

# 2009 University of Wisconsin Extension Annual Report of Accomplishments and Results

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## I. Report Overview

### 1. Executive Summary

Wisconsin 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.

Cooperative Extension county educators and state specialists at the University of Wisconsin-Madison, UW-Platteville, UW-River Falls, UW-Stevens Point and UW-Superior conducted needs assessment 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.

From late 2008 through 2009, the global financial crisis and extreme weather intervened. Wisconsin and agricultural producers worldwide were in the midst of the worst dairy economy in recent history, perhaps ever. With 2009 prices for their products well below the cost of production, farmers at the heart of Wisconsin's \$26 billion dairy industry could no longer turn a profit. As milk prices edge back up, the question remains whether they can recover. Many rural families and businesses are rapidly losing equity, sometimes struggling to make optimal decisions through the haze that settles over those under so much stress. The surrounding depressed community economy creates the double whammy of farm families finding it difficult to find employment to supplement farm income with income from off-farm jobs. On top of that, parts of Wisconsin were hit by drought and others by hail in 2009, a very cool summer delayed the cropping season, and a fourth of the corn crop was under snow by December. If these adverse conditions persist, an alarming number of dairy producers may be forced out of business.

The 2009 Wisconsin Cooperative Extension annual report of accomplishments introduces 2009 results for the five new NIFA priority areas that will be planned for 2012-2016: Childhood Obesity, Climate Change, Food Safety, Global Food Security and Hunger, and Sustainable Energy. The 2008 federal report wrapped up work of the Building 4-H After School Programs Team, which sunset, replaced by the new planned program Helping Youth Understand Agricultural Issues. This report details the impacts of nine programs planned for 2009, including results of several evaluation studies and new outcomes that reflect impacts of timely crisis response education and assistance:

1. Aging in Our Communities (formerly Family Caregiving)
2. Community and Economic Development Preparedness
3. Dairy
4. Downtown Vitality and Community Placemaking
5. Family Financial Education
6. Helping Youth Understand Agricultural Issues
7. Nutrient Management
8. Organizational Development
9. Youth Voices in Community Action and Governance

## 1. Aging in Our Communities (formerly Family Caregiving)

To strengthen family caregiving and financial security later in life, the UW-Extension Cooperative Extension statewide Aging in Our Communities Team (formerly Family Caregiving) works with colleagues 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 state specialists, county educators and staff provide professional development for extension colleagues, agency professionals and volunteers, and support for community coalitions and collaborations.

Increasing access to education and community supports: As Master Trainers, seven Family Living Programs faculty have reviewed and adapted curricula for diverse Wisconsin caregivers, and have partnered in training class leaders who teach at least one of the four team-supported curricula in 64 (88%) of Wisconsin's 72 counties reaching over the past 2 years more than 7,000 family caregivers. 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 found that trained family caregivers who became more confident in their ability to care for themselves through Powerful Tools for Caregivers classes now focus more on time spent exercising, stress management techniques and relaxation activities rather than on health risk behaviors. Results are summarized in the evaluation studies and key items for NIFA attention sections of the Aging in Our Communities report.

Prepare to Care Employed Caregiver Survey: Lost productivity from employed caregivers is estimated to cost U.S. businesses \$34 billion annually. The AARP Foundation, USDA 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. Wisconsin Cooperative Extension family living educators worked with the extension program specialist in aging to pilot Prepare to Care materials with 6 county governments in 2008 and a seventh in 2009. 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. Two-thirds of these (66%) 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 are developing specific plans of action to address their employees' needs, part of creating a positive and supportive workplace. The Employed Caregiver Survey has been posted on the national Extension Family Caregiving Community of Practice website: <http://www.extension.org>

## 2. Community and Economic Development Preparedness

The Community and Economic Development Preparedness Team and colleagues provide research-based education and assistance including facilitation and planning, geographic information system (GIS) mapping, presentations, professional development offerings through workshops, conferences and teleconferences, peer networking and mentoring, dissemination of teaching materials through websites, news media, publications, CDs and DVDs. In 2009, team members, colleagues and partners delivered Building Communities webinars on sustainability to nearly 500 people each month in Wisconsin and 6 other states. Economic Snapshots reached 150,000 readers of the Sunday Wisconsin State Journal. Housing foreclosure research informed public policy decisions and community responses to the foreclosure crisis.

Housing foreclosure analysis: The Cooperative Extension Center for Community and Economic Development (CCED) supports County and Tribal Extension educators. In partnership with the UW-Whitewater Fiscal and Economic Research Center (FERC) CCED specialists have collected and analyzed foreclosure data for all 72 counties for the past seven years. This research was used as a basis for awarding \$38 million in funds for the Neighborhood Stabilization Program to areas of highest need in Wisconsin. Specialists have shared these data with policy makers and local housing groups and participated in a legislative hearing to inform Senate Bill 255, which requires mediation for home foreclosures. CCED and FERC are also beginning to analyze the impact of foreclosures on home values. CCED data are used by Extension educators and agency partners to develop local strategies dealing with the foreclosure crisis: [http://www.uwex.edu/ces/cced/foreclosure\\_cases\\_censustract.cfm](http://www.uwex.edu/ces/cced/foreclosure_cases_censustract.cfm)

Building capacity for sustainable energy: Governor Jim Doyle and the Office of Energy Independence (OEI) created a new community-based energy initiative in 2008. The Wisconsin Energy Independent Community Partnership pairs communities with tools and resources to profitably and sustainably promote energy efficiency and local generation of renewable energy in keeping with the Governor's Energy Independence Executive Order of April 2007. The goal is to generate 25 percent of Wisconsin's electricity and transportation fuels from renewable sources by 2025. In 2009, the

\$500,000 grant program assisted 10 communities that serve as demonstrations to other communities statewide, six of these with Cooperative Extension facilitation.

Sustainable design extension specialist Sherrie Gruder worked with OEI, the Local Government Institute, Focus on Energy, and the Energy Center of Wisconsin to assist the pilots in accomplishing this. Eleven county community resource development and family living educators facilitated the sustainable energy planning process, which also included drafting the grant application, educating the community, gathering energy data and writing the final report. Each EIC pilot was successful in developing plans to reduce government energy consumption, educate their communities and develop local sources of renewable energy. Results are reported under outcomes 2, 4 and the evaluation studies section of the Community and Economic Development Preparedness report.

### 3. Dairy

To increase profitability, productivity and quality of life among dairy farmers and rural communities, the Wisconsin Cooperative Extension Dairy Team, Farm and Risk Management Team and interdisciplinary colleagues provide timely research-based education and technical assistance through 6 work groups, trainings close-to-home for hard-to-reach dairy farm women, 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 dairy cattle curricula, and online decision tools and resources for Farming through Difficult Times: <http://fyi.uwex.edu/farmfinances>

Modernization: As farmers struggle to decide between changing their management, infrastructure and herd size or exiting the business, interdisciplinary 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 or modernizing with a more labor-efficient low-cost retrofit milking parlor or freestall barn. Recent surveys measured how this bolsters local economies. In 2009, increased milk production helped keep local cheese plants running.

Management teams: Dairy farmers are encouraged to use management teams to improve their viability, due largely to volatile milk prices causing them severe financial stress. County educators facilitate local management teams including milk quality, herd health, rapid response business planning, modernization, and the new Grow Wisconsin Dairy Team partnership among UW-Extension Cooperative Extension Center for Dairy Profitability and county offices, the Wisconsin Department of Agriculture, Trade and Consumer Protection and Department of Commerce, and Wisconsin Technical Colleges. In 2009, dairy producers using management teams reported improved milk quality and herd health, and reduced feed and other costs.

Financial crisis response: Depressed milk prices, tightening credit and disappearing off-farm jobs left many Wisconsin farm families facing severe cash flow shortages, shrinking equity, and long-term stress. Agricultural service providers also felt the pain of poor dairy prices as accounts receivable and customers on cash increased. Wisconsin Cooperative Extension and the Department of Agriculture, Trade and Consumer Protection Farm Center developed and delivered timely educational resources through webinars and dozens of workshops and trainings. Farmers and their advisors learned how to stay in business, evaluate financial and legal options, negotiate with creditors, and gained skills that improved tax planning, decision-making and communication.

Safe feeding: The 2009 cropping season was the most difficult in decades, causing molds and cutting profits. Team Grains, the Dairy Team and partners quickly provided information on hail and mold damage to crops and best management practices to minimize the impact of this damage during harvest, storage and feeding.

### 4. Downtown Vitality and Community Placemaking

The Downtown Vitality and Community Placemaking Team, colleagues in 72 Wisconsin counties, two tribes, the UW-Extension Center for Community and Economic Development (CCED) and Local Government Center (LGC), UW-River Falls Survey Research Center, UW-Stevens Point Center for Land Use Education, UW-Superior Northern Center for Community Economic Development and UW Colleges provide research and educational resources to help local community and business leaders, entrepreneurs, developers, and economic development professionals build on downtowns' diverse mix of uses, contributions to the local economy, promotion of sustainable development, and support for entrepreneurship.

Helping downtown districts survive the downturn and prepare for a strong recovery has been the focus of Extension's

web-based educational series titled Revitalizing Wisconsin's Downtowns. Local business leaders, entrepreneurs, developers and economic development professionals learned from state and national experts about business retention, changing consumer behavior, entrepreneurship, low cost building improvements and more. The effort partnered with the Wisconsin Main Street Program and the Wisconsin Downtown Action Council: <http://lgc.uwex.edu/downtowns/>.

CCED specialists report that small town business districts can draw on their unique competitive strengths to rebound from the recession. They can take advantage of consumer, economic and environmental trends such as buying local to direct activity back to their central business districts.

Downtowns meet important needs such as housing, health care, education, farmers' markets, government services, office and retail space, libraries and cultural events. Communities are remodeling existing buildings for creative uses with green technology. Both energy-efficient improvements and weatherization are included in the American Recovery and Reinvestment Act of 2009. Impacts of Cooperative Extension's Downtown Market Analysis services are summarized in the evaluation studies section of the Downtown Vitality and Community Placemaking report. Supporting Inventor and Entrepreneur (I&E) Clubs: The Wisconsin Entrepreneurs' Network, a partnership of UW-Extension Economic and Entrepreneurship Development and the Wisconsin Department of Commerce, has supported development of county and multi-county I&E Clubs. Based on strong evidence that local networks of budding inventors and entrepreneurs were an essential ingredient to nurturing ideas into reality, some 40 clubs were seeded across the state. CCED specialists conducted research to assess these clubs' organizational strengths and economic outcomes. The findings helped clubs modify their approaches based on the best practices of their peers. The survey also affirmed the importance of clubs for growing the economy as more than 80 percent reported jobs had been created in their region as a result of participation in the club; 63 percent indicated that a new patent had been filed by a member; and 23 percent reported that members had received research grants to develop their business ideas. Armed with this evidence, community officials can make better informed choices about their economic and business development strategies and investments.

## 5. Family Financial Education

The statewide Family Financial Education Team works with 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, plus analysis for assessment. In 2009, state specialists, county educators and staff delivered family financial education through trainings, counseling, conferences, workshops, presentations, media, 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. More than 12,500 adults and 5,478 youth were reached through direct teaching methods in 2009.

Enhancing youth financial literacy: Wisconsin Cooperative Extension family living educators and community partners conduct financial education reality simulations for 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. Nearly all youth participants surveyed report that the reality event increased their confidence in making decisions that deal with money, managing money in the "real" world, and setting goals. Of those students who did not do so before the event, 100% report now tracking their spending and comparing prices when they shop: Impacts are summarized under outcome 1 and the evaluation studies section of the Family Financial Education report including key items for NIFA attention.

