino/a, who may be of any race. Educational partners and 485 trained volunteers made additional teaching contacts. With UW-Extension help, 6 Amish producers completed nutrient management plans and calibrated horse-drawn manure spreaders in 2008.

UW-Extension Cooperative Extension colleagues are connected by email ListServ, online newsletters and shared resources such as statewide teleconferences and the national Extension Disaster Education Network (EDEN) to quickly address critical timely issues such as effects of the 2008 record flooding on nutrient management. Colleagues and other professionals in this network include Agriculture and Natural Resources Extension campus and county faculty and staff, UW-Madison departments of Dairy Science; Soil Science, Animal Science, Agronomy, Agricultural and Applied Economics; Biological Systems Engineering, Environmental Sciences, Nutrient and Pest Management Program, Heart of the Farm Program, agricultural research stations, Discovery Farms, Environmental Resources Center, Local Government Center, UW-Platteville Pioneer Farm, UW-River Falls, and UW-Stevens Point Center for Land Use Education state specialists, geologists and hydrogeologists at the Wisconsin Geological and Natural History Survey, UW-Green Bay, UW-Oshkosh and U.S. Geological Survey.

Educational partners include professional nutrient applicators and regulators throughout the Great Lakes region, seed, fertilizer and chemical dealers, local, state and federal agency personnel, farmers, crop consultants, agronomists and other farm service professionals, forage councils, high schools, area technical colleges, local dairy business leaders and public officials, county land and water conservation departments, regional planning commissions, Northeast Wisconsin Karst Task Force, Professional Nutrient Applicators Association of Wisconsin, Wisconsin Department of Agriculture, Trade and Consumer Protection, Wisconsin Department of Natural Resources, North Central River Forecast Center, U.S. Department of Agriculture Natural Resources Conservation Service Environmental Quality Improvement Program (NRCS EQIP) and Conservation Security Program (CSP), farm news media and others.

Ultimate beneficiaries include all dairy, livestock and poultry farmers (particularly small-scale, limited-resource and Amish producers), rural communities, private well owners, new parents and their babies, farm service providers, agricultural entrepreneurs, nonfarm neighbors, lakeshore dwellers, fishers, water recreation enthusiasts, wildlife and future generations.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	10000	0	0	0
2008	39302	0	0	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008 :	0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	0	0	
2008	6	6	12

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- Direct participant contacts

*Not reporting on this Output for this Annual Report*

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

<b>O No.</b>	<b>OUTCOME NAME</b>
1	Producers will gain knowledge of nutrient management strategies.
2	Research and on-farm demonstrations of nutrient management practices will be conducted.
3	Producers will increase profitability through the implementation of improved nutrient management strategies.
4	Producers, agricultural business professionals and others will learn about nutrient/manure management related regulations.
5	Producers will gain knowledge of manure management techniques and strategies.
6	Clients will be provided with effective methods for preparing phosphorus-based nutrient management plans.

**Outcome #1**

**1. Outcome Measures**

Producers will gain knowledge of nutrient management strategies.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	250	553

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Wisconsin farmers face increasing regulatory pressures due to agricultural nutrient contributions to water resources resulting in non-point source pollution. Need for farm nutrient management plans has grown substantially over the past 18 years. Government agricultural programs, zoning, large farm licenses and state animal feeding operation permits all require farms to have nutrient management plans. Regulations aside, improving nutrient management practices can also improve farm profitability and reduce harmful effects of nitrogen and phosphorus on water quality. Soaring fertilizer costs make nutrient management planning even more important for producers.

**What has been done**

The Nutrient Management Team researches and updates guidelines and software to help farmers credit nitrogen from legumes and manure to save fertilizer cost, and to prevent loss of nitrogen and phosphorus from fertilizers and manure to groundwater, lakes and streams. Revised in 2008, their Nutrient Management Farmer Education (NMFE) curriculum combines classroom instruction, individual consultation, and on-farm field trials to engage farmers in designing nutrient management plans they can understand and follow. UW-Extension Cooperative Extension collaborates with county and district conservationists, technical colleges, crop consultants and agronomists to deliver NMFE locally and secure funding for those who would benefit most and are most in need of assistance.

**Results**

Collaboration extends to Wisconsin Department of Agriculture, Trade and Consumer Protection endorsement of the NMFE curriculum as the only mechanism for certifying farmers to write their own nutrient management plans. As a result of local trainings, 553 farmers implemented, updated or revised a nutrient management plan in 2008. Multi-Agency Land and Water Education Grants (MALWEG) funded trainings for more than 210 at-risk farmers planning 81,000 acres in 20 counties with the major agricultural enterprise being dairy. Since 2000, more than 2,100 producers farming around 651,000 acres in 46 counties have received in-depth education on nutrient management planning. An estimated 80 percent of these have developed or helped develop a nutrient management plan for their operation that meets all local, state and federal regulations.

Lake Superior watershed: Early 2007 meetings in Ashland, Bayfield, Douglas and Iron counties revealed that very few dairy and beef operators tested their soil, credited nutrients from manure or legumes, were aware of nutrient needs of their crops or of spreading restrictions on their fields. Ashland and Bayfield counties agriculture agent Jason Fischbach collaborated with county and district conservationists to train 21 farmers. In 2008, 16 of those farmers operating on 6200 acres completed nutrient management plans. Around \$140,000 of state cost-share funds for plan implementation have been brought into the region via the South Shore Nutrient Management Farmer Education Program. In exchange for funding, these farmers agreed to attend an annual plan update class to improve plan implementation and impact on their farm profitability and the environment.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants
102	Soil, Plant, Water, Nutrient Relationships
133	Pollution Prevention and Mitigation

**Outcome #2**



**1. Outcome Measures**

Research and on-farm demonstrations of nutrient management practices will be conducted.

*Not reporting on this Outcome for this Annual Report*

**Outcome #3**

**1. Outcome Measures**

Producers will increase profitability through the implementation of improved nutrient management strategies.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	90	3839

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Local conservationists are identifying farmers who could benefit by learning nutrient crediting and basic requirements of the NRCS 590 Nutrient Management Standard. Interagency collaborations have formed to deliver Nutrient Management Farmer Education locally and secure funding for those most in need of nutrient management planning assistance. Focused efforts are underway to help farmers improve decision-making, develop a nutrient management plan that fits their operation, and improve long-term sustainability of farm profitability, land use and water quality.

**What has been done**

UW-Extension Cooperative Extension Discovery Farms Outreach specialist Kevan Klingberg and basin educator Andy Yencha provide statewide leadership and assistance for local projects led by collaborations among UW-Extension county educators and Nutrient and Pest Management state specialists, county and district conservationists, and Technical College staff. Trainers use the Nutrient Management Farmer Education (NMFE) curriculum of research-based soil fertility, crop nutrition, soil testing and nutrient crediting materials revised in 2008. With UW-Extension help, 6 Amish producers also completed nutrient management plans and calibrated horst-drawn manure spreaders in 2008.

**Results**

Statewide in 2008, 2,897 producers reduced inputs by implementing improved nutrient management strategies, and 942 increased crop yield and quality as a result. Adoption of Maximum Return to Nitrogen (MRTN) guidelines has increased substantially with higher N prices. A benefit of this is that growers are noticing first hand that their yields are remaining at levels comparable to yields at the former, higher N rates. Producers applying proper nutrients to their land are reducing risks of both nitrogen leaching into groundwater and phosphorus entering surface water.

Dodge County: Producers are reducing their N application rates from a standard of 160 units of N to 120 units or lower. This 25% reduction in N application rates has saved the average producer nearly \$7000 on N expenses alone. Since 2005, producers have saved an estimated \$500,000 by using legume and manure nutrient credits, as well as making informed decisions about commercial fertilizer purchases.

Eau Claire County: Average annual savings are \$14 per acre per year with over 40,000 acres planned in the county for total annual savings in excess of \$560,000.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
133	Pollution Prevention and Mitigation

102	Soil, Plant, Water, Nutrient Relationships
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants

**Outcome #4**

**1. Outcome Measures**

Producers, agricultural business professionals and others will learn about nutrient/manure management related regulations.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	200	205

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Custom manure haulers handle one-third of manure generated in Wisconsin, making them major partners in regulatory compliance. The Professional Nutrient Applicators Association of Wisconsin (PNAAW) formed 8 years ago through collaboration between custom manure applicators and the UW-Extension Cooperative Extension Nutrient Management Team. An annual meeting and symposium deliver professional development and training for custom manure applicators. When the PNAAW board of directors expressed interest in voluntary certification training, the Nutrient Management Team Custom Manure Hauler Workgroup in partnership with Michigan and Illinois Extension developed a 3-level certification program, providing applicators an added value to their businesses as well as demonstrating professionalism.

**What has been done**

With Michigan State University, the University of Illinois and PNAAW, UW-Extension developed Level 1 training, now covering spill response, common sense application and handling, road safety, confined space safety, nutrient management planning and regulations. Level 2 trains supervisors and owners who achieve 6 to 8 hours of continuing education over 2 years to gain Level 2 certification. Level 3 certification is achieved when firms assemble and implement an Environmental Management System (EMS) plan for their business. Level 3 assistance is offered each year to help business owners assemble the EMS document. UW-Extension coordinates the PNAAW annual meeting, symposium and trainings, attended by 94 PNAAW members and custom applicators in 2008. Forty new firms joined PNAAW.

**Results**

As a result, 176 professional applicators representing 36 firms plus 32 farmers successfully completed Level 1 certification in 2008. Sixty-two custom manure application firms completed Level 2 certification by obtaining eight hours of continuing education over a 2-year period. Twenty-two firms successfully completed Level 3 by assembling or reviewing and revising their EMS plan. The Wisconsin Department of Natural Resources reports an increase in spills reported. Increased professionalism, trust and cooperation have moved applicators to report spills rather than ignore them or clean them up without reporting. Firms save up to \$8,000 a year on liability insurance as a result of certification.

Ohio, Indiana, and Texas are creating associations and certification programs similar to Wisconsin's. Pennsylvania Extension has begun using the spills response materials developed for use in Wisconsin with their commercial manure applicators.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
133	Pollution Prevention and Mitigation
102	Soil, Plant, Water, Nutrient Relationships
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants

**Outcome #5**

**1. Outcome Measures**

Producers will gain knowledge of manure management techniques and strategies.

**2. Associated Institution Types**

•1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	650	800

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Proper response to emergency manure spills and runoff can keep a small problem from becoming a large one, reduce environmental impacts and safeguard health. An integral yet often overlooked part of nutrient management planning is preparing a manure spill response plan. As farms expand, farmers and professional manure applicators must manage larger volumes of manure. Environmental, legal and safety issues arise from potential accidental releases such as tanker tipovers, field runoff (heavy rains or snowmelt) or catastrophic manure storage failures. When a manure spill or runoff event occurs, farmers and applicators need to know what action is expected and where to find the necessary tools and resources to minimize impacts.

**What has been done**

UW-Extension Cooperative Extension plays key roles in both providing guidance in setting up objective standards for measuring the impact of farming activities on the environment as well as helping those who implement those standards do a better job. Since 2002, UW Extension has implemented a multi-pronged approach to spills response education, including annual live action manure spill response training for Wisconsin and Upper Midwest Certified Crop Advisors, conservation advisors (natural resource and conservation department staff) and custom manure applicators. In 2008, live action spill response was demonstrated in Buffalo and Kewaunee counties. Sixteen spill response trainings have been held since 2002.

UW-Extension, Michigan State University, University of Illinois, and Professional Nutrient Applicators of Wisconsin produced the bilingual audio visual presentation Prevention is the Best Solution for custom manure firms to train employees in English and Spanish for Level 1 certification:  
<http://www.animalagteam.msu.edu/LandApplication/CustomManureApplicators/tabid/218/Default.aspx>

**Results**

A review of spills reported to the Wisconsin Department of Natural Resources since 2006 showed that in five counties where spill response training was held, 8 of the 18 incidents involved trained applicators or farmers. Of these, each event was contained and cleaned up before it reached surface or groundwater compared with 4 of 10 spills reported before the trainings that did reach surface and groundwater. When trained individuals are involved, manure spill impact is significantly less than before trainings.

Lincoln and Marathon counties: As a result of an on-farm field day hosted by UW-Extension and Land Conservation Departments, twenty six Wisconsin Department of Natural Resources, Department of Agriculture, Trade and Consumer Protection, LCD and NRCS staff improved their knowledge and understanding of how to uniformly assess farm compliance with the Agricultural Performance Standards established by state law.

Oconto County: LCD staff wrote to the County Board: 'Thanks to cooperation with (UW) Extension personnel the first (ever) documented manure event in Oconto County was handled quickly, quietly and professionally. Much pre-planning led to the smooth flow of communication and response of that day.' Only a month before, UW-Extension developed a 911 manure spill response protocol and educated all 911 dispatchers.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
133	Pollution Prevention and Mitigation

**Outcome #6**

**1. Outcome Measures**

Clients will be provided with effective methods for preparing phosphorus-based nutrient management plans.

**2. Associated Institution Types**

•1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	100	1212

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

SNAP-Plus nutrient management and soil loss assessment software compares field data to identify areas of critical need with the most potential for improvement using best management practices. The key role of SNAP-Plus in effective nutrient management planning is confirmed by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) quality assurance review indicating that 22 of 25 plans reviewed (88%) were developed using SNAP-Plus. To better consider downstream impacts of nutrient management, SNAP-Plus needs improved sediment and phosphorus (P) delivery capabilities. Winter manure spreading makes accurate predictions of snowmelt runoff critical. To address emerging management challenges, SNAP-Plus must be based on the best available science.

**What has been done**

SNAP-Plus support activities include on-going work by UW-Madison/Extension soil scientist Laura Ward Good and natural resources extension specialist John Panuska to improve sediment delivery routines and snowmelt runoff routines. During summer 2008, sediment samplers were installed in grass waterways at UW Platteville Pioneer Farm. Sediments were collected and analyzed from nine runoff events on tilled corn and six on alfalfa. Sediment samples were analyzed for particle size, organic matter and phosphorus content as well as aggregate content. These data improve Wisconsin Phosphorus Index equations and P delivery routines, and will be incorporated into software updates.

The researchers also work with the North Central River Forecast Center (NCRFC) to improve SNAP-Plus snowmelt runoff routines. Unit area snowmelt runoff volumes predicted using NCRFC models are being compared with edge-of-field-monitored values and adjusted to better link the larger scale model predictions to field-scale conditions. NCRFC data will improve spatial resolution of snowmelt runoff predictions in SNAP-Plus from 17 to more than 400 reference sites: <http://www.snapplus.net>

**Results**

SNAP-Plus calculations are a cornerstone of Nutrient Management Farmer Education reaching 210 at-risk farmers planning 81,000 acres in 20 counties in 2008, strengthening the partnership with DATCP. Producers, mostly dairy operators, receive in-depth instruction on the latest version of Snap-Plus. Participants enter their own farm data into Snap-Plus and discover limitations on their fields for manure spreading, especially on high-phosphorus fields. Producers find excessive high soil phosphorus levels in fields where manure has been spread repeatedly. Using SNAP-Plus and the Wisconsin Phosphorus Index for nutrient management planning provides producers greater flexibility to comply with regulations such as the NRCS 590 Nutrient Management Standard. And because they have developed their own nutrient management plan, they can easily understand and follow it.

Panuska and Good are also supporting Department of Natural Resources P Index development for Total Maximum Daily Loads, a primary DNR and U.S. EPA water quality program.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants

133	Pollution Prevention and Mitigation
102	Soil, Plant, Water, Nutrient Relationships

## V(H). Planned Program (External Factors)

### External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)

### Brief Explanation

Natural Disasters: In early June 2008, record rainfall initiated widespread flooding across southern Wisconsin. The flooding caused tens of millions of dollars in damages, including lost crops, soil erosion, water pollution, weakened and damaged infrastructure, flooding of homes and businesses. Floodwaters contaminated with fertilizer, pesticides, sewage and other materials created widespread concern about the safety of surface and groundwater, especially drinking water from private wells.

Response: The record floods created an urgent need for timely, accurate information for producers with nutrient management questions. With fertilizer prices increasing, producers were trying to salvage the remaining yield of their field crops in an economical way. UW-Extension Cooperative Extension campus and county faculty and staff acted quickly to address these needs. Of 36 UW-Extension county and basin educators who reported responding to the flood, 56 percent reached agricultural producers in 19 counties and 2 water basins.

In another case, an extension specialist connected the commercial manure haulers with local municipalities to provide equipment and pumping services to small town and communities across southern Wisconsin. The pumps kept water from backing up into homes and reduced damage to public and private property.

Results: Feedback from producers was very positive and appreciative. After the losses that many producers endured, they were pleased that UW-Extension was visible and provided the timely information they needed to make informed decisions.

Increased awareness and knowledge: Agricultural producers learned about the attributes and value of effective land and water conservation practices, what state and federal disaster resources were available and procedures to obtain them, and the need to talk with crop insurance adjusters before tilling a field to avoid losing crop insurance.

Improved decision-making: UW-Extension contributions helped producers make informed decisions on crop and field management, fertilizer, pesticide and herbicide use, financial management, food and water safety, and effective conservation practices.

Reduced environmental and economic losses and damage: UW-Extension trained and supported Professional Nutrient Applicator Association of Wisconsin members were early responders to flooding in their communities including Avoca, Beaver Dam, and North Freedom. They were credited with saving the property of many residents and businesses, reducing the need for sandbags, and speeding up the recovery process that had obvious economic and psychological impacts.

## V(I). Planned Program (Evaluation Studies and Data Collection)

### 1. Evaluation Studies Planned

- After Only (post program)
- Before-After (before and after program)
- Other (Direct Observation)

### Evaluation Results

Educational Leadership in Implementing Wisconsin's agricultural Performance Standards: As a result of a hands-on, on-farm field day hosted by Lincoln and Marathon County UW-Extension and Land Conservation Departments, twenty six Wisconsin Department of Natural Resources (DNR), Land Conservation Department (LCD), Department of Agriculture, Trade and Consumer Protection (DATCP) and Natural Resources and Conservation Service (NRCS) staff significantly improved their knowledge and understanding of how to more uniformly assess the compliance of farms with the Agricultural Performance Standards established by state law in NR 151.:  
<http://dnr.wi.gov/runoff/pdf/rules/NR151SubIIAgFactSheet.pdf>

Response: NR 151 agricultural performance standards and prohibitions are intended to protect water quality by minimizing the amount of soil erosion, nutrients from manure and croplands, and other nonpoint source pollutants that enter waterways. Although the law is fairly clear in terms of language the evaluation of whether a farm meets agricultural compliance standards is somewhat subjective. This field day used educational techniques Cooperative Extension has found effective in helping participants comfortably and confidently interpret concepts and take appropriate action; techniques such as using real life scenarios and facilitated small group discussion.

Results: Comments from the workshop evaluation included: "I would like to see other types of standards done this way in the field instead of in a classroom," "I would be very surprised if you didn't expand this training opportunity statewide. Also, I think it was very important to have DNR/DATCP administrators present at all sessions to help answer questions and clarify code definitions and other code language," "One of the most valuable training sessions I've been to in 10+ years of conservation employment," "This was an excellent field day and it should be offered around the state, and even repeated in future years as more conservationists begin doing evaluations and tracking so we can continue to learn from each other."