Enhancing sound financial practice: Resources such as research-based curricula and guidance on counseling or coaching are developed or recommended for use by county educators, staff, and community partners to provide financial education for Wisconsin's diverse individuals and families on managing cash and credit, saving, limiting risk, and more. This educational programming includes training agency staff and volunteers, individual financial counseling or coaching, workshops, presentations, resource fairs, and media appropriate for specific audiences at teachable moments such as when finding a new job, taking out a loan, renting or buying a house, filing taxes or beginning retirement. Timely web content and tools are created and shared to respond quickly to emerging needs such as Managing Your Personal Finances in Tough Times: <http://fyi.uwex.edu/toughtimes>

As a result, community residents demonstrate specific changes in financial behaviors that represent sound financial practice such as creating and following a budget or spending plan, accessing and monitoring credit records, using appropriate banking services, saving for the future, and taking steps to limit exposure to financial risks. Wisconsin families facing bankruptcy and foreclosure learn to make sound financial decisions and get a fresh financial start.

## 6. Helping Youth Understand Agricultural Issues

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.

**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, Wisconsin Cooperative 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.

**Animal science:** In 2009 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. Cooperative Extension offers 24 animal science projects statewide, with youth enrolled in 98,523 animal science projects during 2008-2009. 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 Wisconsin Cooperative Extension Meat Animal Quality Assurance (MAQA) trainings, mostly swine exhibitors but also 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.

## 7. Nutrient Management

The Nutrient Management Team provides leadership for three initiatives:

1. **Nutrient Management Farmer Education (NMFE):** Three components - on-farm research, training 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. On-farm research examines and monitors best practices with both economic and environmental benefits, such as maintaining top yields, controlling soil erosion, and managing nutrients, mainly nitrogen and phosphorus from manure including effects of melting snow to lessen environmental impacts.

An interdisciplinary working group incorporates the latest research recommendations from UW-Madison, Platteville, River Falls, Stevens Point, Discovery Farms and Pioneer Farm in updating the NMFE curriculum and training inter-agency instructors. Local collaborations deliver NMFE courses to producers, mostly dairy operators, and secure funding for those most in need of nutrient management planning. NMFE training is supported both through direct instruction from county extension educators as well as through program support via the former Multi-Agency Land and Water Education Grants (MALWEG). As of 2009, more than 2,900 producers farming around 889,000 acres in 53 counties had received in-depth NMFE training. An estimated 80% of these developed a nutrient management plan that meets all local, state and federal regulations.

2. **Wisconsin Phosphorus Index and SNAP-Plus:** The Wisconsin Phosphorus Index (WPI) is a research-validated runoff phosphorus loss risk assessment tool for cropland management planning. The WPI uses information readily available to

farmers and agricultural consultants to evaluate the potential for phosphorus in runoff from a specific field to enter a nearby stream. Field WPI values are calculated using the SNAP-Plus nutrient management planning (NMP) and soil loss assessment software program developed and maintained by the UW-Madison Soil Science Department. Key to NMFE, SNAP-Plus and the WPI give producers greater flexibility in regulatory compliance. For example, as part of the Wisconsin 590 Nutrient Management Standard the WPI better integrates a producer's farm management into the NMP process. State specialists are also supporting Department of Natural Resources WPI application to Total Maximum Daily Loads, a primary DNR and U.S. EPA water quality program.

3. Fostering professional practices, ethics and conduct among custom manure applicators: For-hire manure applicators manage about 4 billion of Wisconsin's 12 billion gallons of dairy manure each year, making them major partners in regulatory compliance. Wisconsin Cooperative 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 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 insurance.

## 8. Organizational Development

Organizational development cuts across program areas and institutional partnerships. Building the capacity of Wisconsin government, quasi-government, and non-profit organizations is the unifying theme of quite diverse and targeted initiatives. Because the Community Planning and Plan Implementation Team focused on 2009 comprehensive planning efforts to meet a January 2010 statutory deadline, this report focuses on that work. Wisconsin's comprehensive planning statute defines a comprehensive plan, details land use regulations that must align with that plan by 2010, and lists mandatory procedures for adoption. These procedures include addressing 9 specific planning elements, developing municipal plan commissions, and implementing a public participation plan.

Data compiled by the Wisconsin Department of Administration show that as of 2009, nearly half (49%) of Wisconsin communities had adopted a comprehensive plan, and another third (35%) were in the midst of planning. The rest still need specific data and demographics to complete their plans, providing challenges and opportunities for extension educators. Cooperative Extension centers have assisted regional economic development interests and planning commissions, providing economic research relevant to plan development and adoption. Campus specialists at the UW-Madison Center for Community and Economic Development, UW-River Falls Survey Research Center, UW-Stevens Point Center for Land Use Education and UW-Superior Northern Center for Community Economic Development also support extension county based faculty and staff who provide ongoing local comprehensive planning education, facilitation and technical assistance.

Building capacity among volunteer planning commissioners: Wisconsin's 1999 comprehensive planning law prompted a surge in local plan commissions and an estimated 7,500 volunteer plan commissioners. Farmers, environmentalists, business owners, development professionals, educators, retirees, and others serve 3-year terms. Most lack professional planning experience. Turnover is high. About half are replaced every 2 to 3 years. New volunteer plan commissioners need to better understand their roles and legal obligations to serve effectively. As detailed in the evaluation studies section of the Organizational Development report, between 2005 and 2010, Cooperative Extension staff from the UW-Stevens Point Center for Land Use Education conducted 35 plan commission workshops throughout the state. About half focused on basic skills such as procedural requirements, establishing a plan commission, developing a comprehensive plan, designing the planning process, and involving the public. The other half focused on advanced topics related to plan implementation.

Implementing public participation plans: Since 2004, the UW-River Falls Survey Research Center has helped 123 counties, a tribe, cities and towns develop surveys, collect and analyze responses. They provided local officials a report with statistical data analysis identifying how land use opinions differ among demographic groups as part of the public participation portion of comprehensive planning.

## 9. Youth Voices in Community Action and Governance

Campus and county faculty provide training to youth and adults, develop toolkits, curricula and resources in support of youth governance and community action. Training youth and adults: The interdisciplinary 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 Wisconsin 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. County educators and the state 4-H office received many inquiries about models and support for adding youth voices to county boards. Wisconsin Cooperative Extension is working with county boards, city councils and their committees to include youth representation in a growing number of counties. For example, 14 high school students have served as youth representatives or alternates on the Washburn County Board of Supervisors with 21 elected officials. Youth cast advisory votes and serve on standing committees for 1 year. Evaluation results led to expansion of youth representation to Burnett 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 added youth to their board in 2009 with Langlade and Marquette, joining Douglas, Kenosha, Oneida, Washburn, and Waupaca counties in creating opportunities for youth to join county boards and committees and to cast advisory or actual votes. Evaluation results have also been shared with the Wisconsin Counties Association, Northern District Extension staff and other colleagues. A website shares practical program and impact information: <http://www.uwex.edu/ces/4h/yig/research.cfm>

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

Year: 2009	Extension		Research	
	1862	1890	1862	1890
Plan	91.0	0.0	2.0	0.0
Actual	149.5	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 and reading level. 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.**

Wisconsin Cooperative 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 Wisconsin Cooperative 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 Cooperative Extension county offices have civil rights plans designed to reach the traditionally under served.

**3. A statement of how the input will be 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 four years and statewide federal 2011-2015 plans of work.

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

Stakeholders from across Wisconsin's 72 counties identified more than 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

<b>1. Total Actual Formula dollars Allocated (prepopulated from C-REEMS)</b>			
<b>Extension</b>		<b>Research</b>	
<b>Smith-Lever 3b &amp; 3c</b>	<b>1890 Extension</b>	<b>Hatch</b>	<b>Evans-Allen</b>
8417865	0	0	0

<b>2. Totaled Actual dollars from Planned Programs Inputs</b>				
	<b>Extension</b>		<b>Research</b>	
	<b>Smith-Lever 3b &amp; 3c</b>	<b>1890 Extension</b>	<b>Hatch</b>	<b>Evans-Allen</b>
<b>Actual Formula</b>	5796192	0	0	0
<b>Actual Matching</b>	6065367	0	0	0
<b>Actual All Other</b>	0	0	0	0
<b>Total Actual Expended</b>	11861559	0	0	0

<b>3. Amount of Above Actual Formula Dollars Expended which comes from Carryover funds from</b>				
<b>Carryover</b>	3979499	0	0	0

## V. Planned Program Table of Content

S. No.	PROGRAM NAME
1	Dairy
2	Nutrient Management
3	Community and Economic Development Preparedness
4	Downtown Vitality and Community Placemaking
5	Youth Voices in Community Action and Governance
6	Helping Youth Understand Agricultural Issues
7	Aging in Our Communities
8	Family Financial Education
9	Organizational Development
10	Childhood Obesity
11	Global Food Security and Hunger
12	Food Safety
13	Sustainable Energy
14	Climate Change

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

**Program # 1**

**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	10%			
315	Animal Welfare/Well-Being and Protection	15%			
401	Structures, Facilities, and General Purpose Farm Supplies	10%			
403	Waste Disposal, Recycling, and Reuse	10%			
601	Economics of Agricultural Production and Farm Management	20%			
602	Business Management, Finance, and Taxation	20%			
608	Community Resource Planning and Development	10%			
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: 2009	Extension		Research	
	1862	1890	1862	1890
Plan	23.3	0.0	0.0	0.0
Actual	40.0	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
1859115	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
1895937	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 increase profitability, productivity and quality of life among dairy farmers and rural communities, the Wisconsin Cooperative Extension Dairy Team, Farm and Risk Management Team and interdisciplinary colleagues provide timely research-based education and technical assistance through 6 work groups, trainings close-to-home for hard-to-reach dairy farm women, 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 dairy cattle curricula, and online decision tools and resources for Farming through Difficult Times: <http://fyi.uwex.edu/farmfinances>.

**Modernization:** As farmers struggle to decide between changing their management, infrastructure and herd size or exiting the business, interdisciplinary 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 or modernizing with a more labor-efficient low-cost retrofit milking parlor or freestall barn. Recent surveys measured how this bolsters local economies. In 2009, increased milk production helped keep local cheese plants running.

**Management teams:** Dairy farmers are encouraged to use management teams to improve their viability, due largely to volatile milk prices causing them severe financial stress. County educators facilitate local management teams including milk quality, herd health, rapid response business planning, modernization, and the new Grow Wisconsin Dairy Team partnership among UW-Extension Cooperative Extension Center for Dairy Profitability and county offices, the Wisconsin Department of Agriculture, Trade and Consumer Protection and Department of Commerce, and Wisconsin Technical Colleges. In 2009, dairy producers using management teams reported improved milk quality and herd health, and reduced feed and other costs.

**Financial crisis response:** Depressed milk prices, tightening credit and disappearing off-farm jobs left many Wisconsin farm families facing severe cash flow shortages, shrinking equity, and long-term stress. Agricultural service providers also felt the pain of poor dairy prices as accounts receivable and customers on cash increased. Wisconsin Cooperative Extension and the Department of Agriculture, Trade and Consumer Protection Farm Center developed and delivered timely educational resources through webinars and dozens of workshops and trainings. Farmers and their advisors learned how to stay in business, evaluate financial and legal options, negotiate with creditors, and gained skills that improved tax planning, decision-making and communication.

**Safe feeding:** The 2009 cropping season was the most difficult in decades, causing molds and cutting profits. Team Grains, the Dairy Team and partners quickly provided information on hail and mold damage to crops and best management practices to minimize the impact of this damage during harvest, storage and feeding: <http://fyi.uwex.edu/grain/>.