Based on evaluation of this pilot workshop, the Wisconsin Agricultural Performance Standards Information and Education Work Group, in which UW-Extension is an educational partner, is exploring planning similar events around Wisconsin in 2009. A breakout session titled "Learning from a NR151 Field Day and How to Plan One in Your Region" is set up for the 2009 Wisconsin Association of Land Conservation Employees Annual Conference and will be co-presented by Land Conservation, DATCP and UW-Extension. This exemplifies how UW-Extension not only plays a key role in providing guidance in establishing objective standards for measuring the impact of various farming activities on the environment, but also helps those who need to implement those standards do a better job.

#### **Key Items of Evaluation**

**Program #3**

**V(A). Planned Program (Summary)**

**1. Name of the Planned Program**

Community and Economic Development Preparedness

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
608	Community Resource Planning and Development	100%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

**1. Actual amount of professional FTE/SYs expended this Program**

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	10.0	0.0	0.0	0.0
<b>Actual</b>	11.2	0.0	0.0	0.0

**2. Actual dollars expended in this Program (includes Carryover Funds from previous years)**

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
452063	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
452064	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

The statewide community and economic development preparedness team, colleagues and partners provided research-based community and economic development education including facilitation and planning, presentations, professional development offerings through workshops, conferences and teleconferences; dissemination of teaching materials through websites, news media, publications, CDs and DVDs. The team focused on five core initiatives: Building Communities; Building Regional Economies; Community Economic Development Preparedness Index (CEDPI); Economic Snapshots; and First Impressions.

The team collaborated with a number of internal and external partners. Internally, within UW-Extension Cooperative Extension and the UW System, the team collaborated with the sustainability team, the energy conservation and renewable energy team, the UW-Madison Center for Community and Economic Development, the Local Government Center, UW Stevens Point, Center for Land Use Education, the UW-Superior Northern

Center for Community Economic Development and the UW-River Falls Survey Research Center. The team also collaborated with key external partners including: the Workforce Development Board of South Central Wisconsin, Department of Workforce Development; Wisconsin Department of Commerce; Alliance for Sustainability; Focus on Energy program; and community, tribal and technical colleges.

**2. Brief description of the target audience**

The team reached a variety of audiences including community leaders, business owners, local elected officials, town, city, county and tribal governments, plan commissions, local planning departments, school districts, economic development practitioners, the news media, and diverse individuals, youth and families.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	13000	0	0	0
2008	22095	350000	0	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008 :	0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	0	0	
2008	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- Direct participant contact.

*Not reporting on this Output for this Annual Report*



**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O No.	OUTCOME NAME
1	Participants will increase their awareness, knowledge, and/or visibility re: the issue of community economic development and awareness.
2	Participants will develop strategies and take action that address local economic development issues.
3	Additional resource leveraging such as funding, expertise and partnerships that address local economic development issues.

**Outcome #1**

**1. Outcome Measures**

Participants will increase their awareness, knowledge, and/or visibility re: the issue of community economic development and awareness.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	0	678

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

The non-profit organization Thrive is composed of business, education, government and non-profit leaders from Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock and Sauk Counties, collaborating to grow the capital Region's economy in ways that preserve and enhance the quality of life. Thrive had previously collaborated with the Center for Community and Economic Development (CCED) specialists Matt Kures and Andy Lewis in developing an 'Assets and Opportunities' report. The report identified three target industry sectors (agriculture, biotechnology and health care) that would serve as the initial focus for Thrive and guide their economic development approach.

**What has been done**

To work with these target sectors effectively, Thrive needed to identify and convene each industry's stakeholders. Collaborating with industry leaders would identify the needs and issues facing each target sector and introduce Thrive as a source of support. To help facilitate this process Thrive again partnered with UW-Extension Cooperative Extension. Specifically, Thrive worked with the Center for Community & Economic Development specialists Matt Kures and Gary Green to assemble industry data and conduct surveys of the region's business operators. The research helped to identify challenges and opportunities facing the region's agriculture, health care and biotechnology sectors.

**Results**

The survey data and industry maps were shared at a series of meetings that convened stakeholders in each of the target industries. The information shared at these meetings helped to facilitate a discussion between Thrive's sector development specialists and target industry representatives as to how Thrive could assist in supporting these industries in the capital Region. Ultimately, the information collected in the collaborative research process helped Thrive to develop and implement action plans for supporting each target sector. Maps created during this process are available on Thrive's website ([www.thrivehere.org](http://www.thrivehere.org)) and are being used by the organization to show the scale and scope of these industries. CCED specialists have helped Thrive further their goals of growing target industry sectors key to the regional economy; becoming a catalyst for resolving major quality of life issues; building a regional culture of shared decision making; and creating awareness of regional assets and opportunities.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development

**Outcome #2**

**1. Outcome Measures**

Participants will develop strategies and take action that address local economic development issues.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	0	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Iron County is one of the oldest in Wisconsin, losing population since mines started closing 80 years ago. The county is witnessing businesses closing, dwindling municipal tax revenues and declining school enrollment. Traditional economic development initiatives have not worked. Sustainable community economic development will require a new strategy to retain and attract young people, workers and families. New research has revealed that young people are now looking for much more than a good job; they want to live in a place that best matches their lifestyle. Local government and economic development officials need to understand and respond to this major paradigm shift.

**What has been done**

Community resource development agent Will Andresen surveyed 331 high school, 205 college and 132 young professionals. Based on this research, he identified four specific retention and attraction strategies: 1) retain existing students by better connecting them to the community; 2) attract young workers by promoting area strengths; 3) attract young workers by developing the local niche; and 4) retain young workers by creating social capital. He presented research-based strategies to more than 60 local leaders and community members, and survey results in the context of workforce development for the Governor's Northern Wisconsin Economic Development Summit.

**Results**

All discussion groups continue to meet. Connections between communities have been established, resulting in initiation of several community-wide efforts including plans to construct a regional bike path system, a two-county effort to promote the area to young people as a place to live, coordination of educational programming between area school districts, and creation of a 55-member Young Professionals Organization. The key concept of this initiative (to create communities that are attractive to young people as an economic development strategy) is discussed by elected and appointed officials as they confront local community and economic development issues. Because this issue affects many small towns in these difficult economic times, Andresen has been accepted to present his research findings in a program titled 'Location Decision Making in Small Towns: Creating Communities Attractive to Young People' at the International Making Cities Livable Conference in 2009.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development

**Outcome #3**

**1. Outcome Measures**

Additional resource leveraging such as funding, expertise and partnerships that address local economic development issues.

**2. Associated Institution Types**

•1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	0	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

The Ho Chunk Nation requested Extension support in its effort to obtain a \$450,000 Ross Grant for Housing and Economic Development. Their grant was approved and a meeting was scheduled to discuss possible further collaborations between the Ho Chunk Nation and the Juneau County Cooperative Extension office. Up until this point, there had not been a great deal of partnering between the Ho Chunk Nation and Extension.

**What has been done**

As a result of this meeting, further collaborations took place. The county community resource development agent taught a class entitled 'How to Start a Business' to tribal members. The class was well-received and additional offerings will take place in 2009. In addition, three tribal members attended the Juneau County leadership program. While the program has been available for six years, this was the first time that Ho Chunk tribal members attended.

**Results**

Graduates of the leadership program utilized what they learned in their community project focused on preserving the Ho Chunk language. Their participation in the leadership program provided an opportunity for non-Ho Chunk community members to learn more of that nation's rich and valuable history and, in particular, the leadership styles, philosophies, cultures and beliefs of the Ho Chunk. These initial steps have led to trust, appreciation and mutual respect between Ho Chunk Nation leaders and the Juneau County Cooperative Extension office. Such a foundation is crucial to ongoing collaborations that will contribute toward bringing additional resources to and the economic development of the area.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development

**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)

**Brief Explanation**

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

- After Only (post program)

**Evaluation Results**

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**Issue:**

One growth limiting factor for the Wisconsin aquaculture industry is a burdensome regulatory climate with overlapping jurisdiction, changing rules and mistrust between stakeholders and regulators. A primary goal of the aquaculture industry is to build and strengthen linkages between commercial aquaculturists and regulators. The industry encourages sound regulatory policies with stakeholder input that allow for economic and environmental sustainability while meeting the concerns of the public and protecting small business viability. This situation has been exacerbated by the introduction of the fish disease Viral Hemorrhagic Septicemia (VHS) into the Great Lakes Region and the many fish health regulations that have followed. The complexity of rules for fish farmers engaged in interstate commerce has reached a level where many farms are up for sale and farmers are considering leaving the industry.

**Response:**

UW-Extension Cooperative Extension aquaculture outreach specialists Ron Johnson, Sarah Kaatz and Jim Held conducted rules compliance workshops reaching 170 people in 2007 and 2008, with state and federal regulators and the Wisconsin Aquaculture Association (WAA). They also collaborated with the Aquaculture Industry Advisory Council (WAIAAC) and WAA, revamping their committees into three workgroups, including one on Regulatory Policy. Through this work group, the industry voiced their concerns in public hearings, letters and in meetings with regulators on pending regulations and the Great Lakes Compact water rules.

**Results:**

The best evidence for success is the fact the industry has survived a very tough regulatory period, and aquaculture outreach specialists continue to be used as a resource when regulatory questions arise. For the first time, the industry used two advocacy agencies--the Wisconsin Department of Commerce Small Business Regulatory Review Board and the federal Small Business Administration Office of Advocacy--to assist on pending rule changes. Ron Johnson and Sarah Kaatz met with Wisconsin Department of Natural Resources water staff to insure that the aquaculture industry was directly informed about new rules in the Great Lakes Compact that allowed farmers to be grandfathered when the rules took effect on December 8, 2008. As a result, the industry has developed a vehicle to express concerns and work with regulatory agencies to work out differences.

**Key Items of Evaluation**

**Program #4**

**V(A). Planned Program (Summary)**

**1. Name of the Planned Program**

Downtown Vitality and Placemaking

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
608	Community Resource Planning and Development	100%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

**1. Actual amount of professional FTE/SYs expended this Program**

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	5.0	0.0	0.0	0.0
<b>Actual</b>	3.1	0.0	0.0	0.0

**2. Actual dollars expended in this Program (includes Carryover Funds from previous years)**

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
137941	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
137941	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

UW-Extension Cooperative Extension's statewide Downtown Vitality and Community Placemaking Team, UW-Madison Center for Community and Economic Development and Local Government Center, UW-Stevens Point Center for Land Use Education, and UW Colleges provide research and educational resources to help local business leaders, entrepreneurs, developers, and economic development professionals understand the changing marketplace and identify sensible, realistic ways to recapture or sustain the vitality of their downtown and business districts.

**2. Brief description of the target audience**

UW-Extension Cooperative Extension's statewide Downtown Vitality and Community Placemaking Team, and the Local Government and Finance Teams, work with a variety of audiences including community leaders, business owners, elected officials, economic development corporations, and chambers of commerce. Cooperative Extension faculty and staff members also collaborate with the Wisconsin Towns Association, League of Wisconsin Municipalities, Wisconsin Counties Association, the Wisconsin Department of Commerce - Bureau of Downtown Development, the Department of Transportation, the Department of Natural Resources, the Wisconsin Downtown Action Council, the Wisconsin Association of Business Improvement Districts (BIDs), and community, tribal and technical colleges.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	1000	0	0	0
2008	2172	350000	0	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008 :	0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	0	0	
2008	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

*Not reporting on this Output for this Annual Report*

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	{No Data Entered}

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O No.	OUTCOME NAME
1	Participants will increase their awareness, knowledge, and/or visibility regarding issues related to downtown and district revitalization.
2	Participants will develop strategies and take action that enhance downtown and business district vitality.
3	Additional resource leveraging such as funding, expertise and partnerships that address revitalization issues.



**Outcome #1**

**1. Outcome Measures**

Participants will increase their awareness, knowledge, and/or visibility regarding issues related to downtown and district revitalization.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	0	2329

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Wisconsin local governments struggle to provide basic services in the face of sometimes severe revenue cuts. This creates increasing demand for education about alternative means of generating revenue such as business improvement districts (BIDs). Wisconsin Act 184 gives municipalities--cities, villages and towns the power to establish one or more business improvement districts within their community, and an assessment method allowing business properties within that geographic area to contribute to programs aimed at promoting, managing, maintaining and developing that district. BIDs are restricted to commercial and industrial properties subject to real estate tax.

**What has been done**

Community planning and design specialist Chuck Law, director of the Local Government Center, UW-Extension Cooperative Extension, provides educational support to Wisconsin communities wanting to learn more about an increasingly popular funding mechanism known as Business Improvement Districts (BIDs). His annual daylong BID seminar reached 40 BID managers, Board members and other interested parties. He also continues to advise the Board of the Association of Wisconsin BIDs which he helped start in 2006. Web pages supporting BID education were expanded in 2008 to include information about BIDs in the news as well as BID operating plans: <http://lgc.uwex.edu/cpd/bidpage/bid.html>

**Results**

Working with the appropriate county UW-Extension Cooperative Extension Community Resource Development educator, Chuck Law provided BID presentations or participated in teleconferences and electronic consultations with representatives from Wisconsin Dells (Sauk county), Sun Prairie (Dane county), Janesville (Rock county), Fond Du Lac (Fond Du Lac county), and Wauwatosa (Milwaukee county). Successful creation of new Business Improvement Districts is one indicator of educational impact. 2008 marked the creation of a fourth District in Racine and several new Districts within the City of Milwaukee. Communities with operating Districts continued to rely on UW-Extension Cooperative Extension for guidance and support on a wide variety of operational issues as noted under all outcomes in this report.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development

**Outcome #2**

**1. Outcome Measures**

Participants will develop strategies and take action that enhance downtown and business district vitality.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	0	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

With neighboring Duluth, Minnesota, Superior, Wisconsin forms the Twin Ports, a major Great Lakes shipping center. Like many downtowns, Superior has lost businesses and suffered physical deterioration. Market changes shifted commerce to the edge of town, leaving downtown buildings vacant or under-used. The weakening global economy adds further challenges. The largest Wisconsin Business Improvement District (BID) saw the need to create an economic development roadmap for downtown, consistent with their purpose of promoting, enhancing, recruiting and advocating for real estate and business owners.

**What has been done**

The BID has developed a strong partnership with property owners, organizations, business, government and other stakeholders. UW-Extension Cooperative Extension's Center for Community and Economic Development and UW-Extension Douglas County helped the BID complete a comprehensive market analysis in 2008. A local market analysis study group engaged to examine demographics and lifestyle characteristics, explore business operator and consumer needs and perspectives, examine specific business and real estate opportunities, and more. Complete study results are published on the CCED website:

<http://www.uwex.edu/ces/cced/downtowns/SuperiorDowntown.cfm>

**Results**

The study immediately served as a resource for educating potential developers about the downtown commercial market, pointing to the opportunity for downtown businesses to reach into nearby Duluth Minnesota for certain customer segments. It was also used to create a marketing program to reach college students, an underserved consumer group in Superior. Further, it provided the BID board with a foundation of information to develop an economic development roadmap that will improve downtown as a central and historic place to live, work and play. As the economy struggles in coming months, the market analysis will support important economic development work including business retention and expansion initiatives. The extension Community Resource Development educator is using study results to guide the BID board through strategic planning, setting short and long term goals and action plans.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development

**Outcome #3**

**1. Outcome Measures**

Additional resource leveraging such as funding, expertise and partnerships that address revitalization issues.

**2. Associated Institution Types**

•1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	0	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Waukesha's historic downtown serves as the core of the central city. In 1985, business owners agreed to create a business improvement district (BID), the first created in Wisconsin. The district is made up over 225 businesses and over 1,000 apartment and condo units. Since 1985, the BID board of directors held an annual planning meeting to identify a work plan for the next 12 months. These short-term work plans did not provide a long-range plan, which concerned the BID board of directors and sparked interest in creating a strategic plan. The BID board voted to provide \$7,500 and partner with Waukesha County UW-Extension Cooperative Extension to develop a strategic plan.

**What has been done**

Community resource development educator Jerry Braatz introduced and facilitated strategic planning for public and non-profit organizations, bringing stakeholders to the table. Relationships have strengthened into solid partnerships. The City of Waukesha Mayor, Community Development Department, Department of Parks and Recreation, Police Department, Library, Public Works Department, West End Artists Association, Waukesha County Historical Society and businesses all use the strategic plan to guide implementing downtown goals in a three to five year process. All understand they must work together to improve downtown and make it a focus point of the city.

**Results**

The Waukesha Downtown BID Board of Directors adopted their strategic plan in June 2008. The Strategic Plan is the first longer range plan for the Waukesha Business Improvement District and is being used by the BID, the City, and downtown businesses and organizations. The BID board reviews the plan at each board meeting and subcommittees make reports on what parts of the plan are being implemented. Despite the economic downturn, a net gain of 18 businesses was reported within the BID in 2008 including a boutique hotel, an upscale restaurant, and a Latino minority owned family bakery that completed the Going Solo: Building a Family Business course taught by Jerry Braatz. This was a step forward from previous years and a good start on the implementation goal of creating more viable businesses downtown. This mix of business is sustainable long-term as two higher density neighborhoods are within walking distance.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development

**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)

**Brief Explanation**

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

- After Only (post program)

**Evaluation Results**

**Key Items of Evaluation**

**Program #5**

**V(A). Planned Program (Summary)**

**1. Name of the Planned Program**

Youth Voices in Community Action and Governance

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
806	Youth Development	100%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

**1. Actual amount of professional FTE/SYs expended this Program**

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	10.0	0.0	0.0	0.0
<b>Actual</b>	7.3	0.0	0.0	0.0

**2. Actual dollars expended in this Program (includes Carryover Funds from previous years)**

Extension		Research	
Smith-Lever 3b & 3c 244917	1890 Extension 0	Hatch 0	Evans-Allen 0
<b>1862 Matching</b> 244918	<b>1890 Matching</b> 0	<b>1862 Matching</b> 0	<b>1890 Matching</b> 0
<b>1862 All Other</b> 0	<b>1890 All Other</b> 0	<b>1862 All Other</b> 0	<b>1890 All Other</b> 0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

The statewide Youth Voices in Community Action and Governance Team provides research-based training, educational resources and experiences with participatory democracy and juvenile justice, engaging youth in community decision-making and community governance, working with elected officials to establish youth positions on public boards and standing committees, councils, and teen courts, and training adults on effectively working with youth as partners. Youth gain understanding of how decisions are made and develop skills to plan, organize and communicate effectively.

With UW-Extension Cooperative Extension guidance, trained middle and high school Teen Court jurors hear cases of other school-age youth cited for first time misdemeanors such as shoplifting, truancy or vandalism. Each youth volunteer attends trainings to identify and practice respectful, non-confrontational questioning techniques that clarify the situation. Trained teen court volunteers in turn train their inexperienced peers. Through this train-the-trainer approach, new volunteers including former juvenile offenders learn the importance of their role directly from youth already participating. Compared with traditional juvenile courts, far fewer of those held accountable by their peers will reappear for later offenses.

Building Support for Youth representatives in Local Government: County issue statements developed across Wisconsin emphasized the need for young people to become active and productive citizens. Stakeholders identified engaging youth in decision-making as a way to tackle community problems and build capacity among both adults and youth to take on leadership roles. UW-Extension county educators and the state 4-H office received many inquiries about models and support for adding youth voices to county boards. In 2007, Kenosha County joined Douglas, Oneida, Washburn, and Waupaca counties in creating opportunities for youth to join county boards and committees and to cast advisory or actual votes. Kenosha County asked for support in evaluating their program quality and implementation.

State 4-H Youth Development specialist Matt Calvert invited county faculty in the five participating counties to help develop an evaluation process. The group selected a mixed methods process to document impact on youth participants, adult board members and communities. Calvert worked with a graduate student and county educators John DeMontmollin, Annette Bjorklund, and Joan Wimpe to conduct surveys, focus groups and individual interviews. A report on impacts and suggested program improvements was generated for each county. The Washburn County evaluation report was used in a presentation to Burnett County board members as evidence for the kind of impact they could expect. Burnett County decided to add youth to their board in January 2009. Calvert co-presented evaluation results to the Wisconsin Counties Association with Kenosha County colleagues, and Bjorklund and Wimpe presented results to the Northern District Extension staff. Calvert constructed a website to share practical program and impact information: <http://www.uwex.edu/ces/4h/yig/research.cfm>

## **2. Brief description of the target audience**

The Youth Voices in Community Action and Governance Team provides research-based education, resources and capacity-building support to youth and adult volunteers. Of 5,316 adults reached through direct teaching methods in 2008, 97.6% were white, 0.8% American Indian, 0.7% African American, 0.5% Asian American, and 0.5% other identities; 65.6% were female and 34.4% male. Of these, 0.4% (22) identified as Latino/a, who may be of any race. In 2007, 8,318 youth enrolled in 4-H Citizenship and Civic Education (most current data). Community partners such as Boys and Girls Clubs and 2,694 trained volunteers made additional teaching contacts.

UW-Extension Cooperative Extension colleagues are connected by email ListServ, online newsletters, shared resources and regular monthly statewide teleconferences to ensure consistent messages. Colleagues and other professionals in this network include 4-H youth development, family living, community resource development and agriculture campus and county educators and 4-H program advisors.

Youth and adult volunteers work together in positions of shared responsibility, making decisions and taking actions to strengthen communities, organizations, coalitions and programs. Youth include middle and high school students trained to serve in Teen Courts hearing misdemeanor cases of their peers, on junior fair boards, dairy and exhibits committees, 4-H boards of directors, 4-H leader councils, school board committees, 4-H after-school program steering committees, community service, trails, triathlon and other city council committees, county boards of supervisors and standing committees, and grassroots community action coalitions such as the 8-county Superior Days delegation.

Community partners include coalitions and government bodies that create meaningful roles for young people in making decisions and sharing governance with adults, such as 4-H clubs and groups, 4-H after-school programs, 4-H leader boards, steering committees and advisory groups, Future Farmers of America, schools, school boards and school districts, city councils, police and sheriff departments, county fair boards and boards of supervisors, service groups, nonprofit organizations that provide volunteer positions for youth, and the 120-member agency coalition Youth as Partners in Civic Leadership.

Educational partners include the Wisconsin Association of County Extension Committees (WACEC), National Youth in Governance Initiative, Wisconsin and National Association of Youth Courts, county juvenile courts and juvenile justice committees, county and tribal health departments, and the 8-county Superior Days coalition. County 4-H Leader Boards also foster youth-adult partnerships, setting direction for 4-H education such as the new 4-H after-school programs.

Ultimate beneficiaries include library patrons, teens using drop-in centers, skaters, dancers, hikers, triathletes, 4-H club and fair participants, after-school program participants, their parents and parents' employers, first-time juvenile offenders, their parents and communities.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	4600	0	7400	0
2008	5316	0	8318	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008 :	0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	0	0	
2008	2	2	4

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

*Not reporting on this Output for this Annual Report*

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	{No Data Entered}

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

<b>O No.</b>	<b>OUTCOME NAME</b>
1	Young people that reflect community diversity work in local groups to make decisions with consequences for the organization, community or public.
2	Communities, organizations, coalitions, and programs are strengthened by the involvement of youth in decision-making.
3	Skilled and experienced youth and adults are available for community decision-making and leadership roles.
4	Community organizations, coalitions, and government bodies improve practices and policies that support youth engagement.



**Outcome #1**

**1. Outcome Measures**

Young people that reflect community diversity work in local groups to make decisions with consequences for the organization, community or public.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	1000	1332

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Wisconsin residents living more than 300 miles from the state capital felt isolated geographically and politically. Improvements needed were beyond local government capacity. Under UW-Extension Cooperative Extension guidance, Superior Days was launched as a grassroots 8-county effort to bring their top issues to State Legislators in Madison. A diverse group of residents from students to retirees collaborate to strengthen the region's relationship with state government. Youth delegates play a key role in planning, organizing, implementing and evaluating all aspects of Superior Days. Even so, nearly 75% of students indicated they do not have input on issues facing their communities.

**What has been done**

UW-Extension county educators provide leadership for this participatory democracy effort. Delegates identify critical issues they will present to legislators and government officials. Issues must be unique to Northwest Wisconsin, require resources that exceed local capacity, and rank as top priorities by consensus. Adults and youth then research these issues - drawing on UW-Extension expertise, networking, sharing ideas, and forming partnerships around common goals. Finally, delegates discuss their issues with state senators, representatives, agency leaders and the Governor. Douglas County Youth Development Educator Joan Wimme coordinates around 50 youth delegates, including planning, recruitment, training and evaluation. In 2008, she led a nominal group process with youth delegates to determine local issues that were a priority for them.

**Results**

Youth delegates identified their own top issue as equal minimum wage rates, which they presented in Madison to Department of Workforce Development Secretary Roberta Gassman. Wimme helped five youth develop their presentation and coordinate with the adult delegation agency team leader. Youth presented their issue side by side with adults in an agency meeting for the first time. While complimenting the youth on their presentation, Secretary Gassman made no promises. She indicated that, indeed, having youth advocating for equality in minimum wage made an impact. Written evaluations from 89 percent of the youth delegates indicated that the issue identification process was 'excellent' or 'good' and 91 percent reported that their agency lobbying experience was 'excellent' or 'good': <http://www.superiordays.com/Youth.html>

Around 4,000 Superior Days delegates have reported increased knowledge of community issues and improved understanding of Northwest Wisconsin needs among elected officials developing state policies. Youth and adult participants have emerged as leaders in service and civic organizations, community and neighborhood groups, city councils, county boards and the state Legislature. In the words of a city council member: 'Superior Days participation provided me the opportunity to become more informed about local issues, develop a better understanding of state government, and realize my leadership potential and the self-confidence to pursue public office.' More youth in governance impacts are summarized in the evaluation section of this report, including key items of the evaluation for CSREES attention.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development

**Outcome #2**

**1. Outcome Measures**

Communities, organizations, coalitions, and programs are strengthened by the involvement of youth in decision-making.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	0	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Research shows that when adults and young people cooperate on civic work, youth develop skills that last a lifetime. Adults and youth alike appreciate the benefits of young people having their say. UW-Extension Cooperative Extension is working with county boards, city councils and their committees to include youth representation in several Wisconsin counties. For example, over the past three years, 14 high school students have served as youth representatives or alternates on the Washburn County Board of Supervisors, a board of 21 elected officials. Three youth representatives and three alternates are selected by application and appointed to one-year terms. Youth representatives cast advisory votes and serve on standing committees.

**What has been done**

Washburn County 4-H Youth Development Educator Annette Bjorklund has been working with county board supervisors and youth representatives since inception of the program in 2005. In 2008, an evaluation was conducted by UW-Extension with educators coordinating youth in governance programs in Douglas, Kenosha, Oneida, Washburn and Waupaca counties. In Washburn County, focus groups and phone interviews were conducted by state staff to assess the impact of the program on youth participants, adult supervisors, and the community. Bjorklund arranged youth representatives and county staff for the focus groups and county board members for phone interviews.

**Results**

As part of a larger evaluation of Wisconsin Youth in Governance programs, the Washburn County evaluation shows how bringing new voices to the decision-making process improves communities by informing elected officials and strengthening government programs. Youth are publicly recognized for their participation. The public becomes increasingly aware of youth assets - those building blocks that enable youth to decrease their chances of being involved in at-risk behaviors such as alcohol, tobacco or other drug use, dropping out of school, or early sexual involvement. A local mayor and town board are interested in having youth serve on their councils. Community members have asked youth about their opinions on issues and their votes at meetings.

This evaluation also documented impact on the county board. Adult opinions of youth improved. Through questions and comments made by youth, there was a check on the processes of the board. The adults were more likely to be open-minded and respectful when a youth spoke. Youth increased diversity on the county board and their opinions often were in the minority, which led to a decrease in groupthink. Washburn County educators reported that evaluation results helped them target a more demographically representative group of youth for the program. Impact reports were used to expand youth representation in local government to another county. The Washburn County evaluation report was used in a presentation to Burnett County board members as evidence for the kind of impact they could expect. Burnett County decided to add youth to their board in January 2009. More youth in governance impacts are summarized in the evaluation section of this report, including key items of the evaluation for CSREES attention.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development

**Outcome #3**

**1. Outcome Measures**

Skilled and experienced youth and adults are available for community decision-making and leadership roles.

**2. Associated Institution Types**

•1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	0	270

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Studies show powerful benefits to both youth and their communities when young people take on meaningful civic roles such as serving in Teen Court. In counties where teenage jurors hear first-time misdemeanor cases of their peers and determine the proper educational sanctions, those 'sentenced' perform community service valued at an average of \$4,500 per county, and are less likely to return to court for later offenses.

**What has been done**

UW-Extension Cooperative Extension county Youth Development educators, 4-H program advisors, trained youth and adult volunteers and community partners such as county and tribal health, police and sheriff departments are nurturing 19 of 40 Wisconsin Teen Courts where first-time misdemeanor offenders can appear before a trained jury of their peers. Where traditional juvenile courts might simply impose a small fine, Teen Courts are empowered to create and 'sentence' offenders with learning sanctions such as performing community service, attending classes relevant to their offenses, and writing apology letters to those they have wronged. The goal is to help them realize the consequences of making poor choices.

**Results**

Youth jurors find this such a positive experience that some assign offenders to community service as Teen Court jurors. Compared with first-time offenders simply charged a small fine in juvenile court, far fewer of those held accountable by their peers will reappear for later offenses. While 1 of every 3 youth offenders who appear in traditional juvenile court becomes a repeat offender (33%), of those referred to Wisconsin Teen Courts, only 1 in 10 appears in court again for later offenses.

Ashland County: The 14 trained youth Teen Court panelists from 3 school districts and the Bad River Band of Lake Superior Ojibwe act as questioners and deliberate to create meaningful sanctions based on restorative justice. Their sanctions are binding for defendants ('respondents' in Teen Court language). Youth also participate in ethics discussion on case studies, Teen Court Advisory Board meetings and conferences, and Superior Days legislative forums.

Oconto County: Each monthly Teen Court session is led by trained youth panel members. The Spokesperson leads the questioning and keeps proceedings moving. The recorder keeps detailed notes and acts as a reference when facts need to be reviewed during deliberation. The mentor/escort greets respondents, explains the proceedings, and answers their questions. Teen Court panelists also meet quarterly with the Teen Court Advisory Board to discuss teen court promotion, strengthening and recruiting. Youth panel members are the strongest source of ideas and input for this group.

Oneida and Vilas counties: Nine years of relationship-building with Oneida County Judges and other key stakeholders initiated a new Teen Court program. After Lakeland Union High School (LUHS) students provided a Teen Court enactment in January, the judges were ready to pursue the program as part of their juvenile court processes. This student action means that their LUHS peers living in Oneida County are now offered Teen Court for first time misdemeanors as the Vilas County students have had since 2001.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development

**Outcome #4**

**1. Outcome Measures**

Community organizations, coalitions, and government bodies improve practices and policies that support youth engagement.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	0	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

UW-Extension Cooperative Extension is working with county boards, city councils and their committees to include youth representation in several Wisconsin counties. For example, youth leadership development is critical in building civic capacity and long-term community sustainability in Kenosha County. Programs that teach useful skills and build the self-confidence of young people ensure capable, effective leaders for the next generation. In addition, recent national trends including an increase in youth civic service and new emphasis on civic education in schools indicate a growing need for leadership training to ensure young people are prepared to participate in political and civic life.

**What has been done**

Building on initial success and interest in a Youth in Governance program, the Youth & Family Educator, Community Development Educator, and County Director continued to work with the Kenosha County Extension Education Committee to develop a plan to propose to the full county board. In 2007, the Extension Education Committee partnered with the Judiciary and Law Committee and the Administrative Committee to introduce a Youth in Governance resolution. The Kenosha County Board approved the resolution establishing the Youth in Governance program as Kenosha County policy. Over the next few months, UW-Extension educators worked with the Kenosha County UW-Extension Education Committee to develop and implement a nomination and interview process as well as an orientation program to prepare all committees for youth members.

**Results**

In April 2008, 18 youth were appointed to serve on all nine Kenosha County Board committees making it the largest youth in governance program in Wisconsin. Seven youth members participated in a focus group conducted by 4-H Youth Development Specialist Matthew Calvert and a graduate student. Although the program was relatively new, the evaluators wrote the following remarks in their conclusion: 'Kenosha's Youth in Governance program is influencing not only youth, but also adults. Youth are gaining a deeper understanding of governmental processes, while also developing critical thinking skills. Furthermore, young people are giving voice to a group of constituents the county government did not previously access. In turn, adults are discovering that youth are capable of actively participating and contributing in this setting. Both youth and adults have increased respect for each other as a result of this program.'

UW-Extension is recognized for their contribution in this historic change to county government in Kenosha County. County supervisors attribute the success of the Youth in Governance Program to the efforts of UW-Extension. One supervisor encouraged the director to apply for the Harvard University Ash Institute's Innovations in American Government award. Youth In Governance has proved to be invaluable to educate county board supervisors regarding youth assets and civic engagement. More youth in governance impacts are summarized in the evaluation section of this report, including key items of the evaluation for CSREES attention.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development

**V(H). Planned Program (External Factors)****External factors which affected outcomes**

- Public Policy changes
- Government Regulations
- Competing Programmatic Challenges

**Brief Explanation****V(I). Planned Program (Evaluation Studies and Data Collection)****1. Evaluation Studies Planned**

- After Only (post program)
- Before-After (before and after program)
- Other (Direct observation)

**Evaluation Results**

Building Support for Youth in Local Government: County issue statements developed across Wisconsin emphasized the need for young people to become active and productive citizens. Stakeholders identified engaging youth in decision-making as a way to tackle community problems and build capacity among both adults and youth to take on leadership roles. County staff and the state 4-H office received many inquiries about models and support for adding youth voices to county boards. In 2007, Kenosha County joined Douglas, Oneida, Washburn, and Waupaca counties in creating opportunities for youth to join county boards and committees and to cast advisory or actual votes. Kenosha County asked for support in evaluating their program quality and implementation.

Response: UW-Extension Cooperative Extension state 4-H Youth Development specialist Matt Calvert invited county faculty in the five participating counties to help develop an evaluation process. The group selected a mixed methods process to document impact on youth participants, adult board members and communities. They also hoped for results that would lead to program improvement. Calvert worked with a graduate student and the county team of John DeMontmollin, Annette Bjorklund, and Joan Wimpe to conduct surveys, focus groups and individual interviews. A report on impacts and suggested program improvements was generated for each county. Calvert also worked with this group of agents in providing support to other Wisconsin counties considering placing youth in board positions. Calvert co-presented evaluation results to the Wisconsin Counties Association with Kenosha County colleagues, and Bjorklund and Wimpe presented to the Northern District Extension staff. Calvert constructed a website to share practical program and impact information: <http://www.uwex.edu/ces/4h/yig/research.cfm>

Results: Impact of youth on boards was documented, including these evaluation results:

Positive Youth Development- 1. Youth build leadership skills and habits of active citizenship 2. Youth build a sense of responsibility. 3. Youth form supportive relationships with influential community members.

Community Improvement- 1. Youth bring new voices to the decision-making process to inform elected officials and strengthen government programs 2. Youth asking direct questions helped all board members build their involvement and understanding. 3. Improved public opinion of youth from public recognition of their involvement.

Civic Development- 1. Youth noted the value of citizen contributions. 2. Youth increased interest in becoming involved in politics. 3. Youth reported improved opinion of elected officials. 4. Youth participants and their schoolmates increased understanding of public issues and government.

Evidence: Focus groups and individual interviews were conducted in three counties with 10 youth board representatives and 21 adults who worked with them. Data was analyzed and interpreted by teams including colleagues outside the county. Sixteen participating youth also completed pre and post-surveys, using a validated instrument adapted by Calvert.

**Key Items of Evaluation**

Program improvement: As a result of the evaluation, Kenosha County UW-Extension Cooperative Extension added a more significant orientation process. Washburn County educators reported that evaluation results helped them target a more demographically representative group of youth for the program.

Program expansion: Impact reports were used to expand youth representation in local government to another county. The Washburn County evaluation report was used in a presentation to Burnett County board members as evidence for the kind of impact they could expect. They decided to add youth to their board in January 2009.

Evaluation reports for the five Wisconsin counties participating in 2008 including impacts and suggested program improvements are available at: <http://www.uwex.edu/ces/4h/yig/research.cfm>

2008 participation: Matt Calvert, UW-Extension 4-H Youth Development Specialist; Jessica Collura, Graduate Student; and county youth development educators John DeMontmollin, Annette Bjorklund, and Joan Wimme.

**Program #6**

**V(A). Planned Program (Summary)**

**1. Name of the Planned Program**

Building 4-H After School Programs

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
802	Human Development and Family Well-Being	20%			
805	Community Institutions, Health, and Social Services	20%			
806	Youth Development	60%			
<b>Total</b>		100%			

**V(C). Planned Program (Inputs)**

**1. Actual amount of professional FTE/SYs expended this Program**

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	8.5	0.0	0.0	0.0
<b>Actual</b>	8.0	0.0	0.0	0.0

**2. Actual dollars expended in this Program (includes Carryover Funds from previous years)**

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
292935	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
292936	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

Trained UW-Extension Cooperative Extension campus and county 4-H youth development faculty and staff collaborate with VISTA and AmeriCorps, national, state, tribal and local partners to improve the quality of after-school programs and strengthen community collaborations that support and expand quality care for school-age youth during out of school time.