## 2. Brief description of the target audience

The statewide Dairy Team, colleagues and partners provide timely research-based education and assistance for producers, agribusiness professionals, agriculture service providers, Spanish-speaking dairy workers, 4-H youth, locally elected officials and others. Of 187,037 adults reached through direct teaching methods in 2009, 98.1% were white, 0.3% were Asian American, 0.2% were African American, 0.1% were American Indian, and 1.2% were of other identity; 70% were male and 30% female. Of these, 5.5% (10,335) identified as Latino/a, who may be of any race. In 2009, 9,453 youth enrolled in the 4-H Dairy Cattle Curriculum. Community partners and the 1,231 volunteers trained made additional teaching contacts.

UW-Extension Cooperative Extension colleagues are connected by email ListServ, online newsletters and shared resources such as statewide teleconferences, eXtension and the national Extension Disaster Education Network (EDEN) to quickly address critical timely issues such as extreme milk price volatility and farming through difficult times. Interdisciplinary colleagues and other professionals in this network include Farm and Risk Management Team, Team Forage and regional grazing networks, Team Grains, Organic Farming Work Group, UW-Extension county educators and state specialists with the Center for Dairy Profitability, Dairy Forage Research Center, Center for Agricultural Safety and Health, Discovery Farms, Pioneer Farm, and researchers at UW-Madison, UW-Platteville, UW-River Falls, UW-Stevens Point and agricultural research stations.

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, veterinarians, farm news media, county land conservation departments, Wisconsin Department of Agriculture, Trade and Consumer Protection, Wisconsin Department of Commerce Dairy 2020, Wisconsin Farm Bureau, Midwest Forage Association, USDA Natural Resources Conservation Service and Farm Service Agency, AgSource Dairy Herd Improvement Cooperative.

Bilingual Dairy Worker Trainings are developed in English and Spanish with the UW-Madison 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 at their 5th Grade reading level for 2,500 Spanish-speaking dairy workers on 550 Wisconsin farms and worldwide: <http://babcock.cals.wisc.edu/dwt/dwt.lasso>.

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 and other dairy food processors, farm service providers, agency professionals, local government, nonfarm neighbors, and dairy product consumers in Wisconsin and around the world.

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

**1. Standard output measures**

2009	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	80000	0	0	0
<b>Actual</b>	187037	74000	9453	0

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

**Patent Applications Submitted**

Year: 2009  
 Plan: 0  
 Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2009	Extension	Research	Total
<b>Plan</b>	0	0	
<b>Actual</b>	252	194	446

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

**Output Target**

**Output #1**

**Output Measure**

- Wisconsin Cooperative Extension provided 25 dairy articles published in Hoard's Dairyman during 2009 for 74,000 readers.

Year	Target	Actual
2009	{No Data Entered}	74000

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

O. No.	OUTCOME NAME
1	Dairy farmers will modernize to improve labor efficiency, economic efficiency and animal comfort.
2	Dairy farmers will make informed decisions about modernization.
3	Dairy farmers will implement dairy herd health management strategies based on UW-Extension recommendations.
4	Dairy farmers will implement improved dairy production management practices by adopting UW-Extension recommendations.
5	Agricultural producers are able to respond optimally to the financial crisis through provision of timely, accurate information, best management practices, business planning and stress management assistance.
6	Trained colleagues and educational partners enhance their ability to share resources, network and collaborate to meet needs of agricultural producers affected by crop harvest, safe storage and feeding challenges.

## Outcome #1

### 1. Outcome Measures

Dairy farmers will modernize to improve labor efficiency, economic efficiency and animal comfort.

Not Reporting on this Outcome Measure

## Outcome #2

### 1. Outcome Measures

Dairy farmers will make informed decisions about modernization.

### 2. Associated Institution Types

- 1862 Extension

### 3a. Outcome Type:

Change in Action Outcome Measure

### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	300	967

### 3c. Qualitative Outcome or Impact Statement

#### **Issue (Who cares and Why)**

About 80 percent of Wisconsin dairy herds are still less than 100 cows, most still milked and housed in traditional stall barns built a hundred years ago. Transition from tie stall barns to a free stall housing and parlor milking system has been slow on smaller family farms due to the large costs. Many families want to maintain a herd size they can run without hiring off-farm labor. To stay in business, their existing milking and housing facilities must be modernized. Yet cost of a new parlor, freestall barn and manure storage system is too high when the investment can be spread over only 70-80 cows. The Cooperative Extension 2008 Wisconsin Dairy Modernization Survey of 99 dairy farms reports that for the average 203-cow herd after modernizing, annual labor savings per farm was \$62,848, almost half from milking. Gross milk sales per farm increased by \$466,100, a total of \$45.3 million for all 99 farms in the study.

#### **What has been done**

Interdisciplinary campus specialists at UW-Madison, Platteville and River Falls, county educators and partners statewide help these small to medium-sized producers modernize, including business and succession planning or specializing in a more profitable niche market such as grass-fed with managed rotational grazing. Most survey respondents ranked extension farm visits and seminars as very helpful (86%). For example, more than 250 dairy producers from 13 counties and 3 states participated in the 2009 Dairy Modernization Tour organized by Green County agriculture agent Mark Mayer. Producers visited with host farmers to see first-hand how and why they modernized. All 52 dairy producers completing surveys indicated they gained new ideas that would help them make better informed decisions on ways to modernize their own facilities.

#### **Results**

Twenty Green County dairy producers who recently modernized reported expanding their herd size to an average 123 cows over the past 6 years, 95% using information from Mark Mayer. These 20 herds also increased milk production by 2,059 pounds per cow per year after modernization. This expansion of both cow numbers and



increased production per cow resulted in 55.3 million pounds more milk, which helped keep local cheese plants operating at capacity. With many jobs dependent on dairy production, more than half of these dairy producers (55%) indicated they would no longer be in the dairy business if they had not modernized.

The Lincoln and Marathon County Grazing Network is coordinated by the Cooperative Extension and Land Conservation Offices, teaching both the technical and financial management systems approach to grazing and providing an affordable entry into farming. Over the past decade, the network helped start 46 new dairy farms, getting nearly 11,000 dairy cows into management intensive grazing systems and bringing in \$35 million to the local economy. On the 14,273 acres under management intensive grazing, sediment losses have decreased by 28,546 tons and 57,128 pounds of phosphorus - all with animals doing the work, saving on both fuel and capital costs: <http://marathon.uwex.edu/ag/agpartners/cwrgraziers.html>

#### 4. Associated Knowledge Areas

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

#### Outcome #3

##### 1. Outcome Measures

Dairy farmers will implement dairy herd health management strategies based on UW-Extension recommendations.

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	800	856

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

###### Issue (Who cares and Why)

Mastitis is a costly disease of dairy cows, defined as mammary tissue inflammation caused by bacterial infection. Both clinical and subclinical mastitis result in financial losses. Increased treatment costs and greater cull rates, reduced milk production, reproductive performance and longevity, and lower cheese yields are well-documented losses due to mastitis (Ruegg, 2003). In Wisconsin, milk production loss due to subclinical mastitis costs about \$4 per cow per day (Rodrigues et al., 2005). Thus a typical 100 cows herd (33% with subclinical mastitis) loses about \$4,000 per month.

###### What has been done

Wisconsin dairy farmers are encouraged to use management teams to improve their viability, due largely to volatile

milk prices causing them severe financial stress. Cooperative Extension county educators facilitate local management teams including milk quality, herd health, rapid response business planning, modernization, and the new Grow Wisconsin Dairy Team partnership among Cooperative Extension Center for Dairy Profitability and county offices, the Wisconsin Department of Agriculture, Trade and Consumer Protection and Department of Commerce, and Wisconsin Technical Colleges. Eligible dairy farm owners receive up to \$2,000 for team meetings to pay for management consultants, veterinarians, nutritionists and others. In 2009, county faculty also trained veterinarians in helping their clients adopt extension best practice recommendations. The last outcome in this report shows how Team Grains rallied to ensure safe storage and feeding in late 2009 to avoid molds and mycotoxins in corn.

The new Dairy Management web site provides dozens of user-friendly decision aids and technical support to help producers, their veterinarians and others in critical areas of dairy farm management including feeding, reproduction, heifers, replacements, finance and environmental stewardship. These decision support tools are available from county offices and receive up to 100 views per day at <http://dairymgt.uwex.edu>

### Results

Manitowoc County: Of 12 farmers using a management team, 100% improved communication between family members, consultants and service providers, 33% developed a milk quality team to reduce mastitis and improve milk quality and three of four succeeded in meeting their milk quality goals, 17% made other production management changes such as culling low-producing cows and housing cows separately to feed them more accurately, reducing feed costs by up to \$1.25 per cow per day.

Sauk and Columbia counties: Sixteen veterinarians who attended a reproduction update meeting reported that nearly two-thirds (62.5%) increased their base knowledge that affects recommendations on farms, better understand current research and recommendations, and better serve their clientele. They have helped 126 farms adopt herd health changes based on extension education.

Taylor County: When a deaf farmer sought help to improve milk quality, a management team formed including AgrAbility, the grazing network, NRCS, a veterinarian, dairy supplier, dairy fieldman, and Marshfield Agricultural Research Station for forage testing. This team identified mastitis problems and a plan to reduce them.

## 4. Associated Knowledge Areas

KA Code	Knowledge Area
307	Animal Management Systems
315	Animal Welfare/Well-Being and Protection
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation

## Outcome #4

### 1. Outcome Measures

Dairy farmers will implement improved dairy production management practices by adopting UW-Extension recommendations.

### 2. Associated Institution Types

- 1862 Extension

### 3a. Outcome Type:

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	0	1280

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

Key agricultural commodity prices rose to new levels from 2007 into 2008. At the same time, agricultural input costs including feed, fuel and fertilizer also spiked. The first 6 months of 2009 were the worst dairy farmers have experienced for generations. Wisconsin January to June returns over cash costs of production averaged negative \$2.81 per hundred weight (CWT), a cash flow deficit of \$47 per cow per month (USDA ERS). This extreme price volatility had producers looking for ways to manage financial risk .

**What has been done**

Farm and Risk Management Team co-chairs Jon Zander and Jenny Vanderlin worked with state specialists Kevin Bernhardt and Gregg Hadley, and county agents Maria Bendixen, Bob Cropp and Allen Linnebur to design the educational program Deal or No Deal, Managing the Mayhem to help farmers and their advisors understand ways to deal with price volatility. The 8 regional workshops covered factors that affect commodity prices, calculating cost of production, and risk management tools. For example, Jackson County agriculture agent Trisha Wagner helped Deal or No Deal attendees calculate their costs of production and compare them with benchmark costs to see where they could be more competitive. The cost of production tools were copied onto CD for participants to take home, and for 30 other producers following the workshop.

Center for Dairy Profitability co-director Jenny Vanderlin conducted another five financial record-keeping workshops to mentor and educate producers about financial decisions for their farm business, and taught basic accounting skills by processing and reporting cash records using account software programs.

**Results**

Jackson County: Of participants attending Deal or No Deal, 100% said they would recommend the workshop to someone else, 90% to 100% said they had a better understanding of price volatility, will use the strategies presented to deal with volatility, felt they could calculate their cost of production for crops and dairy after the training, and would use the cost of production tools presented to do so.

Trempealeau County: Of 78 people attending the educational program, 80% said they would use the strategies presented to deal with price volatility, 85% said they would use the information to calculate their cost of production for dairy, and 72% said they would use the information to calculate their cost of production for crops. Comments from producers included "I learned about milk futures contracts, and am more comfortable with using one" and "Very good, useful info, especially for a young farmer." Several lenders attending the workshop said they would use the information with their clients.