Training after-school providers and their partners: UW-Extension 4-H Youth Development and the Wisconsin Department of Public Instruction (DPI) co-led the Wisconsin Afterschool Network (WAN) from October 2005 through September 2008. WAN provided in-kind support and received start up funds from the C.S. Mott Foundation. WAN is part of the Mott Afterschool Network and is comprised of 540 Wisconsin partners including families, government, education, child care providers, youth development workers and other community partners. This national network brings together 37 established statewide afterschool networks with a collective mission to build partnerships and policies committed to developing and sustaining quality afterschool programs that keep school-age children safe, inspire them to learn, and help working families. The Mott Afterschool Network provides WAN partners an opportunity to both learn and share best practices on program quality. WAN partners established quality recommendations titled Guiding Principles for Afterschool Programs: <http://dpi.wi.gov/sspw/wan.html>

Using face-to-face Train the Trainer sessions supported by online courses and resources, 4-H faculty recruited 22 master trainers to identify resources, adapt training materials, conduct training and provide technical assistance via distance learning. In 2008, these master trainers conducted 82 sessions reaching 753 after-school partners who in turn conducted local trainings. Target audience included local afterschool providers, 4-H Youth Development staff, VISTA/AmeriCorps staff, WAN partners, after-school administrators, program directors and others providing training and support services to after-school programs. Although data were not collected, 10 county 4-H programs reach an estimated 4,690 youth. UW-Extension training plans and resources are available at: <http://www.uwex.edu/ces/4h/afterschool/training/county.cfm>

VISTA national and community service: UW-Extension partners with The National Corporation for National and Community Service to improve lives, strengthen communities, and foster civic engagement through service and volunteering. Diverse VISTA Volunteers work with UW-Extension educators and community partners to help build community capacity to provide quality, culturally appropriate out of school hours programs. During 2008, thirty summer VISTA volunteers served eight weeks with ten UW-Extension county offices, and fourteen year-long VISTA volunteers serve in twelve county offices for 2008/09: <http://www.uwex.edu/ces/4h/vista/index.cfm>

## **2. Brief description of the target audience**



UW-Extension Cooperative Extension campus and county faculty, staff and colleagues provide research-based face-to-face training supported by online courses, experiential 4-H curricula, resources and capacity-building support to local after-school staff, youth and adult volunteers. Of 8,389 adults reached through direct teaching methods in 2008, 69.9% were white, 19.2% American Indian, 3.7% African American, 3.1% Asian American, and 4.1% other identities; 57% were female and 43% male. Of these, 7.1% (599) identified as Latino / a, who may be of any race. In 2007, 3,457 youth participated in 125 4-H organized after-school clubs, up 65 percent since 2005 (most current ES 237 data). Educational partners such as Boys and Girls Clubs and 915 trained volunteers made additional teaching contacts.

UW-Extension Cooperative Extension colleagues are connected by email ListServ, online newsletters, shared resources and regular monthly statewide teleconferences to ensure consistent messages. Colleagues and other professionals in this network include 4-H youth development, family living, community resource development and agriculture campus and county educators and 4-H program advisors.

After-school staff include trained elementary and middle school or school district employees and grant-funded VISTA and AmeriCorps volunteers providing after-school enrichment programs and other educational activities for school-age youth.

Youth include elementary and middle school students in after-school programs, 4-H club after-school members, trained leaders and teen mentors.

Adult volunteers include trained grant-funded VISTA and AmeriCorps volunteers, service learning students, volunteer 4-H club leaders, parents and community volunteers.

Educational partners include coalitions and government bodies that create meaningful roles for young people in making decisions and sharing governance with adults, such as 4-H clubs and groups, 4-H after-school programs, steering committees and advisory groups, Boys and Girls Clubs, schools and school districts, service groups, nonprofit organizations, National Corporation for National and Community Service, the 120-member agency Youth as Partners in Civic Leadership, and the joint UW-Extension and Department of Public Instruction 500 partner agency Wisconsin Afterschool Network.

Ultimate beneficiaries include low-income working parents and their employers, children in low-income families, children of color, tribal members, Spanish-speaking, elementary and middle school students, their parents and communities, and after-school professionals.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	290	0	8000	0
2008	8389	0	3457	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008 :	0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	0	0	
2008	1	1	2

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- While data were not collected at Wisconsin Afterschool Network trainings, 10 county 4-H programs reached an estimated 4,690 youth.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	4690

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O No.	OUTCOME NAME
1	After-school program staff and 140 volunteers improve their ability to offer high quality care, education and developmental experiences for youth.
2	Teen volunteers, 70 adult volunteers and 280 Afterschool staff successfully adapt 4H curriculum and share 4-H project skills with 700 youth involved in 4-H Afterschool programs.

**Outcome #1**

**1. Outcome Measures**

After-school program staff and 140 volunteers improve their ability to offer high quality care, education and developmental experiences for youth.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	280	753

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Three-fourths of Wisconsin children (74 percent) live in families with parents working outside the home. Their need for out-of-school-time programs overwhelms the supply. Programs that engage children in positive recreational and academic activities simply do not exist in many areas. Rural communities often lack the private partners, tax base, transportation and staff to create and sustain after-school programs. According to a 2006 Office of Justice Programs report, these are the peak hours when children and youth are most likely to experiment with drugs, alcohol, tobacco, and sexual activity. Research shows that quality after-school programs keep school-age children safe, inspire them to learn, and help working families.

**What has been done**

UW-Extension Cooperative Extension 4-H Youth Development and the Wisconsin Department of Public Instruction (DPI) co-led the Wisconsin Afterschool Network (WAN) from October 2005 through September 2008. WAN provided in-kind support and received start up funds from the C.S. Mott Foundation. WAN is part of the Mott Afterschool Network and is comprised of 540 Wisconsin partners including families, government, education, child care providers, youth development workers and other community partners. This national network brings together 37 established statewide afterschool networks with a collective mission to build partnerships and policies committed to developing and sustaining quality afterschool programs. The Mott Afterschool Network provides WAN partners an opportunity to both learn and share best practices on program quality.

**Results**

Best practices: Co-led by UW-Extension, WAN partners established quality recommendations titled Guiding Principles for Afterschool Programs: <http://dpi.wi.gov/sspw/wan.html>

Partnerships for sustainability: UW-Extension collaboration with the Wisconsin Afterschool Association, Wisconsin Community Education Association, Wisconsin 4-H Afterschool and other partners in sponsoring joint trainings laid groundwork for the WAN Training Consortium through 2011: <http://www.uwex.edu/ces/4h/afterschool/partnerships/index.cfm>

Strengthened training: With a MetLife Training grant to create a WAN Training Consortium using face-to-face Train the Trainer sessions supported by online courses and resources, 4-H faculty recruited 22 master trainers to identify resources, adapt training materials, conduct training and provide technical assistance via distance learning. In 2008, these master trainers conducted 82 sessions reaching 753 after-school partners who in turn conducted local trainings. Target audience included local after-school providers, 4-H Youth Development staff, VISTA/AmeriCorps staff, WAN partners, after-school administrators, program directors and others providing training and support services to after-school programs. UW-Extension training plans and resources are available at: <http://www.uwex.edu/ces/4h/afterschool/training/county.cfm>

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development
805	Community Institutions, Health, and Social Services
802	Human Development and Family Well-Being

**Outcome #2**

**1. Outcome Measures**

Teen volunteers, 70 adult volunteers and 280 Afterschool staff successfully adapt 4H curriculum and share 4-H project skills with 700 youth involved in 4-H Afterschool programs.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	70	255

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Teachers and parents agree that after-school programs provide safe havens and structured time during risky afternoon hours. Quality after-school programs play a key role - enriching learning by providing supervised settings for exploring interests, gaining lifelong skills such as problem solving, conflict resolution, teamwork and leadership, and building meaningful relationships with adults and peers. Statewide, UW-Extension is forging partnerships and building community capacity to provide care during out-of-school time that keeps youth safe, inspires them to learn, and helps working families.

**What has been done**

UW-Extension Cooperative Extension 4-H Youth Development partners with The National Corporation for National and Community Service to improve lives, strengthen communities, and foster civic engagement. VISTA Volunteers work with UW-Extension educators and their partners to build community capacity and motivate volunteers to provide quality out-of-school time programs. VISTA Volunteers serve on planning and development teams, recruit and train volunteer mentors, develop tutoring and enrichment programs, prepare middle and high school youth for leadership roles, help organize and prepare service learning, and promote participant diversity reflecting their community. During 2008, 30 summer VISTA volunteers served 8 weeks with 10 county UW-Extension offices, and 14 serve year long in 12 county offices during 2008/09.

**Results**

Jackson County: When the Ho-Chunk Nation Study Center expressed a need for culturally appropriate after-school programs, the youth development educator worked with tribal community members to start a 4-H club focusing on a project where study center youth sew regalia for the annual Memorial Day powwow.

Milwaukee County: Public High school graduation rate is 65 percent, and overall grade is C (1.9 GPA). UW-Extension Cooperative Extension partnered with UW-Washington County and Washington High School on a pre-college initiative to increase academic achievement and graduation rates among African American youth. The high school provided classroom space and students for weekly workshops. The youth development educator adapted and implemented the Youth Quest pre-college curriculum for middle and high school students. The educator has also established a partnership with public middle schools through 21st Century Community Learning Centers. He assessed needs, identified strategies to support student achievement during tutoring sessions, provided staff with trainings on best practices for working with African American children, and assessed progress.

Shawano County: In 2008, the youth development educator recruited and trained two American Indian VISTA volunteers for the Stockbridge-Munsee Family Services After School and Summer School Programs. These trained volunteers developed a summer school curriculum on American Indian and Tribal History, Heritage and Culture. Success of using VISTA volunteers to enhance the Stockbridge-Munsee summer school program opened the door to a yearlong VISTA in 2009, with the goal of making 4-H a part of their after-school program.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
805	Community Institutions, Health, and Social Services
806	Youth Development

**V(H). Planned Program (External Factors)****External factors which affected outcomes**

- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Populations changes (immigration, new cultural groupings, etc.)
- Other (Team sunset in 2007.)

**Brief Explanation**

Appropriations changes: University of Wisconsin-Extension Cooperative Extension and the Wisconsin Department of Public Instruction (DPI) have forged a sustainable structure of statewide, regional, local and school-community partnerships to support high quality after-school programs through the Wisconsin Afterschool Network (WAN). Funded by the C.S. Mott Foundation and generous contributions by partner organizations through September 2008, this new public/private partnership shares the vision that all Wisconsin school age youth have the opportunity to attend a high-quality after-school program. WAN is now funded by an Innovation Grant through 2011 and administered by the Marshfield Clinic.

Competing public priorities: The Building 4-H After-School Programs Team decided to sunset as a formal Wisconsin 4-H Work Team on May 29, 2007, until interest and need arise. Although the team has sunset, state experiential learning specialist Kathi Vos remained the Wisconsin 4-H Afterschool Network State Contact and participated in monthly phone conferences sponsored by National 4-H Council and National 4-H Headquarters, served on the board of the Wisconsin Afterschool Association and as Wisconsin Afterschool Network Partnership Team Coordinator. She kept county youth development educators, program advisors and community partners informed of funding and training opportunities and provided support to 4-H After-school educational efforts through her retirement at the end of 2008. This is the last federal report on this planned program, it is not included in federal plans for 2009 and beyond.

**V(I). Planned Program (Evaluation Studies and Data Collection)****1. Evaluation Studies Planned**

- After Only (post program)
- Before-After (before and after program)
- Other (Direct Observation)

**Evaluation Results**

Improving after-school programs by identifying student interests: In September 2008 Waushara County UW-Extension Cooperative Extension educators met with coordinators of the newly funded Wautoma High School After School program. The coordinators learned about the four UW-Extension program areas and potential curricula agents could offer to support the new after-school program. UW-Extension offered to assist the coordinators with a needs assessment process using focus groups to identify barriers to student participation and students' areas of interest for programming.

RESPONSE: In December 2008, all Waushara County Extension agents facilitated four focus groups representing youth from Wautoma High School.

RESULTS: Youth responses indicated that current communication efforts used by administration were ineffective at increasing student awareness of after-school programs. Students suggested school staff use technology such as text messaging and school supplied e-mail addresses to inform youth of after-school programs. Barriers to participating in after-school programming included mostly obligations to part-time employment and sports. Youth also indicated the influence of social cliques in determining whether they wanted to participate in programs or not.

The focus groups produced a substantial list of potential after school offerings that youth would be interested in. Some of these include the following: job shadowing, horticulture and gardening, college visits, career day speakers, interior design, drafting, knitting and much more. Results of the focus groups will be used to design a successful new after-school program at the Wautoma High School.

**Key Items of Evaluation**

**Program #7**

**V(A). Planned Program (Summary)**

**1. Name of the Planned Program**

Family Caregiving

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
801	Individual and Family Resource Management	40%			
802	Human Development and Family Well-Being	40%			
805	Community Institutions, Health, and Social Services	20%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

**1. Actual amount of professional FTE/SYs expended this Program**

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	2.8	0.0	0.0	0.0
<b>Actual</b>	4.3	0.0	0.0	0.0

**2. Actual dollars expended in this Program (includes Carryover Funds from previous years)**

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
193141	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
193142	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**



To strengthen family caregiving and financial security later in life, the UW-Extension Cooperative Extension statewide Family Caregiving Team--renamed Aging in Our Communities for 2009 and beyond--works to develop and disseminate research-based educational programs that address priority needs of Wisconsin's diverse aging population, their families and communities. Family Living Programs campus and county faculty and staff provide professional development for extension colleagues, other professionals and volunteers, and support for community coalitions and collaborations.

Training and curricula: As Master Trainers, Family Living Programs faculty have reviewed and adapted curricula for diverse Wisconsin caregivers, and have trained class leaders who teach at least one of the team-supported curricula in 64 (88%) of Wisconsin's 72 counties. For example, Powerful Tools for Caregivers is a six-week course focusing on those who have cared for a spouse for an extended time. This workshop series empowers caregivers to maintain their own health and well-being while managing caregiving responsibilities. Research, evaluation and revision ensure continued value and success of these trainings. Wisconsin researchers asked class leaders to gather data to help social workers identify who benefits most from Powerful Tools for Caregivers. Findings from their study revealed that trained caregivers who became more confident in their ability to care for themselves were more likely to focus on stress management and relaxation rather than engage in health risk behaviors. Results are summarized in the evaluation studies section of this report.

Prepare to Care pilot study: Lost productivity from employed caregivers is estimated to cost U.S. businesses \$34 billion annually. The AARP Foundation, USDA CSREES and University Cooperative Extension Services in Wisconsin, New York, North Carolina and Oregon collaborated to develop the pilot program Prepare to Care to educate employers and employees about the impact of balancing work and adult caregiving. UW-Extension family living educators worked with the extension program specialist in aging to pilot Prepare to Care materials with 6 county governments. County governments became the pilot subjects of a confidential employee survey to determine the number of employed adult caregivers in each county, scope of employee caregiving responsibilities, and effects of caregiving on work responsibilities. Surveys of 676 county government employees found that 62 percent are family caregivers. Of these, 66 percent reported missing work due to caregiving. These caregivers wanted access to resources through their employer, preferring fact sheets, newsletters and lunchtime seminars. From these results, employers developed specific plans of action to address their employees' needs, part of creating a positive and supportive workplace. Prepare to Care educational materials and evaluation tools will be launched nationwide in 2009 on the Extension website: <http://www.extension.org>

## **2. Brief description of the target audience**

The statewide Family Caregiving Team provides training and educational support for extension colleagues, educational partners, community-based professionals and volunteers, and diverse family caregivers. Of 4,808 adults reached through direct teaching methods in 2008, 94.7% were white, 3.7% African American, 0.7% American Indian, 0.5% Asian American, and 0.4% other identities; 76.4% were female and 23.6% male. Of these, 2.2% (108) identified as Latino/a, who may be of any race. Educational partners and 224 trained volunteers made 5,000 to 8,000 additional teaching contacts.

UW-Extension Cooperative Extension colleagues are connected by email ListServ, online newsletters and shared resources such as statewide WisLine webinars and the national Extension Disaster Education Network (EDEN) to quickly address critical timely issues such as the 2008 record flooding. Colleagues and other professionals in this network include Family Living Programs campus and county faculty and staff who support local coalitions and family caregiver networks, many of whom are trained class leaders teaching family caregivers in support groups, one on one, workshop sessions, sequential learning sessions and exhibits.

Educational partners include Wisconsin Department of Health and Family Services Bureau of Aging & Disability Resources, Area Agencies on Aging, Commission on Aging, county governments, county and tribal social workers and health care providers, Wisconsin Association of Aging Groups, AARP, Alzheimer's Association, dementia networks, End of Life Education Council, Hope of Wisconsin, Wisconsin Respite Association, Hospitals, Hospice, Parish Nurses, inter-faith and other service groups.

Community-based professionals and volunteers work directly with family caregivers. The 500 community professionals trained since 2001 have taught 5,000 Wisconsin caregivers. Caregiving was defined in the 2008 Wisconsin county government employee survey as providing at least one of the following caregiving responsibilities for an adult family member or friend in the previous six months: driving to appointments, assisting with home maintenance, grocery shopping, preparing meals, completing forms, assisting with bill payment, arranging meals or appointments, providing personal care, or arranging services for a long-distance friend or family member.

Ultimate beneficiaries include working caregivers and their employers, care recipients who are aging family members, supporting professionals and communities.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	4000	0	0	0
2008	4808	0	0	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008 :	0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	0	0	
2008	7	3	10

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- The 224 volunteers trained in 2008 and 500 community professionals trained since 2001 have taught another 5,000 to 8,000 Wisconsin family caregivers.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	5000

**Output #2**

**Output Measure**

- Managed by UW-Extension, the new national family caregiving Extension website recorded 64,879 page views from March 2008 to January 2009.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	64879

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

<b>O No.</b>	<b>OUTCOME NAME</b>
1	Caregivers/ participants increase their knowledge about being a family care provider
2	Caregiver/Participants adopt family caregiver skills to assist them as a care provider
3	Caregiver/participants plan to access community resources to support their caregiver roles.
4	Care managers and other professionals will increase their knowledge of the caregiver identity change process and the implications for changing the delivery of caregiver services

**Outcome #1**

**1. Outcome Measures**

Caregivers/ participants increase their knowledge about being a family care provider

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	1300	2948

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

U.S. Census data indicate that by 2011, nearly 10,000 baby boomers will turn 65 years old every day. This trend will continue for the next 20 years, totaling nearly 72 million. Wisconsin already has 600,000 family caregivers, many balancing work and caregiving. Lost productivity is estimated to cost U.S. businesses \$34 billion annually, an average of \$2,110 per full-time employed caregiver (Met Life Study, National Alliance for Caregiving, July 2006). A national inter-agency collaboration has formed to assess needs, identify best practices to meet those needs, and develop materials to educate employers and employees about the impact of balancing work and adult caregiving.

**What has been done**

The AARP Foundation, USDA CSREES and University Cooperative Extension Services in Wisconsin, New York, North Carolina and Oregon collaborated to develop the pilot program Prepare to Care to educate employers and employees about the impact of caregiving on people's work and personal lives. A group of UW-Extension Cooperative Extension family living educators worked with extension program specialist in aging Mary Brintnall-Peterson to pilot the Prepare to Care Program with AARP Foundation funding. Their county governments became the pilot subjects of a confidential employee survey designed to determine the number of employed adult caregivers in each county, scope of employee caregiving responsibilities, and effects of caregiving on work responsibilities. Prepare to Care programs were offered in each county, and material development and survey results documented in published reports for each county. A summary article of data from 6 counties was published in the Wisconsin Counties Association magazine.

**Results**

Surveys of 676 county government employees in six Wisconsin counties found that 62 percent are family caregivers. Of these, 66 percent reported missing work due to caregiving. These caregivers wanted access to resources through their employer, preferring fact sheets, newsletters and lunchtime seminars. One benefit of the survey is that each employer heard which resources their employees want. Results were shared with county administrators, county executives, personnel directors and employees in all counties surveyed. From these results, employers developed specific plans of action to address their employees' needs as in the following example, part of creating a positive and supportive workplace. Prepare to Care educational materials and evaluation tools will be launched nationwide in 2009 on the Extension website: <http://www.extension.org>

Taylor County: Two-thirds of county employees returning surveys expressed an interest in learning more about caregiving benefits offered through the county such as legal-financial-health care planning, planning for future caregiving needs for themselves or another person, identifying solutions to caregiving problems, and community resources for caregivers. As a result, UW-Extension and the Commission on Aging provided all employees a resource directory, a monthly newsletter and Prepare to Care materials. County employees learned how to plan for caregiving roles using the Prepare to Care Planning Guide for Families.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
805	Community Institutions, Health, and Social Services
802	Human Development and Family Well-Being
801	Individual and Family Resource Management

**Outcome #2**

**1. Outcome Measures**

Caregiver/Participants adopt family caregiver skills to assist them as a care provider

**2. Associated Institution Types**

•1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	3500	477

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Recent research documents how stress and worries compel caregivers to neglect their own physical and mental health, resulting in depression, extreme fatigue, poor eating and exercise habits and greater use of medications. More than half of the surveyed caregivers said this downward health spiral also lessens their ability to provide care. Those caring for family members with dementia experience even more stress and have greater need to use community supports such as adult day care and in-home respite care, and could benefit from support groups and community educational programs.

**What has been done**

UW-Extension Cooperative Extension family living educators work with community partners and coalitions to address these priority needs. Powerful Tools for Caregivers provides family caregivers with tools to increase their self-care and confidence. This curriculum empowers caregivers to maintain their own health and well-being while managing caregiving responsibilities. Caregivers develop a wealth of self-care tools to reduce personal stress, change negative self-talk, communicate their needs to family members and healthcare/service providers, communicate more effectively in challenging situations, recognize their emotions and deal with difficult feelings, plus make tough caregiving decisions about driving, placement or finances. Research, evaluation and revision ensure continued value and success of this caregiver training. Wisconsin researchers asked class leaders to gather data to help social workers identify who benefits most from Powerful Tools for Caregivers.

**Results**

Findings from their study revealed that Wisconsin caregivers who took the Powerful Tools for Caregivers workshop series improved their self-care activities and reduced risk behaviors. Moreover, participants improved in their self-efficacy or confidence level. Caregivers who became more confident in their ability to care for themselves were more likely to focus on stress management and relaxation rather than health risk behaviors. This study is described in the evaluation section of this report. County examples include:

Adams County: When Powerful Tools class participants expressed interest in more caregiving resources on protecting their own retirement and finances, the new curriculum 'What Every Adult Child Should Know' was piloted at a day of learning in fall 2008. Caregivers attending assessed their financial status and determined the impacts.

Oconto County: More caregivers rated themselves as very or extremely confident after completing the six-week Powerful Tools workshop series than before the workshops.

Ozaukee County: Pre- and post-evaluations show dramatic increases in caregivers' abilities to get needed help, cope with stress and discuss concerns. Caregivers embraced the tools taught during 2008 Powerful Tools for Caregivers classes, all (100%) listed two or more tools they use to help them be better caregivers.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
802	Human Development and Family Well-Being
801	Individual and Family Resource Management
805	Community Institutions, Health, and Social Services

**Outcome #3**

**1. Outcome Measures**

Caregiver/participants plan to access community resources to support their caregiver roles.

*Not reporting on this Outcome for this Annual Report*

**Outcome #4**

**1. Outcome Measures**

Care managers and other professionals will increase their knowledge of the caregiver identity change process and the implications for changing the delivery of caregiver services

*Not reporting on this Outcome for this Annual Report*

**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Populations changes (immigration, new cultural groupings, etc.)

**Brief Explanation**

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

- After Only (post program)
- Before-After (before and after program)
- Other (Direct Observation)

**Evaluation Results**

Learning from You: Powerful Tools for Caregivers Spouse/Partner Caregivers Project: Previous research documented how stress and worries compel caregivers to neglect their own physical and mental health, resulting in depression, extreme fatigue, poor eating and exercise habits and greater use of medications. More than half of the surveyed caregivers said this downward health spiral also lessens their ability to provide care effectively. Caring for a family member with dementia adds even more stress to an already stressful responsibility. Wisconsin researchers asked class leaders to help gather data to help social workers identify who benefits most from caregiver training.

Response: Powerful Tools for Caregivers provides family caregivers with tools to increase their self-care and confidence. A major objective of this curriculum is to empower caregivers to maintain their own health and well-being while managing caregiving responsibilities.

In six 2 1/2 hour classes, caregivers develop a wealth of self-care tools to reduce personal stress, change negative self-talk, communicate their needs to family members and healthcare/service providers, communicate more effectively in challenging situations, recognize the messages in their emotions and deal with difficult feelings. They also make tough caregiving decisions about driving, placement and finances.

Research, evaluation and revision ensure continued value and success of trainings such as the Powerful Tools for Caregivers curriculum. Marie Savundranayagam from UW-Milwaukee and Mary Brintnall-Peterson from UW-Extension analyzed data from pre- and post-program surveys of Powerful Tools class participants who were caring for a spouse/partner and adult children caring for persons with Alzheimer's disease.

Results: Findings from their study revealed that Wisconsin caregivers who took the Powerful Tools for Caregivers workshop series experienced improvements in self-care activities and reductions in health risk behaviors. Moreover, participants improved in their self-efficacy or confidence level. The authors were also interested in the active ingredient that helps caregivers engage in better care for themselves. They found that caregivers who became more confident in their ability to care for themselves were more likely to focus on stress management and relaxation rather than engage in health risk behaviors.

Powerful Tools for Caregivers gave caregivers permission to care for themselves. This finding is compelling and speaks to the importance of action plans and relaxation exercises conducted during the session in teaching and motivating caregivers to care for themselves. The training acknowledges that although caregiver health is imperative for family members to maintain their caregiving role, it is also important in its own right.

### **Key Items of Evaluation**



**Program #8**

**V(A). Planned Program (Summary)**

**1. Name of the Planned Program**

Family Financial Education

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
801	Individual and Family Resource Management	100%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

**1. Actual amount of professional FTE/SYs expended this Program**

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	9.7	0.0	0.0	0.0
<b>Actual</b>	9.7	0.0	0.0	0.0

**2. Actual dollars expended in this Program (includes Carryover Funds from previous years)**

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
396031	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
396031	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

The statewide Family Financial Education Team works with trained volunteers and local partners to create community or regional public-private partnerships, to address specific financial education needs identified by community residents, and to provide research-tested resources, training and support for these resources, and analysis for assessment. Family Financial education is delivered through trainings, individual counseling, conferences, workshops, presentations, newsletters, and youth financial education reality simulations addressing the basics of earning, spending, using credit or repairing debt, avoiding bankruptcy, saving, health care, housing, financing higher education and other financial management priorities. Nearly 13,800 adults and 5,324 youth were reached through direct teaching methods in 2008.

Enhancing youth financial literacy: In 2008, UW-Extension Cooperative Extension family living educators and community partners in 18 counties conducted reality simulations for 2,201 middle and high-school students. Events have different names such as Youth Money Smart College, Reality Daze, Reality Fair, The Balancing Act, Mad City Money, and Money Quest-but all feature learning about money by modeling real-life scenarios. Trained adult volunteers step into roles as loan officers, bankers, merchants, salespeople and credit counselors. Of more than 500 middle and high school students who completed a post-session survey, 88% rated the program as helpful or very helpful. Nearly all reported that the reality event increased their confidence in making decisions that deal with money, managing money in the "real" world, and setting goals. A nine-month follow-up evaluation revealed that, of those students who did not do so before the event, 100% report now tracking their spending and comparing prices when they shop. Impact results are summarized in the evaluation studies section of this report and online at: <http://www.uwex.edu/ces/pdande/evaluation/pdf/YFEreport2008.pdf>

Debtor education and counseling: To reduce the number of people using bankruptcy as a periodic budget balancing tool, U.S. Trustees in the Department of Justice made financial counseling and education a requirement to filing for bankruptcy. Where counties lacked the financial education required, UW-Extension Family Living Programs fostered a concerted community-based educational response to address the needs of those filing for bankruptcy and others concerned about their economic security. In 2007-2008, UW-Extension family living educators issued 336 certificates to individuals in Wisconsin, verifying their participation in credit counseling sessions. Certificates for completing debtor education through UW-Extension were given to 300 individuals. In evaluations after debtor education, 99% of participants indicated that they had learned something they could use, and 98 percent said they would begin using a budget at home. In 2008, this comprehensive response extended to St. Croix and Pierce counties family living and community resource development educators mobilizing a Foreclosure Prevention Task Force to address foreclosure rates up by around 500% since 2000.

## **2. Brief description of the target audience**

The statewide Family Financial Education Team provides research-based training and support for agency partners, professionals, volunteers and community residents including youth. Of 13,797 adults reached through direct teaching methods in 2008, 89.3% were white, 4.0% African American, 4.0% Asian American, 1.6% American Indian, and 1.0% other identities; 62.8% were female and 37.2% male. Of these, 2.5% (351) identified as Latino/a, who may be of any race. In 2007-2008, 5,324 youth were reached by direct teaching methods, 3,123 enrolled in 4-H Consumer Science curricula and 2,201 participated in youth financial education.

UW-Extension Cooperative Extension colleagues across four program areas on 8 campuses and in 72 counties are connected by email ListServ, online newsletters and shared resources such as statewide WisLine webinars and the national Extension Disaster Education Network (EDEN) to quickly address critical timely issues such as the 2008 record flooding.

Agency partners and professionals include Head Start, Home Visitors, WIC--Women, Infants and Children, county and tribal health and human services, social services, departments of aging and housing, probation and parole, Drug Courts, Wisconsin Department of financial Institutions, Department of Family Services, Department of Revenue, and Wisconsin Housing and Economic Development Authority.

Community members and volunteers include bankers and other financial professionals, business owners, teachers, school administrators and 4-H volunteer leaders. Educational partners include community centers, 21st Century Learning Centers, public libraries, news media, Volunteer Income Tax Assistance, AARP, Community Action Councils, Rural Development Councils, United Way, St. Vincent de Paul and other inter-faith volunteer networks. Educational partners and the 505 volunteers trained in 2008 extended financial literacy through direct teaching methods such as financial education reality simulations and events for youth. Trained teachers, business and community volunteers help middle and high school students plan their spending, write checks, balance their checkbooks, track their spending, and record the costs of living expenses they use in their event scenarios.

Local extension-led teams support Volunteer Income Tax Assistance (VITA) sites in schools, community centers and public libraries. Trained by the Internal Revenue Service and Wisconsin Department of Revenue, VITA volunteers prepare basic income-tax returns in English and Spanish. This free, confidential assistance makes tax time easier for low-wage workers, newcomers, tribal members, older adults and people with disabilities.

Many learn they are eligible for federal and state Earned Income Credit and Wisconsin Homestead Credit. IRS data show that cash returned to these taxpayers through credits improves their well-being and boosts the economy of their community.

Ultimate beneficiaries include middle and high school students and their parents, young adults, low-income families and their children, Spanish-speaking families and their children, older adults, nonviolent criminal offenders, incarcerated parents, extended families and communities.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	9000	0	0	2000
2008	13797	0	5324	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

**Year**    **Target**  
**Plan:**    0

2008 : 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	0	0	
2008	5	1	6

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

*Not reporting on this Output for this Annual Report*

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	{No Data Entered}

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

<b>O No.</b>	<b>OUTCOME NAME</b>
1	Participants will increase their knowledge of financial concepts and personal financial skills.
2	Participants will plan to use financial concepts and positive financial practices.

**Outcome #1**

**1. Outcome Measures**

Participants will increase their knowledge of financial concepts and personal financial skills.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	2700	5495

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Young people, in particular, urgently need basic financial survival skills. In 2006, the Wisconsin Department of Public Instruction estimated that 80% of state high school students held down jobs and nearly one-third had credit cards in their own name. Yet even those with jobs are still unable to balance a checkbook or follow basic principles of earning, spending, saving and managing money. The Jump\$tart Coalition for Personal Financial Literacy reports that, 'Many young people fail in the management of their first consumer credit experience, establish bad financial management habits, and stumble through their lives learning by trial and error.' (<http://www.jumpstartcoalition.org/>)

**What has been done**

In 2008, UW-Extension Cooperative Extension family living educators and community partners in 18 counties conducted reality simulations for 2,201 middle and high-school students. Events have different names but all feature learning about money by modeling real-life scenarios. Armed with simulated paychecks, mock checkbooks, debit and credit cards, 'fate' and 'reward' cards and other props, young people find themselves facing real-life financial challenges. Trained adult volunteers step into roles as loan officers, bankers, merchants, salespeople and credit counselors. Impact results are summarized in the evaluation studies section of this report and online at: <http://www.uwex.edu/ces/pdande/evaluation/pdf/YFereport2008.pdf>

**Results**

Of more than 500 middle and high school students who completed a post-session survey, 88% rated the program as helpful or very helpful. Nearly all reported that the reality event increased their confidence in making decisions that deal with money, managing money and setting goals. A nine-month follow-up evaluation revealed that, of those students who did not do so before the event, 100% report now tracking their spending and comparing prices when they shop. Two county examples follow.

Buffalo and Pepin counties: Family living and 4-H youth development educators initiated a first-ever financial education partnership that includes public schools, local government, businesses, citizens, organizations and agencies. With youth input, they held a Reality Check simulating one month of real life for a mid-20 year old, reaching 290 students from 4 school districts supported by teachers, guidance counselors, 116 trained volunteers and 5 financial institutions. More than 80% of students indicated they planned to save money and be more careful with budgeting and spending. Parents reported improved communication about financial matters. One school board is voting to make Reality Check a graduation requirement beginning in 2010-2011.

Richland County: The 2008 Get Real simulation reached 344 high school students from 6 schools supported by 137 trained volunteers from businesses, government agencies and the community concerned about youth financial literacy. The greatest gains in knowledge students reported were in learning how much things cost (71%) and how to set goals to manage money better (68%). Many also reported increasing their ability to plan for unexpected expenses (74%) and to create a personal budget (59%).

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
801	Individual and Family Resource Management

**Outcome #2**

**1. Outcome Measures**

Participants will plan to use financial concepts and positive financial practices.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	1300	636

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

A slow economy leading to layoffs and business closings, combined with rising energy and food prices finds many in Wisconsin--and across the country--considering bankruptcy. Many circumstances can bring people to the point of filing for bankruptcy. Job loss, credit card debt, lack of adequate health insurance and costly medical bills are frequently the catalysts that push people to file. Individuals on limited incomes, such as older adults or people with disabilities who depend on Social Security, are also turning to bankruptcy as a last resort. Whatever the cause, the result is the same--the number of people filing for bankruptcy in Wisconsin has increased more than 100% since 1990.

**What has been done**

In 2005, a new law stipulated that people filing for bankruptcy must complete pre-bankruptcy credit counseling and follow up with a debtor education session from a certified professional. In some counties, no local agency provided such counseling. UW-Extension Cooperative Extension family living educators recognized that the new requirements were similar to financial education programs they were already conducting, and 15 received certification from the Office of the U.S. Trustee to conduct pre-bankruptcy credit counseling and debtor education. Families counseled put together a budget they can follow after they complete the bankruptcy. They learn much about their mistakes by writing out their expenses. Because many of these households live with poverty and food insecurity, extension educators also refer them to local resources such as emergency fuel assistance and food pantries.

**Results**

In 2007-2008, family living educators issued 336 certificates to individuals verifying their participation in credit counseling, and 300 certificates for completing debtor education through UW-Extension. In evaluations after debtor education, 99% of participants indicated that they had learned something they could use, and 98 percent said they would begin using a budget at home. Two county examples follow.

Ozaukee County: Most of those who completed credit counseling or debtor education (96%) wrote that they planned to create an action plan for moving to new housing, talk with the family about money, 'not go further into debt but live on the money I have,' and 'look closely at money going out versus income.'

Washburn County: Based on completed Wisconsin 2008 evaluation forms and U.S. Trustees report forms, 100% of debtor education and counseling participants said they learned something they can use, and 96% said they will use a budget at home. As a result, participants plan to: 'Make myself much more capable of being responsible for my expenses.' 'Pay on time and not over-extend.' Most useful things learned include how to spend, save, and handle money, the importance of looking ahead and living within your means, keeping track of spending, avoiding foolish spending, balancing and budgeting your money.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
801	Individual and Family Resource Management

**V(H). Planned Program (External Factors)****External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Populations changes (immigration, new cultural groupings, etc.)
- Other (Bankruptcy filing)

**Brief Explanation****V(I). Planned Program (Evaluation Studies and Data Collection)****1. Evaluation Studies Planned**

- After Only (post program)
- Before-After (before and after program)
- Other (Direct Observation)

**Evaluation Results**

Enhancing youth financial literacy: Young people urgently need basic financial survival skills. In 2006, the Wisconsin Department of Public Instruction estimated that 80% of state high school students held down jobs and nearly one-third had credit cards in their own names. Yet even those with jobs are still unable to balance a checkbook or follow basic principles of earning, spending, saving and managing money. The Jump\$tart Coalition for Personal Financial Literacy reports that, "Many young people fail in the management of their first consumer credit experience, establish bad financial management habits, and stumble through their lives learning by trial and error."

Response: Studies have shown that an effective way for young people to learn about day-to-day economic decision-making is through "reality events" - simulations that mimic the real-life economic choices people routinely face. In 2008, family living educators and community partners in 18 counties conducted simulation-type reality events for 2,201 middle and high-school students. UW-Extension Cooperative Extension educators took on a variety of roles, including coordinating the planning committees, handling publicity, recruiting and training volunteers, preparing materials, securing funding, evaluating the programs and participating in the events. A group of family living educators developing simulations worked with an evaluation specialist to conduct a statewide evaluation. The 2008 report *Evaluating the Use of Simulations for Youth Financial Education* is available at: <http://www.uwex.edu/ces/pdande/evaluation/pdf/YFReport2008.pdf>

Results: Of more than 500 middle and high school students who completed a post-session survey, 88% rated the program as helpful or very helpful. Nearly all of the respondents reported that the reality event increased their confidence in making decisions that deal with money, managing money in the "real" world, and setting goals to manage money. The majority of youth participants reported changes in knowledge related to their understanding of the cost of buying on credit, what it feels like to pay bills, and the costs of living. Most said they had increased their knowledge of financial concepts such as checking vs. credit card accounts, saving vs. investing, the purpose of insurance, and the importance of saving.