Farm financial record-keeping: Evaluations of 88 producers trained indicate ability to record and report accurate Schedule F cash income and expense information, and improved accounting and record-keeping expertise to complete more accounting tasks, produce more accurate financial records and work more effectively with their hired accountant. These workshops empowered producers to manage their financial information used in critical decision-making processes of their farm business.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation

**Outcome #5****1. Outcome Measures**

Agricultural producers are able to respond optimally to the financial crisis through provision of timely, accurate information, best management practices, business planning and stress management assistance.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	{No Data Entered}	2985

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

The depressed milk price continued below cost of production through 2009, as domestic and world economies struggled with job losses and low consumer confidence. The prolonged depressed milk price, tightening credit and disappearing off-farm jobs left many Wisconsin farm families facing severe cash flow shortages shrinking equity and long-term stress. Agricultural support businesses also felt the pain of poor dairy prices as accounts receivable and customers on cash increased.

**What has been done**

Wisconsin Cooperative Extension responded quickly to meet these needs, collaborating with partners to develop and deliver timely educational resources and trainings serving the state's \$26 billion dairy industry. Waupaca County dairy educator Greg Blonde led a debt management work group of farm management specialists in partnership with the Wisconsin Department of Agriculture, Trade and Consumer Protection Farm Center to develop and post online timely decision-making tools and fact sheets. With interdisciplinary colleagues contributing, this quickly grew into the web resource Farming Through Difficult Times: <http://fyi.uwex.edu/farmfinances>

A joint committee of Agriculture and Natural Resources Extension (ANRE) and Family Living colleagues developed a five-part webinar series to provide extension and agency partners an understanding of the farm financial crisis and improve their ability to serve farm families under long-term stress. More than a hundred staff of Cooperative Extension ANRE, Family Living and 4-H Youth Development, DATCP Farm Center, USDA Farm Service Agency and other lenders, and Wisconsin Technical Colleges agricultural instructors were reached through these webinars and follow-up trainings.

Also with the DATCP Farm Center, campus specialists and county agents conducted eight regional Taking Charge in Challenging Times workshops, helping dairy producers and lenders address timely issues related to the impact of the dairy industry being hit hard by events in the global economy. Participants learned about global influences affecting dairy markets, how to organize and use financial statements, financial and legal options, negotiating with lenders and creditors, strategies for tax planning and decision-making.

**Results**

Managing during the financial crisis requires assembling and using financial statements and records, understanding year-end tax strategies and legal options, proactive communication with lenders and scrutiny of farm operations. About 50 to 75 farmers, lenders and agriculture service providers attended each of the 8 Taking Charge in Challenging Times workshops. Trained agriculture service providers made additional teaching contacts.

Participants reported they planned to contact their accountants to address tax issues and to use the information presented to work with both secured and unsecured creditors. Clark County agriculture agent Maria Bendixen helped evaluate options for six farms not able to get further financing with their current business structure. Five worked with their lenders and generated enough cash to pay their past due accounts. These farms are still employing local residents and buying inputs from local businesses.

#### 4. Associated Knowledge Areas

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

#### Outcome #6

##### 1. Outcome Measures

Trained colleagues and educational partners enhance their ability to share resources, network and collaborate to meet needs of agricultural producers affected by crop harvest, safe storage and feeding challenges.

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	794

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

###### Issue (Who cares and Why)

The 2009 cropping season was the most difficult in decades. A wet spring combined with the coldest summer in 60 years created challenges throughout the fall. Corn and soybean development was delayed. Fall rains delayed the harvest even more, and made crops less profitable. When killing frost hit, most corn was not mature. The combination of immature corn and a rainy fall led to molds developing on the corn. These problems not only created concerns during harvest, but also during storage and feeding. This was worst in Southwest Wisconsin where July hail damage to crops was compounded by the slow, cool growing season. Hail damage to Lafayette County cropland alone was estimated at 25,000 to 30,000 acres with losses up to \$30 million. Earlier than normal freezing in the cornfield dry down period resulted in extensive grain molds and mycotoxins. A common misperception was that hail damaged corn would need to be immediately harvested as silage to avoid molds.

###### What has been done

Wisconsin Cooperative Extension Team Grains, the Dairy Team and educational partners responded rapidly with research-based information and decision tools on challenges of the late harvest including a series of extension articles published on the Team Grains website and in a special issue of the Wisconsin Crop Manager addressing harvest, storage, human health, dairy cattle feeding, marketing and other concerns, a webinar series archived on the UW-Extension YouTube web site for later viewing, and a survey of fields for identification of ear molds: <http://fyi.uwex.edu/grain/>

This response combined timeliness -nearly 20 articles were written in the first 2 weeks for posting - comprehensive, interdisciplinary advice across Teams, and continued discussion of late harvest, safe storage and feeding considerations through webinar series, more articles and decision tools posted, and statewide teleconferences. Extension corn specialist Joe Lauer and crops & farm management agent Ted Bay toured hail-damaged fields in Lafayette County with farmers, a crop insurance agent, and the county board chairman explaining the physiological damage to crops, the risk of mold infection, and crop moisture impact on feed quality to clarify why waiting on harvest was the best strategy. Later in the season as molds appeared, Bay met with producers and crop consultants, testing corn to determine types of molds and potential for toxins in harvested grain. He communicated results of hail and mold damage and harvest management advice via news releases, radio and newspaper interviews, and one-on-one consultations.

### Results

Many of the 244 Harvest, Storage and Feed Management Considerations webinar participants were crop consultants and dairy nutritionists who reached additional farmers - 98% said they would apply the information to their work. Another 450 views of the entire archived webinar were made via YouTube in the next 2 months. The collection of extension resources answered emerging concerns so farmers could find information they needed as conditions changed and while continuing their harvest. The ear mold survey received 80 samples from 30 counties, identifying *Cladosporium*, *Fusarium*, *Nigrospora*, *Penicillium*, and *Trichoderma*.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
307	Animal Management Systems
315	Animal Welfare/Well-Being and Protection
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation

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

##### External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Competing Public priorities
- Other (Newer colleagues)

##### Brief Explanation

Economy: Wisconsin and agricultural producers worldwide are in the midst of the worst dairy economy in recent history, perhaps ever. With 2009 prices for their products well below the cost of production, farmers at the heart of Wisconsin's \$26 billion dairy industry could no longer turn a profit. Wisconsin dairy producers are under severe financial pressure. Milk prices were the lowest in many years at the same time that feed costs were up due to strong corn and soybean prices. These market conditions made it nearly impossible for most dairy producers to show a positive cash flow. Operating cash flows of Wisconsin dairies declined in the second half of 2008 and dipped negative in 2009. Cash flows ranged from about a positive \$20 to \$60 per cow per month in the last half of 2008 and then dipped negative throughout January through May 2009. Beginning 2009 cash losses were generally around \$15 per cow per month except for February when monthly losses increased to about \$40 per head. Agricultural service providers also felt the pain of poor dairy prices as accounts receivable and customers on cash increased. As milk prices edge back up, the question remains whether Wisconsin dairy farmers can recover their losses.

Many rural families and businesses are rapidly losing equity, facing significant issues of stress and sometimes struggling to make optimal decisions through the haze that settles over those under so much stress. The surrounding depressed community economy creates the double whammy of farm families finding it difficult to find employment to supplement farm income with income from off-farm jobs. On top

of that, parts of the state were hit by drought in 2009, a very cool summer delayed the cropping season, and a fourth of the corn crop was under snow by December. If these adverse conditions persist, an alarming number of dairy producers may be forced out of business.

Natural disasters: Wisconsin's 2009 cropping season was among the most difficult in decades. A wet spring combined with the coldest summer in 60 years created challenges throughout the fall. Corn and soybean development was delayed. Fall rains delayed the harvest even more, and made crops less profitable. When killing frost hit, most corn was not mature. The combination of immature corn and a rainy fall led to molds developing on the corn. These problems not only created concerns during harvest, but also during storage and feeding. This was worst in Southwest Wisconsin where July hail damage to crops was compounded by the slow, cool growing season. Hail damage to Lafayette County cropland alone was estimated at 25,000 to 30,000 acres with losses up to \$30 million. USDA designated Crawford, Grant, Lafayette and Monroe counties as primary natural disaster areas because of losses caused by severe storms, hail, high winds, tornadoes and heavy rains that occurred from July 24-27, 2009.

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

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

- After Only (post program)
- Time series (multiple points before and after program)
- Case Study
- Other (Direct observation)

## **Evaluation Results**

### **Issue**

More and more often the question is raised: "Why do we need extension when farmers can get all their information from consultants?" Yet many agricultural consultants rely on university Cooperative Extension Services for their knowledge and continuing professional development. These agricultural service providers then pass on extension research-based information to farmers and others, creating the multiplier effect.

In fact, educating and working with agricultural service providers in the diffusion of information is a significant part of Wisconsin Agriculture and Natural Resources Extension (ANRE) programming. Besides the potential impact ANRE has on agricultural decision-making through working with agricultural service providers, ANRE also plays a central role in the co-production and dissemination of agricultural technology and information in the agricultural innovation system. Little research exists to describe and quantify the multiplier effect or to document the role and value of extension education in a multi-dimensional, multi-directional flow of information in the agricultural decision-making system.

### **Response**

A cross-disciplinary team came together in 2009 to design and implement a comprehensive evaluation study to answer two overarching questions: (1) What is the impact of Cooperative Extension's work in educating agricultural service providers, and (2) to what extent does Cooperative Extension help link science to decision-making in the agricultural innovation system? An extensive literature review was conducted and key stakeholders engaged to help focus the evaluation. A mixed-method evaluation design was selected to deal with the complexity of the issues. Data collection methods include key informant interviews, surveys of county educators, state specialists and agricultural service providers, case studies, and document review and analysis. The evaluation team includes 4 county educators, 4 state specialists, 1 administrator and 2 evaluators. Financial resources to support the study are provided by two Cooperative Extension program areas.

### **Results**

Data collection, analysis and reporting will be completed in 2010. This evaluation study is expected to identify and document outcomes from Wisconsin Cooperative Extension work with agricultural service providers and as a link in the agricultural decision-making system. The results will be used to communicate with local, state and federal stakeholders, as well as to improve educational programming and add to the research literature.

2009 participation: David Williams, Matt Glewen, Randy Shaver, Joe Lauer, Jim Faust, Matt Hanson, Patti Nagai, Brett Shaw, Dan Undersander, Ellen Taylor-Powell and Samuel Pratsch.

### **Key Items of Evaluation**



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

**Program # 2**

**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: 2009	Extension		Research	
	1862	1890	1862	1890
Plan	11.6	0.0	0.0	0.0
Actual	31.0	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
862437	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
1094789	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 Nutrient Management Team provides leadership for three initiatives:

1. Nutrient Management Farmer Education (NMFE): Three components - on-farm research, training 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. On-farm research examines and monitors best practices with both economic and environmental benefits, such as maintaining top yields, controlling soil erosion, and managing nutrients, mainly nitrogen and phosphorus from manure including effects of melting snow to lessen environmental impacts: <http://www.uwdiscoveryfarms.org>.

An interdisciplinary working group incorporates the latest research recommendations from UW-Madison, Platteville, River Falls, Stevens Point, Discovery Farms and Pioneer Farm in updating the NMFE curriculum and training inter-agency instructors. Local collaborations deliver NMFE courses to producers, mostly dairy operators, and secure funding for those most in need of nutrient management planning. NMFE training is supported both through direct instruction from county extension educators as well as through program support via the former Multi-Agency Land and Water Education Grants (MALWEG). As of 2009, more than 2,900 producers farming around 889,000 acres in 53 counties had received in-depth NMFE training. An estimated 80% of these developed a nutrient management plan that meets all local, state and federal regulations.