The largest numbers of high school students reported increased skills in being able to determine monthly financial needs, plan for unexpected expenses, and plan for charitable giving. Just over half of the high school students felt that they increased their skills in keeping track of credit card use, spending and income. A middle school participant commented: "[I liked] the openness to ask questions, the friendliness of the teachers and clearness of the ideas."

A nine-month follow-up evaluation revealed that, of those students who did not do so before the event, 100% report now tracking their spending and comparing prices when they shop at least some of the time. Many expressed their desire to plan to avoid unnecessary spending, use a budget, track spending, save for future goals, adjust their spending to make ends meet, and get value for their money.

**Key Items of Evaluation**



Motivation to change their financial behaviors is the highest level of change that can be measured at the end of a single time event. Evaluation questions asked what middle and high school participants "plan to do" as a result of attending the financial reality simulation program. Overall, 50% of the respondents planned to make changes in their financial practices on all but one of the expected outcomes. For example, adjust spending to make ends meet (59%), use a budget (57%) and track spending (56%).

The importance of energetic, committed staff and volunteers cannot be undervalued as noted by youth participants. Trained adults who make youth financial education events possible provide opportunities for learning, connections to careers, and serve as role models and mentors. The 2008 Report Evaluating the Use of Simulations for Youth Financial Education is available at: <http://www.uwex.edu/ces/pdande/evaluation/pdf/YFEreport2008.pdf>

**Program #9**

**V(A). Planned Program (Summary)**

**1. Name of the Planned Program**

Helping Youth Understand Agricultural Issues

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
315	Animal Welfare/Well-Being and Protection	30%			
806	Youth Development	70%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

**1. Actual amount of professional FTE/SYs expended this Program**

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>				
<b>Actual</b>	32.7	0.0	0.0	0.0

**2. Actual dollars expended in this Program (includes Carryover Funds from previous years)**

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
1102629	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
1102630	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

Backed by Cooperative Extension campus specialists at UW-Madison, UW-Platteville and UW-River Falls, interdisciplinary county faculty, staff and trained volunteers provide age-appropriate research-based educational programs and Develop toolkits, curricula and resources in support of helping youth understand agricultural issues, training and engaging a new agricultural workforce. Educational programs are tested for participant age and ability. Youth interested in agriculture learn the latest in safe tractor and machinery operation, animal handling and crop production safety, Meat Animal Quality Assurance standards, ethics and best practices. Others including Spanish-speaking and high-risk youth learn how Wisconsin agriculture affects their daily lives.

Developing a well-trained agricultural workforce: Agricultural occupations are among the most hazardous. Tractors and other machines are involved in the majority of incidents resulting in injury or death on farms. Federal child labor laws require specific training relating to tractor and machinery operation for youth ages 14 to 15 working on farms other than those of their parents. Wisconsin law also requires such training for youth 12 to 16 years old who operate tractors or other farm machines on public roads. Jointly, UW-Extension county educators, agricultural education instructors and trained volunteers conduct Safe Operation of Tractor and Machinery Certification education resulting in thousands of youth successfully completing certification.

Area ANIMAL SCIENCE DAYS: In 2008 nearly 1000 youth ages 9 to 19 learned to evaluate animals based on their physical traits and judge which animal in a class is closest to the ideal species standard. Presenting oral reasons and defending their decisions strengthens their critical thinking, public speaking skills and self-confidence. UW-Extension offers 24 animal science projects statewide, enrolling 76,664 youth in 2007 (most current ES 237 data). Through their project experience, youth gain assets such as taking responsibility, understanding economic implications, and making good use of recreational time. Assets are those building blocks that enable youth to decrease their chances of being involved in at-risk behaviors such as alcohol, tobacco or other drug use, dropping out of school, or early sexual involvement. Animal science project participants build life skills of communication, organization, decision-making and problem-solving:  
<http://www.uwex.edu/ces/pdande/evaluation/pdf/animalscience.pdf>

Meat Animal Quality Assurance: Since the pork industry initiated quality assurance standards, about 4,500 youth have become certified through UW-Extension Meat Animal Quality Assurance (MAQA) trainings, mostly swine exhibitors but also some sheep and beef. Older certified youth help teach younger youth. Youth involved in food production through 4-H projects learn industry concerns and guidelines for their projects, follow good animal husbandry procedures, articulate the reasons for specific care and management, and understand potential impact on their future careers and roles.  
<http://www.uwex.edu/ces/animalscience/youthlivestock/quality.cfm>

## **2. Brief description of the target audience**

The interdisciplinary Helping Youth Understand Agricultural Issues Team provides research-based education, resources and capacity-building support to colleagues, community partners, youth and adult volunteers. Of 25,460 adults reached through direct teaching methods in 2008, 95.6% were white, 0.9% Asian American, 0.8% African American, 0.2% American Indian and 2.6% other identities; 52% were female and 48% male. Of these, 3.3% (830) identified as Latino/a, who may be of any race. In 2007, 76,664 youth enrolled in 4-H Animal Science curricula, and 364 earned Tractor and Machinery Safety certification (most current data). Community partners such as Future Farmers of America, Boys and Girls Clubs and 1,348 trained volunteers made additional teaching contacts. Spanish-speaking youth are reached through migrant groups and bilingual dairy worker newsletters.

UW-Extension Cooperative Extension colleagues are connected by email ListServ, online newsletters, shared resources and regular monthly statewide teleconferences to ensure consistent messages. Colleagues in this network include 4-H Youth Development and Agriculture and Natural Resources Extension county faculty and staff, Community, Natural Resource and Economic Development and basin educators, campus specialists at the UW-Madison College of Agricultural and Life Sciences and School of Veterinary Medicine, UW-Platteville and UW-River Falls, 4-H program advisors and counterparts nationwide.

Educational partners include older 4-H youth and alumni, parents, guardians and extended families, trained youth and adult volunteers, Wisconsin 4-H Foundation, dairy and livestock industry coaches, Wisconsin Pork Producers, Wisconsin Livestock Breeders, Wisconsin Cattlemen, Wisconsin Beef Council, Wisconsin Sheep Breeders, Purebred Dairy Cattle Association, Wisconsin Junior Holstein Association, Holstein Foundation, Wisconsin State Horse Council, Wisconsin 4-H Horse Association, 4-H horse leaders, Wisconsin International Poultry Club, fair superintendents and committees, junior fair boards, Wisconsin State Fair, World Beef Expo, 4-H and FFA livestock committees, auction committees, Boys and Girls Clubs, middle school, High school and school district agriculture teachers and FFA advisors, technical colleges, United Migrants Opportunity Service, county Farm Bureaus and Wisconsin Farm Bureau Federation, Wisconsin Federation of Cooperatives, Wisconsin Agribusiness Council, county land and water conservation departments, Wisconsin Department of Agriculture, Trade and Consumer Protection and Department of Natural Resources, farm media, grower and producer associations, meat processors, farm support services and bankers, rural insurance, veterinary clinic and lab technicians, farmers, truckers, farm implement dealers, hospitals, sheriff's departments and others.

Ultimate beneficiaries include 4-H club, project and fair participants, middle and high school students, youth at risk behaviorally or academically, migrant youth, their peers, families and communities.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
2008	25460	0	76664	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	
2008 :	0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>			
2008	5	2	7

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

*Not reporting on this Output for this Annual Report*

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	{No Data Entered}

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

<b>O No.</b>	<b>OUTCOME NAME</b>
1	Participants become aware of environmental and biological issues in agricultural production and coexistence with today's society.
2	Participants develop life skills in agricultural-related projects in organization and communication skills.
3	Participants understand and articulate the reasons for certain types of care, management and production of their projects.
4	Participants recognize and explore career and business opportunities in Agriculture and related fields.

**Outcome #1**

**1. Outcome Measures**

Participants become aware of environmental and biological issues in agricultural production and coexistence with today's society.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	{No Data Entered}	1095

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Agricultural work is among the most hazardous, with 82 percent of fatalities among youth under age 16 resulting from farm implements. Youth under age 14 are involved in nine times more accidents per hour driving tractors than operators ages 25 to 44. Youth under age 15 are involved in more accidents while driving on public roads. Common causes of accidents are inexperience, lack of maturity, and the inability to react quickly when confronted with a dangerous situation. All youth under age 16 driving farm implements on roads are required by state and Federal Law to complete the Wisconsin Safe Operation of Tractor and Machinery Certification Program.

**What has been done**

Youth agricultural safety specialist Cheryl Skjolaas coordinates the Wisconsin Safe Operation of Tractor and Machinery Certification Program. Skjolaas helped counties establish partnerships to provide trainings, set statewide standards, developed an instructor training manual, and provides training and resources for instructors. Taught by UW-Extension Cooperative Extension county educators and agriculture instructors through area high schools, county and regional Tractor and Machine Safety Certification Programs enable youth to legally drive a tractor on public roads and operate farm machinery for job-related duties. Successful certification requires attending 24 hours of hands-on instruction and passing both written and driving exams.

**Results**

Youth learn safe tractor/machinery operation and specific safety guidelines for working on a crop or livestock farm, and recognize and correct hazards. Jointly, UW-Extension and school district efforts have resulted in thousands of youth successfully completing certification programs. In 2008, county 4-H youth development and agriculture educators reported 338 youth completed tractor safety certification and 757 applied safety practices.

Kenosha, Racine and Walworth counties: Twenty-eight youth were certified for operation of tractors on public roads following a week-long tractor and equipment safety course. Students learned tractor and equipment safety, livestock handling safety, fire safety, health concerns on the farm, first response and basic first aid response to accidents. Local agricultural businesses, particularly implement dealers, value these farm safety principals taught and provide program assistance by donating farm implements and encouraging their employees to participate as trainers.

Rock County: All 19 students received certification and experience with skid loader and loader tractor safety, zero radius lawn mower safety, backing a 2-wheel trailer with an all-terrain vehicle, first aid and first response training including making an effective 911 call, and completing an exercise demonstrating how much a tractor veers when the operator looks over his or her shoulder. Students also completed a home farm safety inspection as a project signed by 38 parents or grandparents who will help make safety improvements.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development

**Outcome #2**

**1. Outcome Measures**

Participants develop life skills in agricultural-related projects in organization and communication skills.

**2. Associated Institution Types**

•1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	{No Data Entered}	9052

**3c. Qualitative Outcome or Impact Statement****Issue (Who cares and Why)**

Animal Science is the largest Wisconsin 4-H Youth Development program with the most participants. Not only do 4-H participants develop technical skills in science-oriented fields, they also develop life skills and gain assets such as self-confidence, understanding of economic implications and healthy use of out-of-school time. Research shows that compared with non-participating youth, 4-H youth enrolled in these project areas smoke less, shoplift less, and engage in a lower rate of violent activities.

**What has been done**

UW-Extension Cooperative Extension offers 24 animal science projects supported by research-based educational materials tailored to participants' age, skills and reading level. Each year, four district animal science days prepare 4-H youth for judging animal breeds at county fairs and stating their reasons for ranking traits. County educators and trained volunteers reached 76,664 youth through Animal Science curricula in 2007 (most current data). A UW-Extension statewide evaluation of 4-H animal science projects found stronger character development, moral and ethical values among 4-H members than among their non-4-H peers:  
<http://www.uwex.edu/ces/pdande/evaluation/pdf/animalscience.pdf>

**Results**

Statewide in 2008, 6,158 youth engaged in positive use of time, 1,824 gave oral presentations, and 1,070 took on leadership roles. Middle and high school students who care for animals as part of UW-Extension 4-H projects gained skills in accepting responsibility, communicating effectively, developing relationships, making ethical decisions, organizing their work, setting and achieving goals, all grounded in the strong technical knowledge and values they acquire through participation. For example:

Green County: Dairy and livestock agent Mark Mayer advised 151 Green County 4-H youth successfully exhibiting and caring for project animals humanely and ethically, engaging in positive use of time and articulating the impact of agriculture on society.

Price County: Through discussions on safety, equestrian skills and program offerings, skill sets essential to safe riding became the focus for trainings. Policies for removal of horses and riders not able to control animals at shows were agreed on so both volunteer leaders and fair officials were operating in unison with riders and the public. As a result, 4-H members, parents and leaders reported fewer unsafe incidents, improved rider proficiency with basic skill sets, and greater confidence among youth exhibitors.

Shawano County: Around 300 youth acquired animal handling, financial and record-keeping skills and made productive use of time. Youth also make lifelong friendships through large animal projects, which aids in their social development. As county farm numbers dwindle, youth participation in dairy and livestock projects remains steady because both youth and parents recognize the value of the multiple skills they gain.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
315	Animal Welfare/Well-Being and Protection
806	Youth Development

**Outcome #3**



**1. Outcome Measures**

Participants understand and articulate the reasons for certain types of care, management and production of their projects.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	{No Data Entered}	4500

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Pork Quality Assurance (PQA) is required for swine production at the request of packing plants. In this program started by the National Pork Board, youth learn best Production Practices in managing and handling their swine projects as producers of a food product, and how their actions impact the wholesomeness of that product. Now in 2008 more processors are requiring Quality Assurance certification. To meet this need, UW-Extension acted quickly to better implement this program in Wisconsin, and make the process easier and better organized for youth and trainers.

**What has been done**

The UW-Extension Cooperative Extension Meat Animal Quality Assurance program (MAQA) is the certified program taught to youth enrolled in sheep, swine and beef projects and required for swine exhibitors at the Wisconsin State Fair, most county fairs and other shows. This certification meets the national PQA Requirement. MAQA curriculum lead author Bernadette O'Rourke, extension youth livestock specialist, trains veterinarians, extension and agriculture educators to teach youth ages 8 to 19. In 2008, she worked with colleagues to create a database to collect youth certification and advisor information. Program materials and exams are now available to all certified advisors. During 2008, 4,500 youth attended training meetings on animal care and management. Once youth are certified and able to show what they know, they can help train younger youth and take on leadership roles: <http://www.uwex.edu/ces/animalscience/youthlivestock/quality.cfm>

**Results**

Statewide in 2008, 5,915 youth identified criteria that represent a quality project or product, and 4,281 successfully exhibited and cared for project animals in a humane and ethical manner. About 4,500 students are certified in swine, beef and sheep species Meat Animal Quality Assurance. These students learned animal care and management, animal health products and animal handling, and contributed to the MAQA curriculum. Advisors indicated the new database improved the program, having all information in one location makes it easier to manage.

Dodge County: Youth attending Meat Animal Quality Assurance classes gained first hand awareness of the importance for quality care and management in animal husbandry. They learned animal identification, feed label reading, keeping treatment records, offering clean water at all times, and they demonstrated knowledge of ethical and nonethical treatment.

Iowa County: Trained youth learned how to raise an animal that is healthy and produces a quality carcass, and demonstrated these skills with their exhibits at the county fair.

Portage County: Trained youth gained knowledge about raising healthy livestock and using good production practices, realizing that their actions impact the wholesomeness of food products. Participants reported they learned: 'How important water is, how to give ear notches, what to look for when you get feed,' 'How to read a feed label,' 'Healthy feeding and watering habits,' and 'How to treat your animals.'

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development
315	Animal Welfare/Well-Being and Protection

**Outcome #4**

**1. Outcome Measures**

Participants recognize and explore career and business opportunities in Agriculture and related fields.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	{No Data Entered}	986

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Of nearly half a million Wisconsin residents working in agriculture, about 8% are in traditional farming. The rest work in more than 200 rewarding and challenging agribusiness careers including communications, education, processing, distribution, marketing, sales and other farm service occupations. In rural Dodge and Lafayette counties, agriculture is the main industry. Youth learn at an early age about farming and agriculture opportunities. The 2007-2008 UW-Extension Cooperative Extension needs assessment identified as a priority to keep these youth in the county after high school and college.

**What has been done**

To promote agriculture careers with youth and keep them looking for local opportunities, 4-H youth development educators Jessie Potterton and Bonnie Borden co-authored an agriculture careers activity lesson plan presented in June 2008 at the Wisconsin 4-H Youth Conference. Potterton contacted agriculture instructors, and five schools scheduled agriculture career lessons. The lesson plan is being reviewed for publication and use statewide. Borden also establishes trusting relationships with Spanish-speaking mothers who invite her to teach their children career options and how agriculture affects their daily lives. County extension agents regularly conduct educational programs for United Migrants Opportunity Service families and youth.

**Results**

Statewide in 2008, 986 youth articulated a broadened awareness of potential careers in agriculture. Feedback from 138 youth participants at the 2008 National 4-H Dairy Conference at UW-Madison indicates increased ability to communicate an understanding of careers in the dairy industry, science related to dairy, and issues related to living in a global market. UW-Extension educators statewide make agricultural career exploration and education practical through fair revenues and scholarships. At the Wisconsin State Fair, \$15,000 in scholarships from the livestock auction committee go to youth. Other career exploration and education included:

Chippewa County: 12 Chippewa Falls Senior High School students considered high risk behaviorally or academically learned about careers in conservation and agriculture. Crops and soils educator Jerry Clark gives annual presentations on conservation careers to interest at-risk students.

Green County: In 2008, more than \$253,600 was paid out to Green County youth in the fair Livestock Auction. Many exhibitors use these funds to buy project animals for the next year or to save for post-secondary education. The 2008 Dairy Auction raised \$6,550 with 50% of that going to a scholarship fund from which \$2,000 was paid to 4 county youth.

Lafayette County: Of Shullsburg middle school students participating in an extension agriculture careers lesson, 70% found the information 'somewhat or very useful' in thinking about future career choices they will make. Students noted classes and groups they would like to become involved with including food science, animal science, 4-H and FFA. The UW-Madison Farm and Industry Short Course traces its current enrollment surge to such extension agriculture career lessons in Wisconsin middle schools.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
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806	Youth Development
315	Animal Welfare/Well-Being and Protection

**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Populations changes (immigration, new cultural groupings, etc.)

**Brief Explanation**

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

- 

**Evaluation Results**

**Key Items of Evaluation**

**Program #10**

**V(A). Planned Program (Summary)**

**1. Name of the Planned Program**

Organizational Development

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
805	Community Institutions, Health, and Social Services	100%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

**1. Actual amount of professional FTE/SYs expended this Program**

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>				
<b>Actual</b>	13.3	0.0	0.0	0.0

**2. Actual dollars expended in this Program (includes Carryover Funds from previous years)**

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
554314	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
554315	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

UW-Extension Cooperative Extension's organizational development efforts cut across program areas and institutional partnerships. Building the capacity of Wisconsin's government, quasi-government, and non-profit organizations is the unifying theme of quite diverse and targeted initiatives.

**2. Brief description of the target audience**

UW-Extension Cooperative Extension faculty and staff reach a variety of audiences including leaders of non-profit, government, and quasi-governmental organizations; managers, boards of directors; county boards of supervisors; town boards and city councils, general membership of organizations in integrated leadership programs, and volunteers.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
2008	17731	0	0	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	
2008 :	0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>			
2008	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

*Not reporting on this Output for this Annual Report*

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	{No Data Entered}

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

<b>O No.</b>	<b>OUTCOME NAME</b>
1	Participants will increase awareness, knowledge, and ability to use data or information about trends, conditions or strategies to address key issues facing their community organization.
2	Participants, organizations and communities have adopted best practices as a result of the Extension educational program.
3	Participants, organizations and communities have increased or leveraged resources such as funding, in-kind service or volunteers.
4	Organizations, governmental entities, businesses and communities create, retain, or expand sustainable economic, social, natural, physical, or human opportunities for people.