2. Wisconsin Phosphorus Index and SNAP-Plus: The Wisconsin Phosphorus Index (WPI) is a research-validated runoff phosphorus loss risk assessment tool for cropland management planning. The WPI uses information readily available to farmers and agricultural consultants to evaluate the potential for phosphorus in runoff from a specific field to enter a nearby stream. Field WPI values are calculated using the SNAP-Plus nutrient management planning (NMP) and soil loss assessment software program developed and maintained by the UW-Madison Soil Science Department: <http://wpindex.soils.wisc.edu>

Key to NMFE, SNAP-Plus and the WPI give producers greater flexibility in regulatory compliance. For example, as part of the Wisconsin 590 Nutrient Management Standard the WPI better integrates a producer's farm management into the NMP process. State specialists are also supporting Department of Natural Resources WPI application to Total Maximum Daily Loads, a primary DNR and U.S. EPA water quality program.

3. Fostering professional practices, ethics and conduct among custom manure applicators: For-hire manure applicators manage about 4 billion of Wisconsin's 12 billion gallons of dairy manure each year, making them major partners in regulatory compliance. Wisconsin Cooperative 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 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 insurance.

## 2. Brief description of the target audience

Nutrient Management Team issues-based subgroups provide timely education and technical assistance, working with colleagues, producers, commercial applicators, farm support services, agency professionals, locally elected officials and others. Nutrient Management Farmer Education students include county and district conservationists, crop consultants, farmers participating in federal cost-share programs, expanding or installing new facilities or referred for training by conservationists. In 2009, Cooperative Extension provided on-farm, hand-written NMFE trainings for 26 Amish and Mennonite producers whose beliefs prohibit computer use. Of 74,303 adults reached through direct teaching methods in 2009, 98.5% were white, 0.1% Asian American, 0.1% African American, 0.01% American Indian, and 1.4% were of Other Identity; 68.2% were male and 31.8% female. Of these, 0.4% (264) identified as Latino/a, who may be of any race. Educational partners and the 256 volunteers trained made additional teaching contacts.

UW-Extension Cooperative Extension colleagues are connected by email ListServ, online newsletters and shared resources such as teleconferences, eXtension and the national Extension Disaster Education Network (EDEN) to quickly address critical timely issues such as catastrophic manure spills, sudden snowmelt and flooding. Interdisciplinary colleagues and other professionals in this network include Dairy Team, Team Forage, Team Grains, Agriculture and Natural Resources Extension and Community, Natural Resource and Economic Development county and water basin educators, and state specialists in the UW-Madison departments of Dairy Science, Animal Science, Soil Science, Agronomy, Agricultural and Applied Economics, Biological Systems Engineering, Environmental Sciences, Nutrient and Pest Management Program, soil testing labs, agricultural research stations, Discovery Farms, Environmental Resources Center, Center for Integrated Agricultural systems, Center for Agricultural Safety and Health, UW-Platteville Pioneer Farm, UW-River Falls, UW-Stevens Point, and Wisconsin Geological and Natural History Survey geologists and hydrogeologists.

Educational partners include professional nutrient applicators and regulators throughout the Great Lakes region, agricultural service providers, local, state and federal agency personnel, farmers, agronomists, crop consultants and other farm service professionals, high schools, 4-H clubs and volunteer leaders, area technical colleges, local dairy business leaders and public officials, county land conservation departments, regional planning commissions, Northeast Wisconsin Karst Task Force, Professional Nutrient Applicators Association of Wisconsin, Wisconsin Department of Agriculture, Trade and Consumer Protection certified soil testing labs and Department of Natural Resources, USDA NRCS, farm news media and others.

Ultimate beneficiaries include dairy, livestock, poultry, grain and vegetable farmers, agriculture service providers, rural communities, nonfarm neighbors, private well owners, new parents and their babies, lakeshore dwellers and visitors, subsistence, recreational and commercial fishers.

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

**1. Standard output measures**

2009	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	20000	0	0	0
<b>Actual</b>	74303	74000	0	0

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

**Patent Applications Submitted**

Year: 2009

Plan: 0

Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2009	Extension	Research	Total
<b>Plan</b>	0	0	
<b>Actual</b>	28	44	72

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

**Output Target**

**Output #1**

**Output Measure**

- Wisconsin Cooperative Extension provided 2 NM articles published in Hoard's Dairyman during 2009 for 74,000 readers.

Year	Target	Actual
2009	{No Data Entered}	74000

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

O. No.	OUTCOME NAME
1	Farmers will implement nutrient management strategies to reduce nutrient over application.
2	Acres of cropland and grazing land will be covered under a nutrient management plan based on UW-Extension training and recommendations.
3	Nutrient management strategy implementation will result in increased/enhanced farm profitability
4	Wisconsin agricultural professionals will develop skills and build professional credibility.
5	Applied research projects and on-farm demonstrations of nutrient management strategies will be used to improve UW-Extension nutrient management recommendations and educational programs.

**Outcome #1****1. Outcome Measures**

Farmers will implement nutrient management strategies to reduce nutrient over application.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	1750	2320

**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 mushroomed over the past 19 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 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**

The Wisconsin Department of Agriculture, Trade and Consumer Protection endorses the NMFE curriculum as the only mechanism for certifying farmers to write their own nutrient management plans. As a result of local NMFE workshops, more than 810 farmers in 35 counties increased their knowledge of NM practices in 2009. This is a 213% increase over the previous five-year annual average. An estimated 80% of these farmers developed or helped develop a nutrient management plan for their operation that meets all local, state and federal regulations. Nearly 238,000 additional acres of Wisconsin cropland were planned in 2009, with the major agricultural enterprise being dairy. As a result of local delivery of NMFE workshops since 2000, more than 2,900 producers farming around 889,000 acres in 53 counties have received in-depth education on nutrient management planning. For example:

Calumet County: With fertilizer prices high and thus manure of considerable value as well, producers were eager to learn more about accuracy and using nutrients more profitably when feasible and practical to do so. Post-plan surveys of 17 trained producers found that their average application rate per acre dropped roughly 2,000 gallons per acre.

Clark County: Tests determined that 65% of phosphorus land sediment clouding Lake Mead comes from cropland. In 2009, NMFE trainings by Land conservation staff, the Eau Claire water basin educator and county crops and soils agent resulted in the qualified nutrient management planners affecting 23,000 acres in the Mead water basin. This included on-farm, hand-written trainings for 26 Amish and Mennonite producers whose beliefs prohibit computer use, trained producers are altering fertilizers and crediting manure applications to their cropland.

**4. Associated Knowledge Areas**

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

**Outcome #2**

**1. Outcome Measures**

Acres of cropland and grazing land will be covered under a nutrient management plan based on UW-Extension training and recommendations.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	500000	711200

**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 USDA Natural Resources Conservation Service 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**

Grant-funded Nutrient Management Farmer Education (NMFE) began in 1997 as the former Multi-Agency Land and Water Education Grants (MALWEG) to encourage integration of educational programming into local conservation efforts. Program support has come from Wisconsin Cooperative Extension, the USDA Natural Resources Conservation Service and Farm Service Agency (NRCS and FSA), the Wisconsin Department of Natural Resources and Department of Agriculture, Trade and Consumer Protection (DNR and DATCP). Local projects are led by their own uniquely defined team including Cooperative Extension county educators and nutrient management specialists, county NRCS and land conservation staff, and Wisconsin Technical Colleges. In 2009, grant-funded NMFE provided funding for 15 projects delivering nutrient management training to about 280 at-risk farmers representing 70,143 acres.

In 2009, two Nutrient Management Planner workshops provided 63 production agronomists, county conservationists, agency staff and other educational partners in-depth training on the preparation of quality nutrient management plans, a joint effort of UW-Extension Cooperative Extension, UW-Madison Department of Soil Science, Nutrient and Pest Management Program, Discovery Farms, DATCP, DNR and NRCS.

**Results**

DATCP reports that 1.36 million Wisconsin cropland acres had nutrient management plans as of 2009. Nutrient management plans are developed in two ways: one by certified agricultural professionals and the other by producers completing Nutrient Management Farmer Education. As a result of 2009 county NMFE workshops, more than 810 producers farming over 238,000 acres in 35 Wisconsin counties increased their knowledge of nutrient management planning. Since 2000 as a result of local workshops, more than 2,900 producers (mostly dairy) farming around 889,000 acres in 53 counties have received in-depth NMFE training. An estimated 80% of these developed a nutrient management plan that meets all local, state and federal regulations. The remaining Wisconsin cropland acres are covered by nutrient management plans developed by crop consultants and agronomists, most also trained by Cooperative Extension. For example:

Clark, Lincoln, Marathon and Taylor counties: At Nutrient Management Planner workshops, agronomists and local educators learned recent changes in preparing qualified plans and reviewed frequent problems in plans submitted with DNR staff. Grant-funded NMFE trained 70 producers with SNAP-Plus ready laptops, soil maps and assistance from Northcentral Technical College, covering 20,000 acres under qualified plans.

**4. Associated Knowledge Areas**

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

**Outcome #3**

**1. Outcome Measures**

Nutrient management strategy implementation will result in increased/enhanced farm profitability

Not Reporting on this Outcome Measure

**Outcome #4**

**1. Outcome Measures**

Wisconsin agricultural professionals will develop skills and build professional credibility.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
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2009

0

324

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

Manure spills can contaminate natural areas, waterways and drinking water. Properly handled manure recycles valuable nutrients to soil for crop production. For-hire 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 9 years ago through collaboration between custom manure applicators and UW-Extension Cooperative Extension. When PNAAW turned to their extension advisors for voluntary certification training, the Nutrient Management Team Custom Manure Hauler Workgroup in partnership with Michigan and Illinois Extension developed a 3-level certification program, adding value to certified businesses, fostering professional practices, ethics and conduct, and building mutual trust.

#### What has been done

With Michigan State University, the University of Illinois and PNAAW, Wisconsin Cooperative 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. The EMS requires documentation of environmental performance and implementation. An audit is conducted every 12 to 18 months by an independent 3rd party to insure compliance and improve the EMS impact.

To date, 18 live-action manure spill response demonstrations using real manure in controlled situations have been conducted with Cooperative Extension specialists and county agents, Wisconsin Department of Natural Resources (DNR) spills and animal waste, local NRCS and Land Conservation staff, and custom applicators. In 2009, field days in Calumet and Columbia counties demonstrated 7 methods of containing and properly cleaning up a tanker spill and contacting the proper authorities, reaching more than 120 agency staff, county officials and producers representing 20,000 dairy cows.

#### Results

Firms report saving up to \$8,000 a year on liability insurance as a result of certification. Increased professionalism, trust and cooperation have moved trained applicators to report spills rather than ignore them or clean them up without reporting, according to agency staff. A review of spills reported to the Wisconsin DNR from 2006 to 2008 showed that 18 incidents occurred in counties where spill response training was held. Eight of these involved trained applicators or farmers, and each of these was contained and cleaned up before it reached surface or groundwater. Of 10 events documented in those same counties from 2000 to 2002 before trainings, 40% contaminated surface and groundwater and 3 involved custom applicators. This study prompted funding for in-depth examination of more than 350 incidents from 2005 to 2009.

Pennsylvania Extension is now using Wisconsin spills response materials with their commercial manure applicators. Their first 2 events drew more than 200 interested farmers and custom applicators. By targeting an audience that handles large quantities of manure, a spill response field day provides continuing education that leads to increased human safety and decreased environmental risk in manure application situations.

### 4. Associated Knowledge Areas

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



**Outcome #5****1. Outcome Measures**

Applied research projects and on-farm demonstrations of nutrient management strategies will be used to improve UW-Extension nutrient management recommendations and educational programs.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	50	28

**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. As producers select practices to improve water quality, they need research information that helps them determine which practices will improve both their environmental performance as well as their profitability. To address such challenges, SNAP-Plus must be based on the best available science.

**What has been done**

SNAP-Plus calculations are a cornerstone of Nutrient Management Farmer Education, strengthening partnership with DATCP. 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. SNAP-Plus support activities include on-going work by UW-Madison soil scientist Laura Ward Good and natural resources extension specialist John Panuska, who 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: <http://wpindex.soils.wisc.edu>

In response to the need for research to help producers maintain and improve profitability, outreach specialist James Leverich was assigned as an On-Farm Research Coordinator to build collaboration between researchers, farmers, extension agents and specialists. He is working with Panuska, Good and other extension colleagues, Dane County Land Conservation, Wisconsin Department of Natural Resources, U.S. Geological Survey and others to do a watershed comparison project to evaluate best management practices. The researchers have been asked to study how farming systems can be managed to help producers and consultants improve environmental performance and farm profitability, and are using Whole Farm Management principles to drive their research programs. Good and Panuska will also develop study results for integration into SNAP-Plus and the WPI and test these relationships using monitoring data. Farmers will then enter their own farm data into Snap-Plus and discover limitations on their fields for manure spreading, especially on high-phosphorus fields.

**Results**

Work has begun on the USDA-funded Pleasant Valley watershed project. Even though the 3- to 5-year project is only just beginning, the researchers have created a model that others are already adopting of how to assemble a

collaboration among many agencies, farm groups and concerned citizens to study the adaptation of change in watersheds. Producers are already learning alternative management strategies for their operations. And researchers have already identified several best management practices expected to improve environmental performance and farm profitability.

#### 4. Associated Knowledge Areas

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

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

##### External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Government Regulations
- Competing Public priorities
- Other (Newer colleagues)

##### Brief Explanation

Economy: During 2009, Wisconsin and agricultural producers worldwide experienced the worst dairy economy in recent history, perhaps ever. With 2009 prices for their products well below the cost of production, dairy farmers at the heart of Wisconsin agriculture could no longer turn a profit. Wisconsin dairy producers were under severe financial pressure. Milk prices were the lowest in many years at the same time that feed costs were up due to strong corn and soybean prices. These market conditions made it nearly impossible for most dairy producers to show a positive cash flow. Soaring fertilizer costs make nutrient management planning even more important for producers.

Many rural families and businesses are still losing equity, facing significant issues of stress and sometimes struggling to make optimal decisions through the haze that settles over those under so much stress. The surrounding depressed community economy creates the double whammy of farm families finding it difficult to find employment to supplement farm income with income from off-farm jobs. On top of that, parts of the state were hit by drought in 2009, a very cool summer delayed the cropping season, and a fourth of the corn crop was under snow by December. If these adverse conditions persist, an alarming number of dairy producers may be forced out of business.

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

##### 1. Evaluation Studies Planned

- After Only (post program)
- Before-After (before and after program)
- Time series (multiple points before and after program)
- Other (Direct observation)

##### Evaluation Results

###### Issue

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

over the past 19 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.

### Response

County Agriculture and Natural Resources Extension (ANRE) educators responded to the nutrient management education challenge issued at their 2008 ANRE Conference. The Nutrient Management Farmer Education (NMFE) curriculum is produced, evaluated and updated jointly by interdisciplinary Wisconsin Cooperative Extension Discovery Farms and Nutrient and Pest Management Program campus and county faculty and staff. The NMFE curriculum combines classroom instruction, individual consultation, and on-farm field trials to educate farmers on methods for improving NM practices from both an economic and environmental perspective. Once this is accomplished, the next step is to involve farmers in the design of their own NM plans. To measure results, NMFE Curriculum coordinators complete an annual survey. These coordinators are county agriculture agents, Land Conservation Department and Wisconsin Technical Colleges instructors.

### Results

Survey results show a striking increase in the number of Wisconsin counties, farmers, and acreages among participants in 2008-2009 over the previous year and the five-year annual average. As a result of their participation in county NMFE workshops, more than 810 producers farming over 238,000 acres in 35 Wisconsin counties increased their knowledge of nutrient management planning in 2009. This is a 213% increase over the previous five-year annual average and a 288% increase over 2008 participation. An estimated 80% of these farmers developed or helped develop a formal nutrient management plan for their operation that meets all local, state and federal regulations. Data from 2000 to 2009 show that as a result of local delivery of these NMFE workshops, more than 2,900 producers farming around 889,000 acres in 53 counties have received in-depth education on nutrient management planning.

Reasons for this improvement are two-fold:

1. Farmers responded to cost-share incentives offered by the Wisconsin Department of Agriculture, Trade and Consumer Protection.
2. County agents responded to meet the educational needs of agricultural producers in fulfilling their nutrient management planning requirements.

Accomplishments in one year are remarkable and invaluable to the state of Wisconsin in meeting nutrient management planning goals. In verbal feedback, partner agencies are equally impressed with these accomplishments. As need for nutrient management education grows in Wisconsin, Cooperative Extension ANRE faculty, staff and partners will continue to respond in meeting the goal of increased adoption of environmentally and economically sound nutrient management practices by agricultural producers.

## Key Items of Evaluation

**V(A). Planned Program (Summary)****Program # 3****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: 2009	Extension		Research	
	1862	1890	1862	1890
Plan	10.0	0.0	0.0	0.0
Actual	15.7	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
681960	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
681960	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 Community and Economic Development Preparedness Team and colleagues provide research-based education and assistance including facilitation and planning, geographic information system (GIS) mapping, presentations, professional development offerings through workshops, conferences and teleconferences, peer networking and mentoring, dissemination of teaching materials through websites, news media, publications, CDs and DVDs. In 2009, team members, colleagues and partners delivered Building Communities webinars on sustainability to nearly 500 people each month in Wisconsin and 6 other states. Economic Snapshots reached 150,000 readers of the Sunday Wisconsin State Journal. Housing foreclosure research informed public policy decisions and community responses to the foreclosure crisis.

Housing foreclosure analysis: The Cooperative Extension Center for Community and Economic Development (CCED) supports County and Tribal Extension educators. In partnership with the UW-Whitewater Fiscal and Economic Research Center (FERC) CCED specialists have collected and analyzed foreclosure data for all 72 counties for the past seven years. This

research was used as a basis for awarding \$38 million in funds for the Neighborhood Stabilization Program to areas of highest need in Wisconsin. Specialists have shared these data with policy makers and local housing groups and participated in a legislative hearing to inform Senate Bill 255, which requires mediation for home foreclosures. CCED and FERC are also beginning to analyze the impact of foreclosures on home values. CCED data are used by Extension educators and agency partners to develop local strategies dealing with the foreclosure crisis:

[http://www.uwex.edu/ces/cced/foreclosure\\_cases\\_censustract.cfm](http://www.uwex.edu/ces/cced/foreclosure_cases_censustract.cfm)

Building capacity for sustainable energy: Governor Jim Doyle and the Office of Energy Independence (OEI) created a new community-based energy initiative in 2008. The Wisconsin Energy Independent Community Partnership pairs communities with tools and resources to profitably and sustainably promote energy efficiency and local generation of renewable energy in keeping with the Governor's Energy Independence Executive Order of April 2007. The goal is to generate 25 percent of Wisconsin's electricity and transportation fuels from renewable sources by 2025. In 2009, the \$500,000 grant program assisted 10 communities that serve as demonstrations to other communities statewide, six of these with Cooperative Extension facilitation.

Sustainable design specialist Sherrie Gruder worked with OEI, the Local Government Institute, Focus on Energy, and the Energy Center of Wisconsin to assist the pilots in accomplishing this. Eleven county community resource development and family living educators facilitated the sustainable energy planning process, which also included drafting the grant application, educating the community, gathering energy data and writing the final report. Each EIC pilot was successful in developing plans to reduce government energy consumption, educate their communities and develop local sources of renewable energy. Results are reported under outcomes 2, 4 and the evaluation studies section of this report.

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

Wisconsin Cooperative Extension Community, Natural Resource and Economic Development faculty, staff and colleagues 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. Of the 19,340 adults reached through direct teaching methods in 2009, 92.2% were white, 2.8% were American Indian, 2.5% were African American, 2% were of other identity and 0.5% were Asian American; 56.5% were male and 43.5% were female. Of these, 1.8% (339) identified as Latino/a, who may be of any race. Community partners and the 470 volunteers trained made additional teaching contacts.

Extension colleagues are connected by email ListServ, online newsletters and shared resources such as webinars and the national Extension Disaster Education Network (EDEN) to quickly address critical timely issues such as the 2008 record flooding. State specialists and other professionals in this network collaborate with county faculty and staff, state urban and regional planning, national and international colleagues to research and align best practices, quality of life and other assets measurement and effective stakeholder involvement in making informed decisions to meet local needs effectively.

Partnerships: Community, Natural Resource and Economic Development (CNRED) campus and county faculty and staff collaborate with internal and external partners. Internally, within UW-Extension Cooperative Extension and the UW System, the Community and Economic Development Preparedness Team collaborates with the CNRED Energy Conservation and Renewable Energy Team, Sustainability Team, Family Living Programs and 4-H Youth Development colleagues, the UW-Madison Center for Community and Economic Development and Local Government Center, UW Stevens Point Center for Land Use Education, UW-Superior Northern Center for Community Economic Development, UW-River Falls Survey Research Center, and UW-Whitewater Fiscal and Economic Research Center. The team also collaborates with key external partners including the Wisconsin Counties Association, Wisconsin Towns Association, Alliance for Sustainability, Workforce Development Board of South Central Wisconsin, Wisconsin Department of Workforce Development, Wisconsin Department of Commerce Main Street Program, Neighborhood Stabilization Program, Focus on Energy program, and community, tribal and technical colleges.

Economic Snapshots: Expanding readership provides the means to reach a wide range of people and businesses, generating interest and comment from traditional and nontraditional audiences. For example, unemployment and the stock market were featured in December 2008 to move beyond media hysteria and provide unbiased facts and analysis to help people understand the situation and their options: <http://www.uwex.edu/ces/cced/economies/economicsnapshot/index.cfm>

Ultimate beneficiaries include diverse individuals, youth and families, community retailers, residents, neighbors, workers, employers, consumers, visitors.

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

**1. Standard output measures**

2009	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	13000	0	0	0
<b>Actual</b>	19340	150000	0	0

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

**Patent Applications Submitted**

Year: 2009

Plan: 0

Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2009	Extension	Research	Total
<b>Plan</b>	0	0	
<b>Actual</b>	8	8	16

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

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

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

O. No.	OUTCOME NAME
1	Participants will increase awareness, knowledge and/or ability to use data or information about economic trends and conditions and community strategies to address the issue: community and regional economic development.
2	Participants, organizations and communities will have increased leveraged resources such as funding, in-kind service or volunteers.
3	Participants, organizations and communities will have increased partnerships and/or networks to address the issue: community and regional economic development.
4	Participants, organizations and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed or practices changed to address the issue: community and regional economic development.
5	Communities create, retain or expand sustainable economic opportunity for people.