**Outcome #1**

**1. Outcome Measures**

Participants will increase awareness, knowledge, and ability to use data or information about trends, conditions or strategies to address key issues facing their community organization.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	{No Data Entered}	973

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

In 2008, the global economic recession drove Wisconsin's state budget shortfall into the billions of dollars. Pockets of the state face unprecedented population growth and some communities struggle to serve newcomers. With increasing demand for services and growing pressure to cut back on budgets, communities turned to UW-Extension for help improving organizational effectiveness, streamlining services seeking alternate funding sources and reaching out to under-served populations.

**What has been done**

UW-Extension Cooperative Extension has long been involved in helping community based organizations and local governments by facilitating strategic planning, visioning, and conflict resolution that empower local entities to identify and achieve their missions. Long-term organizational effectiveness results only when volunteer commitments yield real accomplishments; meet real needs; do not overlap; and engage participants effectively. In the process, engaging diverse audiences benefits both newcomers and service providers statewide.

**Results**

Calumet County: Creation of a Public Safety Committee and successful merger of three volunteer fire and emergency units under a single, paid chief serves as a model of intergovernmental cooperation for Wisconsin Towns Association members statewide.

Chippewa and Barron counties: With UW-Extension facilitation and support, West Wisconsin Rail Transit Authority has expanded its mission to focus on rail development throughout both counties -- beyond its original focus on a North-South corridor.

Sawyer County: Strategic planning has provided for more focused and efficient operations. Lac Courtes Oreilles Ojibwe Community Colleges Board of Regents developed strategies to support ongoing committees and initiatives required by the Higher Learning Commission.

Sheboygan and Eau Claire counties: for better serving 10,000 Hmong, UW-Extension work with Hmong Mutual Assistance Association and clan leaders is improving relations, meeting priority needs, creating a 4-H club and linking with Master Gardeners.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
805	Community Institutions, Health, and Social Services

**Outcome #2**

**1. Outcome Measures**

Participants, organizations and communities have adopted best practices as a result of the Extension educational program.

**2. Associated Institution Types**

•1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	{No Data Entered}	250

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Strengthening community-based prevention and intervention efforts to address the needs of an increasingly diverse population of children, older adults, and families was the second highest priority identified during UW-Extension Jefferson County 2007-2008 program planning. In 2007, the Jefferson County Family Impact Seminar Advisory Committee sponsored a family impact seminar on best practice domestic violence policy and program implementation highlighting effective best practice systemic intervention at the community level, attended by more than 100 policymakers and practitioners. At the same time, local policymakers were identifying domestic violence as one of the community's highest priority issues.

**What has been done**

A diverse group of community leaders from education, local government, public health, law enforcement, the clergy and nonprofit organizations formed a 50 member coordinated community response task force in mid 2008. Led by UW-Extension Cooperative Extension, the task force completed action planning. As a result, the task force developed an organizational structure and leadership team along with short-term goals and objectives. As a member of the leadership team, the county UW-Extension family living agent devoted substantial program resources and grantwriting expertise to the task force during 2008.

**Results**

The coordinated community response task force formed functioning work teams, resulting in new policy development at the municipal level, including enhanced penalties for municipal domestic abuse ordinance violations, and created a pilot program to increase victim safety and perpetrator accountability among repeat offenders. The community education and awareness committee has developed new bilingual resource and referral information for victims; successfully sponsored a state grant application for sexual assault services; and collaborated as a team to write a federal grant proposal to enhance arrest and prosecution policies in the City of Watertown and both Dodge and Jefferson Counties. This grant will also expand treatment services to low-income, rural and Latino offenders to improve victim safety and perpetrator accountability.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
805	Community Institutions, Health, and Social Services

**Outcome #3**

**1. Outcome Measures**

Participants, organizations and communities have increased or leveraged resources such as funding, in-kind service or volunteers.

**2. Associated Institution Types**

•1862 Extension



**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	{No Data Entered}	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

In 2006, Waukesha County received a federal Drug Free Communities (DFC) Mentoring Grant in cooperation with IMPACT of Milwaukee to develop a coalition representing more than 150 groups countywide. Five agencies primarily target the Latino Community, and all agencies serve low income and diverse audiences. UW-Extension Cooperative Extension worked with community partners to compile credible local, state and national data and trends on youth substance use, frequency, peer and parental perceptions and drug availability for developing a subsequent successful DFC grant application, using student survey data implemented and analyzed through the Waukesha School District.

**What has been done**

The county family living educator developed a 13-member steering committee representing business, education, law enforcement, human services, parents, government, social services and the faith community, and provided leadership to conduct educational programs. She also facilitated planning with the DFC steering committee to develop an action plan for the grant application. As project director, she provided leadership to the coalition for developing the DFC coordinators position description, posting and interviewing, plus training for the DFC Steering Committee to ensure that the interview process complied with university guidelines.

**Results**

Once the Drug Free Communities coordinators were hired in November 2008, the Family living educator has been working with them to implement the action plan. Project goals include expanding the coalition countywide, and reducing substance abuse including alcohol, tobacco and drugs among youth. To date, the extension educator has worked with the DFC coordinator to meet with community partners, identify additional steering committee members, modify the core measures student survey and participate in federal trainings. She has also worked to involve the DFC steering committee and larger coalition in continuing grant development and implementation and to ensure the ongoing commitment critical to the success of this long-term program. If successfully implemented in accordance with federal reporting requirements the \$125,000 grant is renewable for up to 10 years, making the potential value around a million dollars. Waukesha was one of only two new DFC projects funded in Wisconsin for 2008.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
805	Community Institutions, Health, and Social Services

**Outcome #4**

**1. Outcome Measures**

Organizations, governmental entities, businesses and communities create, retain, or expand sustainable economic, social, natural, physical, or human opportunities for people.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	{No Data Entered}	23

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Midway through Village of Cross Plains comprehensive planning, Village Board members feared that the plan would not be implemented because it was not based on residents' larger vision for the community. Fourteen previous plans had failed to achieve consensus over the past decade. The previous year, Dane County UW-Extension Cooperative Extension community resource development educator Bill Rizzo had established trust by facilitating a successful Market Analysis. Several Members of the Village Board and Economic Development Committee approached him for advice on how to more effectively implement plan and study recommendations.

**What has been done**

Rizzo proposed to a meeting of the Village Board, Plan Commission, and Economic Development Committee that the Village undergo a strategic planning process to help focus their planning efforts and develop a consensus vision to guide implementation. During the next 16 months, they incorporated effective public participation strategies to demonstrate how a Village-led planning process could engage the entire community, and people of diverse perspectives could achieve a consensus vision for their community. By engaging citizens in strategy development and plan implementation, Rizzo helped sustain a citizen-centered approach and create public ownership of the plan.

**Results**

- The village adopted the strategic plan unanimously as part of the ordinance adopting their comprehensive plan, demonstrating how a community with a history of conflict could engage in a planning process to produce not just consensus but also community capacity to talk, learn and act together. Significant outcomes include:
1. Implementation teams continue to monitor progress and exert influence over how the plan is being implemented. The planning process has focused the community and increased confidence that citizens can determine the future of their village.
  2. Plan emphasis on environmental quality had a hand in the National Ice Age Trail Foundation's decision to build the Military Ridge Trail headquarters in the middle of the Village near Black Earth Creek, slated to be completed in Fall 2009.
  3. New construction will compliment existing historic building stock.
  4. The strategic plan guides all Village planning, bringing people together.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
805	Community Institutions, Health, and Social Services

**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Natural Disasters (drought,weather extremes,etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Populations changes (immigration,new cultural groupings,etc.)
- Other (Reorganization of the Organizational Development Team)

**Brief Explanation**

Reorganization of the Organizational Development Team: Organizational development is a capacity-building approach applied to many educational programs across all Cooperative Extension program areas. This approach helps participants, organizations and communities address a variety of priority issues on the basis of organizational structure, function and leadership. Because the Organizational Development Team was reorganizing, organizational development was not included in the 2008-2012 federal plan of work. The Organizational Development Team leadership in Wisconsin found it necessary to re-examine its team approach, to include interdisciplinary representation across UW-Extension Cooperative Extension, to redefine the institutional response to this need and identify measurable outcomes for capturing impacts through evaluation. The planned program organizational Development is being included in the 2008 federal report for continuity since it has been restored to the 2009-13 and 2010-2014 federal plans of work.

## V(I). Planned Program (Evaluation Studies and Data Collection)

### 1. Evaluation Studies Planned

- After Only (post program)

### Evaluation Results

#### Issue

In this era of accountability and shrinking resources, community organizations (nonprofits, foundations, agencies, governmental units, schools, coalitions) are challenged to demonstrate and report results. Few community members have training or experience in evaluation or results-based thinking. Nor are outcome evaluation knowledge and skills learned in a single training session or through sporadic assistance. An ongoing, comprehensive process is needed that builds community capacity for long-term sustainability.

#### Response

This UW-Extension Cooperative Extension initiative has evolved to include a focus on building evaluation capacity among others including UW-Extension staff in the roles of mentors, team leaders, state liaisons and project directors. The tested and revised 500 page teaching and facilitation resource was published in 2008, providing in one place a complete set of activities, handouts and presentations covering the basics of program evaluation. Three in-state professional development workshops reached fifty colleagues across three program areas. Another 14 national and regional presentations included NEA4YD, Extension Urban Conference, and a 2-day American Evaluation Association presentation reaching another 350 Extension educators, evaluators, academics, and practitioners. A combination of evaluation strategies have been used to assess the value of trainings and training materials including end-of-session questionnaires and verbal feedback to presenters. Telephone interviews of past participants have provided insights to their valuation of and actual use of the materials. Web statistics and unsolicited feedback provide additional evaluative information. The new resource is available at: <http://www.uwex.edu/ces/pdande/evaluation/bceo/index.html>

#### Results

End-of-workshop evaluations and follow-up surveys reveal the following types of outcomes: increased knowledge and understanding of outcome evaluation, how to plan an outcome evaluation, logic modeling, differentiating activities from outcomes and new ways to communicate results. Participants report improved skills in data collection methods and analysis techniques. Quantitative and qualitative data show increased confidence among participants to engage in outcome measurement and to teach and help others in their organizations. All participants validated the need for and importance of organizational and community capacity building in evaluation for accountability and learning purposes. Comments included: "Actually, I feel confident to teach others...that's because of the 3-ring binder. What a great resource." "I now feel confident in teaching about qualitative data analysis." "Our municipal plan commissions often use community surveys to gather public input during comprehensive planning processes. What we have learned here will help."

### Key Items of Evaluation

**Program #11**

**V(A). Planned Program (Summary)**

**1. Name of the Planned Program**

Extension Response to June 2008 Floods

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
111	Conservation and Efficient Use of Water	20%			
112	Watershed Protection and Management	20%			
131	Alternative Uses of Land	10%			
205	Plant Management Systems	5%			
216	Integrated Pest Management Systems	5%			
315	Animal Welfare/Well-Being and Protection	5%			
403	Waste Disposal, Recycling, and Reuse	5%			
602	Business Management, Finance, and Taxation	5%			
608	Community Resource Planning and Development	5%			
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins	5%			
723	Hazards to Human Health and Safety	5%			
801	Individual and Family Resource Management	5%			
805	Community Institutions, Health, and Social Services	5%			
<b>Total</b>		100%			

**V(C). Planned Program (Inputs)**

**1. Actual amount of professional FTE/SYs expended this Program**

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>				
<b>Actual</b>	3.4	0.0	0.0	0.0

**2. Actual dollars expended in this Program (includes Carryover Funds from previous years)**

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
156458	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
156459	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)****1. Brief description of the Activity**

In early June 2008, record rainfall initiated widespread flooding across southern Wisconsin. Over the weekend of June 7 and 8, a stalled weather system brought 4 to 7 inches of rain, followed by another bout of intensive rain a week later. By June 13, total precipitation exceeded 10 inches, with 12 to 16 inches in some areas (USGS, 2009). This rain fell on soils already saturated starting with August 2007 flooding and record snowfall over winter, resulting in what Governor Jim Doyle called the "worst flooding" in state history. The flooding caused tens of millions of dollars in damages, including lost crops, soil erosion, water pollution, weakened and damaged infrastructure, flooding of homes and businesses. In late June, President Bush declared 30 southern Wisconsin counties to be federal major disaster areas (FEMA-1768-DR).

Farmers, families, homeowners and business owners faced personal and economic challenges from the flooding. Prominent were the impacts on local businesses, especially agriculture and horticulture. Forty percent of crops already planted were destroyed, mostly corn and soybeans, with assessment needed to determine the extent of financial loss and whether an alternative crop could still be replanted. As floodwaters rose, UW-Extension Cooperative Extension campus and county faculty and staff found themselves addressing a multitude of urgent needs. They walked fields, discussed management for specific cropping situations, advised on potential marketing plan adjustments, worked with businesses to complete loan applications, provided advice on handling damage, discussed safety concerns with homeowners, and tested for bacteria in lakes, rivers and recreational areas. Within hours of the flooding, the Extension Responds central web site was expanded and publicized. This site received 3,566 page views between June 1 and August 15, was linked from 2,100 other sites, and was the lead link on Governor Doyle's web site during the flooding crisis: <http://www.uwex.edu/ces/ag/issues/extensionresponds-flood.html>

UW-Extension Cooperative Extension campus faculty collaborated with local, state and federal agencies to provide educational programs, disseminate information and facilitate emergency response. In one case, Extension collaborated with the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) and conducted an online survey of all county educators to provide crop loss and damage estimates needed for state disaster reporting. State specialists worked with emergency management agencies to insure that shared information was clear and consistent with state and federal policy. State specialists connected UW-Extension county educators with appropriate agencies; answered follow-up questions, and provided more specialized state level support as needed. They provided input and review of official reports, such as an editorial review and content writing for a special report to the Governor on the agricultural impacts of the 2008 Wisconsin flood. Results are presented in the Program Evaluation Report: Extension Response to June 2008 Floods, which is in production and will be available online at: <http://www.uwex.edu/ces/pdande/evaluation/evalstudies.html>

**2. Brief description of the target audience**

UW-Extension Cooperative Extension campus and county faculty and staff worked with educational partners to quickly respond to the needs of thousands of diverse farmers, families, homeowners, businesses and communities recovering from 2008 record floods. Work continues on spring planting decisions, local preparedness planning, and with municipal water managers evaluating their systems.

UW-Extension Cooperative Extension colleagues are connected by email ListServ, online newsletters and shared resources such as the Extension Responds web site, statewide, regional and national teleconferences and webinars, the national extension web site and Extension Disaster Education Network (EDEN) and professional associations that enabled timely response to the 2008 flooding emergency. Colleagues and other professionals in this network include the Agricultural and Natural Resources Extension Dairy, Farm and Risk Management, Nutrient Management and Livestock teams, Team Forage, Team Grains, county educators and state specialists in the departments of Agronomy, Agricultural and applied Economics, Biological Systems Engineering, Dairy Science, Food Science, Plant Pathology, Soil Science and School of Veterinary Medicine; Community, Natural Resource and Economic Development campus, county and basin educators and state specialists in the Environmental Resources Center and Center for Community and Economic Development; Family Living and 4-H Youth Development campus and county faculty, staff and trained volunteers; researchers at UW-Madison, UW-Platteville, UW-River Falls, UW-Stevens Point, Discovery Farms and the Wisconsin Geological and Natural History Survey; UW-Extension Small Business Development Center; university extension specialists in Illinois, Indiana, Iowa, Minnesota, Missouri and nationwide.

Local educational partners include emergency preparedness staff, crop scouts and consultants, seed dealers and other farm service providers, extension-trained Professional Nutrient Applicator Association of Wisconsin, the banking community, chambers of commerce, manufacturing companies, economic development staff, executives and their boards of directors, public officials, town, village and municipal governments, wastewater districts, local agencies and organizations.

State, regional and national educational partners include news media, village hazard mitigation investigators, public health and human services, county land and water conservation departments, Association of Flood Plan Managers, state hazard litigation team, Wisconsin Emergency Management Agency, Wisconsin Department of Agriculture, Trade and Consumer Protection, Department of Natural Resources, Department of Transportation, Wisconsin Corn Growers Association, Wisconsin Farm Bureau, Extension Disaster Education Network (EDEN) and other multi-state collaboratives, Federal Emergency Management Agency, USDA NRCS and FSA, U.S. Geological Survey Water Resource Division, U.S. Small Business Administration, National Corn Growers Association and others.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
2008	4470	496000	0	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	
2008 :	0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>			
2008	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

*Not reporting on this Output for this Annual Report*

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	{No Data Entered}

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

<b>O No.</b>	<b>OUTCOME NAME</b>
1	Agricultural producers are able to respond optimally to flooding through provision of timely, accurate information and assistance.
2	Individuals and families are able to handle food, water and family health issues to protect themselves and families from flood impacts.
3	Affected homeowners are able to mitigate home and property damage and handle cleanup appropriately through access to timely and accurate information and assistance.
4	Affected businesses are able to access state and federal assistance as appropriate through provision of timely and accurate information and assistance.
5	Partners and collaborators enhance their ability to share resources, network and collaborate to meet the emergency situation efficiently and effectively.



**Outcome #1**

**1. Outcome Measures**

Agricultural producers are able to respond optimally to flooding through provision of timely, accurate information and assistance.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	{No Data Entered}	3000

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Southern Wisconsin agricultural producers faced heavy losses from the 2008 record flooding. Forty percent of crops already planted were destroyed, mostly corn and soybeans, with assessment needed to determine the extent of financial loss, food safety of remaining crops, and whether an alternative crop could still be replanted. Of 36 UW-Extension county and basin educators who reported responding to the floods, 56 percent reached agricultural producers in 19 counties and 2 water basins. One forage specialist alone estimates UW-Extension Cooperative Extension reached 2,000 to 3,000 flooded alfalfa growers:  
<http://www.uwex.edu/ces/pdande/evaluation/evalstudies.html>

**What has been done**

For UW-Extension Cooperative Extension agricultural educators, official loss damage estimates were a major part of their work. These official crop loss and financial loss estimates were made for specific townships, counties and the state overall-essential for disaster declarations and relief applications. Educators developed spreadsheets and web-based forms for county producers to report their crop, building and livestock losses. UW-Extension campus specialists serving on state, regional and national committees had access to relevant resources needed during the flood crisis. Within hours of the flooding, the Extension Responds central web site was expanded and publicized. Specialists quickly produced, posted and distributed through email lists resources on financial management-securing crop insurance, working with insurance companies, assessing inventory and losses, tracking cash flow, interacting with lenders and suppliers, and much more.