**Outcome #1****1. Outcome Measures**

Participants will increase awareness, knowledge and/or ability to use data or information about economic trends and conditions and community strategies to address the issue: community and regional economic development.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	0	1139

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

Between 2006 and 2009, Wisconsin foreclosure cases increased by an estimated 75 percent. In response, the Wisconsin Department of Commerce was awarded \$38.8 million in funds for the Neighborhood Stabilization Program (NSP) from the U.S. Department of Housing and Urban Development and directed to allocate the funds to areas of highest need. While foreclosure cases were being compiled at the state and county levels by UW-Extension Community Development Specialist Andy Lewis and Russ Kashian of UW Whitewater, the Department of Commerce could not properly evaluate foreclosure "hot-spots" in smaller geographic areas needed to distribute NSP funds.

**What has been done**

Working with 2008 foreclosure case data from the Wisconsin Circuit Court Access Program Web site, UW-Extension Cooperative Extension GIS Specialist Matt Kures geocoded (mapped) the addresses for more than 20,000 properties. The geocoded foreclosure cases were then aggregated by Census Tract to determine those areas with both the highest numbers and the greatest rates of properties facing foreclosure. Maps created for all 72 Wisconsin counties include tables that detailed the number of cases, rates and demographic characteristics for more than 1,300 Census Tracts.

**Results**

When the state was awarded \$38 million in funds for the Neighborhood Stabilization Program and directed to allocate the funds to areas of highest need, Wisconsin was positioned with perhaps the best data set in the nation to assist with this decision. Andy Lewis and Matt Kures conducted a webinar for the Wisconsin Department of Commerce and communities interested in applying for NSP funds. The program focused on how to mine the foreclosure data to identify potential projects and to complete the NSP application. These data are used by extension educators to inform local strategies for dealing with the foreclosure crisis. This is now the primary source of housing foreclosure data being used by most Wisconsin news media and state agencies: [http://www.uwex.edu/ces/cced/foreclosure\\_cases\\_censustract.cfm](http://www.uwex.edu/ces/cced/foreclosure_cases_censustract.cfm)

Citing the usefulness of the maps created in 2009 by Matt Kures, the Wisconsin Department of Commerce has updated and identified additional maps to be created in 2010. Commerce will be using this information in their strategic planning and assessment of the Neighborhood Stabilization Program.

**4. Associated Knowledge Areas**



<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

**Outcome #2****1. Outcome Measures**

Participants, organizations and communities will have increased 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
2009	0	71659500

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

The Lake Superior Chequamegon Bay region fosters an active sustainability movement. One of its most compelling issues is energy. In 2008, gasoline prices rose to \$4.15 per gallon, while natural gas and heating oil prices outstripped budgets. Many businesses and non-profits in the area were suddenly investigating energy efficiency and renewable energy. At the state level, Governor Jim Doyle created the Office of Energy Independence (OEI), which issued a call for proposals for communities interested in becoming pilot Energy Independent Communities. A collaborative group of nine Chequamegon Bay region governmental entities formed to submit a joint proposal.

**What has been done**

Cooperative extension contributed to development of the pilot program and community resource development educators were tasked with supporting government recipients from their counties. Tom Wojciechowski, Ashland County and Tim Kane, Bayfield County, worked with the consortium to submit the collaborative grant application to OEI. Assistance included data gathering, resolution development, presentations to elected officials and editing.

The Chequamegon collaborative group was funded as one of the 10 pilot communities. This Energy Independent Communities grant required that the collaborative develop a regional plan to increase the use of renewable energy and renewable fuels by 25 percent by 2025 (25x25). Wojciechowski and Kane worked closely with the Alliance for Sustainability, which provided overall coordination. The educators met prior to each monthly meeting with alliance staff to develop agendas and prepare information and presentations. Wojciechowski lead the Ashland County team that collected three years of baseline data, identified more than 20 Ashland County energy efficiency and renewable energy options, drafted the county 25x25 plan and submitted a related Energy Efficiency Community Block Grant application.

**Results**

Statewide in 2009, community economic development plans adopted through Cooperative Extension facilitation valued nearly \$71.7 million. The Chequamegon Bay consortium includes three cities, two counties, two townships, one tribal government, and the rural transit authority, with Cooperative Extension and Alliance for Sustainability support. All nine members of the collaborative developed and passed Energy Independent Community resolutions. The baseline energy data contains compelling statistics that highlight energy and financial

opportunities. The group is optimistic that its efforts will bring in over a million dollars of grant funds for energy efficiency projects, which will be announced in 2010.

With baseline data in hand, the nine members identified more than 70 energy-saving opportunities and drafted a 25x25 plan. Members learned from each other and several initiatives grew out of discussions: 1) Six members submitted grants for the Energy Efficiency Community Block Grant. 2) A wind energy consortium formed and held three public meetings. 3) Development of infrastructure for bio-diesel fuel in the region has been the subject of several meetings. 4) A new group of 11 non-profits has applied to become pilot communities in 2010.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

**Outcome #3**

**1. Outcome Measures**

Participants, organizations and communities will have increased partnerships and/or networks to address the issue: community and regional economic development.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	0	337

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

**Issue (Who cares and Why)**

The Gogebic Range of Iron County, Wisconsin and Gogebic County, Michigan has been losing population since the closure of the region's mines in the 1920's. Traditional economic development initiatives have not been successful in reversing these trends as the community continues to decline and age. To sustain its economy, the community must attract and retain more young people.

**What has been done**

To understand the location preferences of today's young people, Iron County community resource development educator Will Andresen conducted a survey of 668 high school students, college students and young professionals in the two-county area. After analyzing the results, he identified four opportunities to attract and retain young people on the Gogebic Range, leading to the creation of four community-based work-groups: 1) Attract Young Workers by Strengthening Our Niche. 2) Attract Young Workers by Promoting our Strengths. 3) Retain Students by Better Connecting Them to the Community. 4) Retain Young Workers by Building Social Capital. These work groups form the structure of the Gogebic Range Next Generation Initiative.

**Results**

More than one hundred local residents are involved in this initiative. A vision for a regional non-motorized trail has been created and shared with community leaders, a promotional website is being designed, area youth service organizations are collaborating on ways to better connect our students to the community and a new Go-In

Forward young professionals networking organization has been created.

Several key indicators are showing initial success. New connections between community groups have been established, new initiatives have been formed and new people are becoming involved in the community. According to one local leader, the initiative "has indeed been one of the most positive steps I have been involved with in my 35 years in the area. New leaders are emerging and new thoughts are being brought into the picture. I think we are in an exciting time on the Range." And according to a young transplant to the area, the initiative "has created an accessible network for young members of our community. New members to the area have an opportunity to make friends and create connections to help make the Gogebic Range their home."

Another indicator of the initiative's success is that it has attracted outside attention. Neighboring Ashland County is conducting a similar survey of its own young people. Andresen has presented the initiative to several audiences, including the Governor's Northern Wisconsin Economic Development Summit, the International Making Cities Livable Conference, the UW-Extension Department of Community Resource Development Symposium, the WACEC District 4 Annual Meeting, and the UW Colleges Colloquium, and will be presenting before the Northern Illinois Institute for Rural Affairs and the National Association of Community Development Extension Professionals in 2010. He also authored a publication entitled Attracting and Retaining Young People as an Economic Development Strategy: [http://www.iira.org/pubs/publications/IIRA\\_RRR\\_707.pdf](http://www.iira.org/pubs/publications/IIRA_RRR_707.pdf)

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

**Outcome #4**

**1. Outcome Measures**

Participants, organizations and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed or practices changed to address the issue: community and regional economic development.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	0	272

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

**Issue (Who cares and Why)**

Governor Jim Doyle and the Office of Energy Independence (OEI) created a new community-based energy initiative in 2008. The Wisconsin Energy Independent Community Partnership pairs communities with tools and resources to profitably and sustainably promote energy efficiency and local generation of renewable energy by communities in keeping with the Governor's Energy Independence Executive Order of April 2007. The goal is to generate 25 per cent of Wisconsin's electricity and transportation fuels from renewable sources by 2025. (See also the outcome 2 success story and evaluation study results in this report.)

**What has been done**

In 2009, the \$500,000 grant program funded 10 pilot Energy Independent Communities, six of these with Cooperative Extension facilitation. Grants provided services to communities to inventory their energy use and sources, conduct strategic energy planning, analyze options, and prepare a report to guide implementation toward achieving 25 percent local energy generation by 2025. Sustainable design specialist Sherrie Gruder worked with OEI, the Local Government Institute, Focus on Energy, and the Energy Center of Wisconsin to assist the pilots in accomplishing this. Gruder co-developed a webinar series on sustainability with Jerry Hembd, director of the Northern Center for Community Economic Development Center, as part of Building Communities webinars hosted by Greg Wise, director of the Center for Community and Economic Development. She also headed an effort by a Sustainability Team subgroup to design and deliver an in-service training to Extension faculty about sustainable communities, incorporating sustainable energy planning into the curriculum.

**Results**

Eleven county community resource development and family living educators facilitated the sustainable energy planning process, which also included drafting the grant application, educating the community, gathering energy data and writing the final report. Each EIC pilot was successful in developing plans to reduce government energy consumption, educate their communities and develop local sources of renewable energy. Some approaches already initiated include designing and pursuing LEED certification for new and existing facilities, efficiency upgrades, testing wind resources for a potential wind energy farm and ordering hybrid and electric vehicles. In one community, negotiations are occurring between a cattle production facility, cheese plant, meat processor and an engineering firm to develop a bioenergy production facility. Brown County and the Oneida Tribe are pursuing large-scale energy production projects: a 1.8-megawatt landfill gas-to-electric project and a 75-kilowatt wind turbine. Communities now track energy consumption, many with Energy Star Portfolio Manager and CO2 emissions.

At the start of the 2009 pilot, 40 municipalities had adopted Energy Independent Community resolutions. One year later, there are 100 Energy Independent Communities by resolution. Forty municipal groups applied for 2010 grants, several in counties of Cooperative Extension educators who worked on pilot programs.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

**Outcome #5**

**1. Outcome Measures**

Communities create, retain or expand sustainable economic opportunity for people.

Not Reporting on this Outcome Measure

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

**External factors which affected outcomes**

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

**Brief Explanation**

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

## 1. Evaluation Studies Planned

- After Only (post program)

### Evaluation Results

#### Issue:

Governor Jim Doyle and the Office of Energy Independence (OEI) created a local energy initiative in 2008. The Wisconsin Energy Independent Community (EIC) Partnership pairs communities with tools and resources to profitably and sustainably promote energy efficiency and local generation of renewable energy in keeping with the Governor's Energy Independence Executive Order. The goal is to generate 25 per cent of Wisconsin's electricity and transportation fuels from renewable sources by 2025. In 2009, the \$500,000 grant program assisted 10 community groups. Cooperative Extension Dean Rick Klemme and sustainable design Specialist Sherrie Gruder participated in OEI committees to develop and administer the program.

#### Response:

Gruder helped develop extension's key role in building community capacity to carry out strategic energy planning drawing on the expertise of the statewide network of county educators. She provided a two-day in-service training working with colleagues on the Sustainability Team, and targeted webinars on sustainable energy. Eleven faculty assisted in the Sustainable Community in-service development and training. The January in-service trained 72 faculty from 40 counties. The trainings were filmed and posted on the Sustainability Team Capacity Center website to train others. Grants were awarded in February to 10 pilots representing 23 communities statewide. Six pilots included extension educators as part of their EIC team. Two county agents assisted one pilot representing 8 municipalities and the Bad River Band of Lake Superior Ojibwa (see outcome 4 success story in this report).