**Results**

Campus and county faculty walked fields, discussed management for specific cropping situations, advised on potential marketing plan adjustments, worked with businesses to complete loan applications, and provided advice on handling damage. UW-Madison and UW-River Falls extension veterinarians addressed preventing mastitis and ensuring milk quality. Others addressed feed inventory management, manure runoff and nutrient management, pasture assessments, pricing of standing and already harvested alfalfa, safety of harvested material and handling of damaged hay. Many responded to calls for advice on alternatives for disrupted cropping practices and replanting. Impacts include:

Increased awareness and knowledge: Agricultural producers learned the value of effective land and water conservation practices, what state and federal disaster resources were available and procedures to obtain them, and the need to talk with crop insurance adjusters before tilling a field to avoid losing crop insurance.

Improved decision-making: UW-Extension contributions helped producers make informed decisions on crop and field management, fertilizer, pesticide and herbicide use, financial management, food and water safety, and effective conservation practices.

Reduced economic losses and damage: As a result of Extension information and support, crop producers reduced their losses and risks by making informed decisions on fertilizer recommendations and alternative crops to plant. Market gardeners found testing labs and alternative markets for their undamaged produce.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
---------	----------------

801	Individual and Family Resource Management
216	Integrated Pest Management Systems
608	Community Resource Planning and Development
723	Hazards to Human Health and Safety
205	Plant Management Systems
805	Community Institutions, Health, and Social Services
602	Business Management, Finance, and Taxation
315	Animal Welfare/Well-Being and Protection
131	Alternative Uses of Land
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins
403	Waste Disposal, Recycling, and Reuse

**Outcome #2**

**1. Outcome Measures**

Individuals and families are able to handle food, water and family health issues to protect themselves and families from flood impacts.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	{No Data Entered}	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Southern Wisconsin families faced flood-damaged belongings, flooded basements and gardens, health and financial concerns and stress. Individuals and families generally sought and received assistance through telephone and email. They voiced food safety questions about the use of garden produce from flooded areas, canned goods that had been in flood waters and food after refrigerator or freezer outages. Because Extension educators live in the communities where they work, they were able to start work immediately and knew exactly what was needed. In the words of one, 'We are here and can be responsive to emerging issues with appropriate resources.' And from another, 'We had relevant, user-friendly information to share within hours of the flooding.' This often meant that resources were available that otherwise would not have been.

**What has been done**

The largest number of UW-Extension Cooperative Extension county educators who responded to the flood emergency reported that their assistance dealt with food safety, water safety and health issues of individuals and families across 18 counties. Other educators provided support to offset the psychological stress that affects individuals and families in time of disaster. Through a multi-pronged approach, UW-Extension provided timely, accurate and relevant information and assistance to those impacted while the threat existed. County educators became involved even as floodwaters were rising, backed by campus specialists. UW-Extension profited from using existing materials including those that had been used in the 2007 flood--resources that were ready to go or that could be quickly updated or modified included materials on food safety, family care and stress. A child and family studies specialist created a new article on children's response to floods based on child development research on other natural and manmade disasters.

**Results**

UW-Extension was seen as a trusted local source of information and advice that is particularly needed in a time of crisis. Where the Extension office and staff have visible and positive relations with its communities, it provided a known and ready go-to place, a personal touch that relieved anxieties and stress. Benefits to families included:

Increased awareness and knowledge: Families increased their understanding and knowledge of state and federal disaster resources and procedures to obtain them, how to remediate flood damaged property, and how to protect family health.

Reduced stress and anxiety: UW-Extension presence and assistance helped reduce the stress and anxiety of people affected by the flood. Many people were relieved to have a known source to answer their questions where they could receive support during the difficult and stressful time.

Improved decision-making: Extension's contributions helped individuals and families make informed decisions on lawn and garden management, fertilizer, pesticide and herbicide use, financial management, food and water safety, and family health.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
805	Community Institutions, Health, and Social Services
801	Individual and Family Resource Management
403	Waste Disposal, Recycling, and Reuse
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development
723	Hazards to Human Health and Safety
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

**Outcome #3**

**1. Outcome Measures**

Affected homeowners are able to mitigate home and property damage and handle cleanup appropriately through access to timely and accurate information and assistance.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	{No Data Entered}	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Throughout southern Wisconsin, record floodwaters contaminated with fertilizer, pesticides, sewage and other materials created widespread concern about the safety of surface and groundwater, especially drinking water from private wells. The potential impacts on public health of mold and mildew in flooded buildings, basements, and infrastructure, along with worries about structural safety, raised additional questions and increased stress in affected families. Homeowners were among those needing information about how to document losses and to access state and federal emergency management resources.

**What has been done**

Of the 36 UW-Extension Cooperative Extension county and basin educators who reported responding to the flood, homeowners received assistance in 9 of the 25 counties and 2 water basins reported. This often involved helping homeowners gain access to state and federal assistance, helping them complete applications, or connecting them to other agencies and services such as referring them to the UW-Extension Groundwater Center at UW-Stevens Point for well water testing. UW-Extension educators provided news articles on flood safety and cleanup and food and drinking water safety, gave interviews and conducted call-in radio programs to help homeowners make informed decisions. In Dodge County, local news media reached over 80,000 people. In Jefferson County, weekly press releases and radio programs reached the entire county. In LaCrosse County, 90-second segments aired on a local CBS affiliate. In Richland County, news releases reached more than 80,000 people, and in Winnebago County, cable access reached about 30,000 people.

**Results**

Homeowners received information and resources on floodwater contamination, options for private wells that were flooded, safety of drinking water from private wells and public sources, as well as safety issues for those who boat, swim or are otherwise in contact with local lakes and rivers. UW-Extension educators provided support to offset the psychological stress that affects individuals and families in time of disaster. Many responded to requests from private well owners about water safety and distributed free well water testing kits. Such advice paid off. 'Our well testing rate remained high for two months following the flooding,' reported one Extension educator. Benefits to homeowners included:

Increased awareness and knowledge: Homeowners increased their understanding and knowledge of state and federal disaster resources and how to obtain them, how to handle flooded basements and properties, how to remediate flood-damaged property and protect family health.

Preserved or improved health conditions through well and groundwater testing, averting food contamination and safe handling of wastes.

Increased access to resources and financial assistance such as water testing; disaster assistance, UW-Extension and private sector assistance. Many residents were successful in gaining necessary resources with economic, environmental and human payoffs.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
111	Conservation and Efficient Use of Water
602	Business Management, Finance, and Taxation
723	Hazards to Human Health and Safety
805	Community Institutions, Health, and Social Services
801	Individual and Family Resource Management
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins
403	Waste Disposal, Recycling, and Reuse

**Outcome #4**

**1. Outcome Measures**

Affected businesses are able to access state and federal assistance as appropriate through provision of timely and accurate information and assistance.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	{No Data Entered}	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

In the wake of 2008 flooding, tens of millions of dollars in damage resulted due to crop loss, erosion, environmental degradation, damaged infrastructure, and flooding of homes and businesses. The Kickapoo River rose several feet above flood stage, destroying most of the village of Gays Mills which had been badly flooded in the August 2007 floods. Flood damage in Vernon County alone exceeded \$60 million. A breach at Lake Delton caused the lake to empty and resulted in a setback for the \$1 billion Wisconsin Dells tourism industry. The disaster area covered 30 counties in Southern Wisconsin.

**What has been done**

The extensive flooding first required UW-Extension Cooperative Extension faculty and staff in every affected county to move quickly to provide their own expertise and work with campus specialists to help local clientele and communities mitigate the impacts of the flooding. Second, many county educators were themselves affected by the flood, and thus needed to respond to threats to their own families' health and property. Each county office addressed a unique set of challenges as it helped local and state emergency response professionals meet the immediate threats of the rising floodwaters and provide timely information to reduce long-term impacts. Of the 36 UW-Extension county and basin educators who reported responding to the flood, business owners received assistance in 6 of the 25 counties and 2 water basins reported. This involved helping flooded businesses gain access to state and federal assistance and complete applications, or connecting them to other agencies and services such as the UW-Extension Small Business Development Center for business counseling.

**Results**

Increased awareness and knowledge: Business owners increased their understanding and knowledge of state and federal disaster resources available and procedures to obtain them, how to handle flooded basements and properties, and how to remediate flood damaged property. One client who participated in the joint UW-Extension Economic Development and Flood Recovery Tour observed: 'A lot of questions were answered in my mind about how to protect our village...the tour showed innovative, simple and even common sense approaches to flood-proofing applicable to both business and residential structures.'

Increased skills and abilities: Many people increased their skills and abilities in being able to deal with their situation and to plan for future emergencies such as how to assess the cost/yield benefits of alternative decisions, how to assess flood damage and environmental quality, how to plan for future floods.

Improved decision-making: UW-Extension contributions helped individuals, businesses, local government officials and communities make informed decisions related to financial management, conservation practices and preparedness planning.

Improved preparedness planning: Families, businesses and communities are better equipped and are involved in emergency planning, preparing and managing these events in the future versus seeing them as a one-time event. Improved planning should help mitigate future disasters.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
723	Hazards to Human Health and Safety
403	Waste Disposal, Recycling, and Reuse
111	Conservation and Efficient Use of Water
602	Business Management, Finance, and Taxation
131	Alternative Uses of Land
801	Individual and Family Resource Management
805	Community Institutions, Health, and Social Services
608	Community Resource Planning and Development

**Outcome #5**

**1. Outcome Measures**

Partners and collaborators enhance their ability to share resources, network and collaborate to meet the emergency situation efficiently and effectively.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	{No Data Entered}	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Local UW-Extension offices were seen as places where people could get information. This included FEMA, state agencies and others coping with the floods. Much of what Extension does is in collaboration with others. Where an emergency response was activated, 14 of the 36 UW-Extension county educators who reported responding to the flood emergency served as members of the local emergency committee or board, attended meetings, and even served as office staff, answering questions and handling phone calls or helping emergency centers in their other operations.

**What has been done**

UW-Extension Cooperative Extension provided emergency centers with timely and relevant information--resources and materials that otherwise might not have been available. County educators coordinated activities to facilitate FEMA response; facilitated meetings with local, state and federal agencies; connected municipal water resource managers with the water basin educator program, and coordinated volunteer groups in flood cleanup. One educator calculated crop losses for a Town of Spring Green hazard mitigation and flood control investigation, providing information specific to their township. Another educator facilitated a business focus group that resulted in an economic development and flood recovery tour to inform long-range planning. An educator and state specialists teamed up to merge results of a 20-year geology study with a flow model to educate people during a town meeting about why the area flooded as background for long-range flood planning.

**Results**

Local and state agencies assisted more effectively and efficiently perform their emergency response work. Across Southern Wisconsin, thousands of flood victims benefited through UW-Extension collaborations. In many cases, the networks and collaborative relationships that Extension facilitated allowed access to information and services that would not have been otherwise available. Some impacts include:

Reduced environmental and economic losses and damage: After an extension specialist connected the commercial manure haulers with local municipalities to provide equipment and pumping services, their pumps kept water from backing up into homes and reduced damage to public and private property. They were credited with saving the property of many residents and businesses, reducing the need for sandbags, and speeding up the recovery process that had obvious economic and psychological impacts.

Improved agency performance: UW-Extension helped coordinate local action, helped enable Emergency Centers to be better equipped and able to perform their function, and provided information and assistance that helped local and state agencies accomplish duties more effectively and efficiently, such as disaster reporting.

Positive impacts on flood victims: 'Village officials developed understanding that flooding was related to widespread groundwater issue...that understanding helped them move forward.'

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
131	Alternative Uses of Land
111	Conservation and Efficient Use of Water
608	Community Resource Planning and Development
205	Plant Management Systems
805	Community Institutions, Health, and Social Services
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins
112	Watershed Protection and Management
602	Business Management, Finance, and Taxation
403	Waste Disposal, Recycling, and Reuse
723	Hazards to Human Health and Safety

**V(H). Planned Program (External Factors)****External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy

**Brief Explanation**

Natural disasters: In early June 2008, record rainfall initiated widespread flooding across southern Wisconsin. Over the weekend of June 7 and 8, a stalled weather system brought 4 to 7 inches of rain, followed by another bout of intensive rain a week later. By June 13, total precipitation exceeded 10 inches, with 12 to 16 inches in some areas (USGS, 2009). This rain fell on soils already saturated starting with August 2007 flooding and record snowfall over winter, resulting in what Governor Jim Doyle called the "worst flooding" in state history. The flooding caused tens of millions of dollars in damages, including lost crops, soil erosion, water pollution, weakened and damaged infrastructure, flooding of homes and businesses. In late June, President Bush declared 30 southern Wisconsin counties to be federal major disaster areas (FEMA-1768-DR).

Farmers, families, homeowners and business owners faced personal and economic challenges from the flooding. Prominent were the impacts on local businesses, especially agriculture and horticulture. Forty percent of crops already planted were destroyed, mostly corn and soybeans, with assessment needed to determine the extent of financial loss and whether an alternative crop could still be replanted. As floodwaters rose, UW-Extension campus and county faculty and staff found themselves addressing a multitude of urgent needs. They walked fields, discussed management for specific cropping situations, advised on potential marketing plan adjustments, worked with businesses to complete loan applications, provided advice on handling damage, discussed safety concerns with homeowners, and tested for bacteria in lakes, rivers and recreational areas.

Within hours of the flooding, the Extension Responds central web site was expanded and publicized. This site received 3,566 page views between June 1 and August 15, was linked from 2,100 other sites, and was the lead link on Governor Doyle's web site during the flooding crisis: <http://www.uwex.edu/ces/ag/issues/extensionresponds-flood.html>

UW-Extension Cooperative Extension campus specialists advised, worked with and responded to diverse people including county colleagues and partners, the banking community, small business centers, local economic development staff, local officials, news media, manufacturing companies, local emergency preparedness staff, Wisconsin Emergency Management Agency and Federal Emergency Management Agency representatives, local and state agency personnel, municipal water resource managers, crop scouts and consultants, seed dealers and others throughout Southern Wisconsin. Surveys with 19 UW-Madison and UW-Platteville campus specialists, 36 county and basin educators and a review of relevant documents, summarized through descriptive statistics and content analysis, is presented in the Program Evaluation Report: Extension Response to June 2008 Floods, which is in production and will be available online at: <http://www.uwex.edu/ces/pdande/evaluation/evalstudies.html>

**V(I). Planned Program (Evaluation Studies and Data Collection)****1. Evaluation Studies Planned**

- After Only (post program)
- Retrospective (post program)
- During (during program)
- Other (Content analysis of relevant documents)

**Evaluation Results**

Extension Response to June 2008 Floods: In early June 2008, record rainfall on already saturated soils initiated widespread flooding across southern Wisconsin, causing tens of millions of dollars in damages, including lost planted crops (40%), soil erosion, water pollution, weakened and damaged infrastructure, flooding of homes and businesses. Governor Jim Doyle declared the June 2008 floods the "worst flooding" in state history. In late June, President Bush declared 30 southern Wisconsin counties to be federal major disaster areas (FEMA-1768-DR).

RESPONSE: By surveying UW-Extension Cooperative Extension faculty, a picture emerged of how Wisconsin Cooperative Extension responded to the flood emergency. Thirty-six county and basin educators completed an online survey reporting their work across 25 counties and two water basins. Nineteen state specialists were interviewed and relevant documents reviewed. The evaluation shows how their targeted and timely support made a positive difference in improving the effectiveness of local response and remediation. The Program Evaluation Report: Extension Response to June 2008 Floods is in production, and will be available online at:  
<http://www.uwex.edu/ces/pdande/evaluation/evalstudies.html>

RESULTS: UW-Extension faculty and staff worked side-by-side with farmers, families, businesses, local, state and federal agencies to respond to the floods. The effectiveness and efficiency of UW-Extension response depends greatly on personal relationships, trust and inter-agency collaboration. Survey results indicate that Extension educators most frequently distributed information, responded to individual requests via phone and email, and worked with news media, individuals and community partners on site. Crop producers and businesses received direct and targeted support to assess damage and options for mitigating impacts. Individuals, families and businesses benefited in many ways that resulted in reduced health, economic and environmental risks. Local, state and federal disaster agency staff received valuable support in reaching those in need.

Many factors enabled UW-Extension to respond quickly with relevant, accurate and unbiased information in this emergency. Advice from campus experts as the floods were underway was crucial to local response effectiveness. The partnership of campus and county faculty enabled development of unique, targeted educational materials to address specific local needs. UW-Extension capitalized on experience, existing systems, multi-pronged delivery, local and specialist knowledge base, and community-campus-regional-national network to meet the crisis, including the expanded Wisconsin Extension Responds web site and national EDEN and eXtension web sites. In their own words:

"We had information either ahead of or when producers were asking questions."

"We brought together resources from around the UW system to provide education and training that probably would not be possible without us."

"We had timely information that helped farmers get through the current crisis as well as prepare for the down the road issues such as feed shortages that might occur due to flood damage."

#### **Key Items of Evaluation**



Many factors emerged from formal evaluation that speak to the difference UW-Extension Cooperative Extension made to the 2008 flood emergency response across Southern Wisconsin. These are categorized into four main contributions:

1. UW-Extension Cooperative Extension was seen as a trusted local source of information and advice particularly needed in a time of crisis. Where the extension office and staff have visible and positive relations with its communities, it provided a known and ready go-to place, a personal touch that relieved anxieties and stress.

2. UW-Extension Cooperative Extension provided timely, accurate and relevant information and support especially critical during a crisis. Because extension educators live in the communities where they work, they were able to start work immediately and knew exactly what was needed. In the words of one, "We are here and can be responsive to emerging issues with appropriate resources." And from another, "We had relevant, user-friendly information to share within hours of the flooding." This often meant that resources were available that otherwise would not have been. For example:

"Team Forage responded while it was still raining, as crops were deluged. The team pooled information and efforts to make farmer recommendations, wrote materials related to hay and distributed them by email, posted info on the Web site, and held a statewide conference for extension agricultural agents to enable them to discuss the flood's effect on crops, to discuss post-flood cropping options, and to measure flood damage."

3. UW-Extension Cooperative Extension provided expert, unbiased knowledge based on research - knowledge related to specific commodities, geologies, horticultural practices, or family health issues. Relevant and timely information is necessary but not sufficient. Accurate information is also necessary. Extension's cadre of county educators and state specialists offer up-to-date, current information based on research findings and experience. They also are connected to a vast network of regional and national colleagues and resources to augment their own expertise.

4. UW-Extension Cooperative Extension provided multiple-delivery strategies necessary to fit the educational needs of diverse people in unique situations. As an educational institution with expertise in adult and nonformal education, communications, and outreach delivery, Wisconsin Cooperative Extension understands and uses an integrated, multi-strategy approach to meeting the needs of Wisconsin farmers, families, homeowners, businesses, agencies and communities.

One educator helped a farm wife who called in tears about how the flooding was going to end their farming and create a bankruptcy situation: "A week after speaking with her to provide advice on who to contact for assistance of many kinds, I called her back. She was so happy to know that I was checking back with her and said she had never expected that from anyone. She reported that she had visited with FSA, reported the crop loss, was eligible for an emergency loan and things were looking much better for her farm. She thanked me sincerely for showing the concern and empathy for her situation."