#### Results:

In-Service evaluations showed that 59% of participants had low knowledge of sustainable energy planning before the training and that 71% increased their knowledge as a result of the training. A participant commented: "Wonderful energy, camaraderie, content rich, valuable time spent..." At the end of the year, the St. Croix County agent who worked with an EIC pilot community reported that the training had been extremely helpful.

Each of the EIC pilots was successful in developing plans to reduce government energy consumption, educate their communities and develop local sources of renewable energy. Some approaches already initiated include designing and pursuing LEED certification for new and existing facilities, efficiency upgrades, testing wind resources for a potential wind energy farm and ordering hybrid and electric vehicles. In one community, negotiations are occurring between a cattle production facility, cheese plant, meat processor and an engineering firm to develop a bioenergy production facility. Brown County and the Oneida Tribe are pursuing large-scale energy production projects: a 1.8 MW landfill as-to-electric project and a 75 kW wind turbine. Communities now track energy consumption, many with Energy Star Portfolio Manager and CO2 emissions.

At the start of the 2009 pilot, 40 municipalities had adopted Energy Independent Community resolutions. One year later, there are 100 Energy Independent Communities by resolution. Forty municipal groups applied for 2010 grants, several in counties of agents who worked on pilot programs.

### Key Items of Evaluation

**V(A). Planned Program (Summary)****Program # 4****1. Name of the Planned Program**

Downtown Vitality and Community 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: 2009	Extension		Research	
	1862	1890	1862	1890
Plan	5.0	0.0	0.0	0.0
Actual	5.3	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
235779	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
235780	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 Downtown Vitality and Community Placemaking Team, colleagues in 72 Wisconsin counties, two tribes, the UW-Madison Center for Community and Economic Development (CCED) and Local Government Center (LGC), UW-River Falls Survey Research Center, UW-Stevens Point Center for Land Use Education, UW-Superior Northern Center for Community Economic Development and UW Colleges provide research and educational resources to help local community and business leaders, entrepreneurs, developers, and economic development professionals build on downtowns' diverse mix of uses, contributions to the local economy, promotion of sustainable development, and support for entrepreneurship.

Helping downtown districts survive the downturn and prepare for a strong recovery has been the focus of Extension's web-based educational series titled Revitalizing Wisconsin's Downtowns. Local business leaders, entrepreneurs, developers and economic development professionals learned from state and national experts about business retention, changing consumer

behavior, entrepreneurship, low cost building improvements and more. The effort partnered with the Wisconsin Main Street Program and the Wisconsin Downtown Action Council: <http://lgc.uwex.edu/downtowns/>

CCED specialists report that small town business districts can draw on their unique competitive strengths to rebound from the recession. They can take advantage of consumer, economic and environmental trends such as buying local to direct activity back to their central business districts. Downtowns meet important needs such as housing, health care, education, farmers' markets, government services, office and retail space, libraries and cultural events. Communities are remodeling existing buildings for creative uses with green technology. Both energy-efficient improvements and weatherization are included in the American Recovery and Reinvestment Act of 2009. Impacts of Cooperative Extension's Downtown Market Analysis services are summarized in the evaluation studies section of this report.

Supporting Inventor and Entrepreneur (I&E) Clubs: The Wisconsin Entrepreneurs' Network, a partnership of UW-Extension Economic and Entrepreneurship Development and the Wisconsin Department of Commerce, has supported development of county and multi-county I&E Clubs. Based on strong evidence that local networks of budding inventors and entrepreneurs were an essential ingredient to nurturing ideas into reality, some 40 clubs were seeded across the state. CCED specialists conducted research to assess these clubs' organizational strengths and economic outcomes. The findings helped clubs modify their approaches based on the best practices of their peers. The survey also affirmed the importance of clubs for growing the economy as more than 80 percent reported jobs had been created in their region as a result of participation in the club; 63 percent indicated that a new patent had been filed by a member; and 23 percent reported that members had received research grants to develop their business ideas. Armed with this evidence, community officials can make better informed choices about their economic and business development strategies and investments.

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

UW-Extension Cooperative Extension's statewide Downtown Vitality and Community Placemaking Team, Local Government and Finance Team, Entrepreneurship Team and Tourism Research Planning and Development Team, colleagues and partners work with a variety of audiences including community leaders, business owners, elected officials, economic development corporations, and chambers of commerce. Of the 17,300 adults reached through direct teaching methods in 2009, 87.3% were white, 7% were American Indian, 3.8% were of other identity, 1.6% were African American and 0.3% were Asian American; 59.2% were male and 40.8% were female. Of these, 1.7% (292) identified as Latino/a, who may be of any race. Community partners and the 315 volunteers trained made additional teaching contacts.

Extension colleagues are connected by email ListServ, online newsletters and shared resources such as statewide and national webinars and the national Extension Disaster Education Network (EDEN) to quickly address critical timely issues such as the 2008 record flooding.

Partnerships: State specialists with the UW-Madison Center for Community and Economic Development, Local Government Center and UW-Superior Northern Center for Community and Economic Development collaborate with state urban and regional planning, national and international colleagues to research and align best practices and effective stakeholder involvement in developing downtown market analysis, community placemaking and business improvement district education. Wisconsin Cooperative Extension campus and county faculty and staff also collaborate with the Wisconsin Towns Association, League of Wisconsin Municipalities, Wisconsin Counties Association, Wisconsin Department of Commerce Bureau of Downtown Development, Department of Transportation and Department of Natural Resources, the Wisconsin Downtown Action Council, Wisconsin Association of Business Improvement Districts (BIDs), and community, tribal and technical colleges.

Diverse community collaborations for First Impression teams and the Wisconsin Main Street program include a mix of men and women, young and mature, professionals and lay people, political leaders and community residents. For example, an ideal mix would be that half of the team members are professionals with knowledge of the Main Street approach and half are not, such as merchants, elected officials, residents at large, board members and volunteers from working committees.

Economic Snapshots: Expanding readership provides the means to reach a wide range of people and businesses, generating interest and comment from traditional and nontraditional audiences. For example, unemployment and the stock market were featured in December 2008 to move beyond media hysteria and provide unbiased facts and analysis to help people understand the situation and their options: <http://www.uwex.edu/ces/cced/economies/economicsnapshot/index.cfm>

Ultimate beneficiaries include downtown retailers, small business owners, inventors and entrepreneurs, workers, employers,

residents, neighbors, consumers, visitors.

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

**1. Standard output measures**

2009	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	1000	0	0	0
<b>Actual</b>	17300	150000	0	0

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

**Patent Applications Submitted**

Year: 2009  
 Plan: 0  
 Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2009	Extension	Research	Total
<b>Plan</b>	0	0	
<b>Actual</b>	3	3	6

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

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}



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

O. No.	OUTCOME NAME
1	Participants will increase awareness, knowledge and /or ability to use data or information about economic trends and conditions and community strategies to address the issue: community and regional economic development.
2	Participants, organizations and communities will have increased leveraged resources such as funding, in-kind service or volunteers.  Participants, organizations and communities will have increased leveraged resources such as funding, in-kind service or volunteers.
3	Participants, organizations and communities will have increased partnerships and/or networks to address the issue: community and regional economic development.
4	Participants, organizations and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed, or practices changed to address the issue: community and regional economic development.
5	Communities create, retain or expand sustainable economic opportunity for people.

**Outcome #1****1. Outcome Measures**

Participants will increase awareness, knowledge and /or ability to use data or information about economic trends and conditions and community strategies to address the issue: community and regional economic development.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	0	2103

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

Maintaining downtown economic vitality during the current economic downturn has been a struggle for communities. Many Wisconsin downtowns have suffered the loss of retail and other business activities. Some revitalization efforts have stalled and many downtown businesses face cash flow challenges. They feel the pinch of reduced consumer spending. Unlike large chain stores and shopping centers, downtowns often lack the research, information, and planning systems to respond to current conditions and opportunities. There are often no networks to connect one business or downtown with another. This presents a challenge: how can downtowns and their businesses work together to share ideas and explore strategies to survive and prosper after the recession?

**What has been done**

Cooperative Extension community resource development educators are working to revitalize Wisconsin downtowns by hosting Internet seminars that give local business leaders, entrepreneurs, developers and economic development professionals the ability to interact with experts from around the country. Campus specialists Chuck Law (LGC) and Bill Ryan (CCED) launched a monthly webinar series titled Revitalizing Wisconsin's Downtowns in collaboration with the Wisconsin Downtown Action Council (WDAC) and the Wisconsin Main Street Program. Guest experts have led discussions on the Main Street approach, retail, entrepreneurship, branding, business recruitment, design, technology, sustainability, big box retailers, and tourism. Participants have included local chamber directors, business district executives, business operators, local officials, community development professionals and consultants. About 200 brought their community's issues, concerns and questions to each session. Much of the series success is attributed to the network of nearly 20 county educators who facilitate local follow-up discussions, helping participants explore strategies and solutions. Law and Ryan supported these site facilitators by developing a website with audiostreams of each session, links to related resources, and their e-newsletter Downtown Economics summarized selected sessions: <http://lgc.uwex.edu/downtowns/>

**Results**

Calumet County community resource development educator Mary Kohrell prepared evaluation questions for each broadcast. Based on a sample of evaluations completed, participants increased their awareness about the program topics, and used what they learned during the webinars to help improve their downtowns. For example, the City of Brillion adopted a community brand and image after participating in the webinar on that topic. Program ratings were consistently high. Participants reported that they value the partnerships and professional relationships that have developed at local sites. The local discussions helped bond the group of learners and created opportunities for peer learning. Local media often picked up on program topics such as a local television station in Rhinelander that did a story on one webinar. Recognizing the impact of this series and the strength of

this collaborative effort, Revitalizing Wisconsin's Downtowns webinars continue in 2010.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

#### Outcome #2

##### 1. Outcome Measures

Participants, organizations and communities will have increased leveraged resources such as funding, in-kind service or volunteers. Participants, organizations and communities will have increased 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
2009	0	24219100

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

###### Issue (Who cares and Why)

As base industries of manufacturing and agriculture decline throughout Wisconsin, rural Crawford and Vernon counties are being forced to seek alternatives to conventional industrial recruitment focused economic development. Small business retention and entrepreneurship development are logical strategies given the area's strong tradition of small business ownership, unique natural resources, and diligent, hard-working, creative people. While residents demonstrate interest in starting small businesses, entrepreneurs and inventors lack both access to business development information and support from other entrepreneurs and resource providers. The 2007-2008 Cooperative Extension needs assessment identified economic development as the most critical programming need including education and preparedness, business retention and expansion, and entrepreneurship development.

###### What has been done

Crawford County community resource development educator Laura Brown partnered with Vernon County Economic Development Corporation to initiate a new Inventors and Entrepreneurs (I&E) Club with the goals of making appropriate educational resources available to new business owners and inventors, facilitating peer learning, and growing a supportive network for new business development. As co-facilitators of monthly club meetings, Brown and Susan Noble plan and facilitate monthly club meetings, book speakers on appropriate business related topics, research and distribute appropriate educational materials, facilitate networking, coordinate logistics and communications to the public, and gather feedback. Meetings include time for announcements, a 40-minute topical speaker, introductions, peer networking and information gathering. In October 2009 Brown initiated a second I&E Club in Prairie du Chien. Brown also participates in a regional southwest Wisconsin I&E Club network for facilitators to share best practices and coordinate schedules.

###### Results

Statewide in 2009, business development plans adopted through Cooperative Extension facilitation valued more than \$24 million. Viroqua and Prairie du Chien I&E Clubs have become known as successful, effective forums for

new business education, networking, and development. Members serve as a source for business counseling referrals for Brown and informed development of her new business education packet *So You're Thinking of Starting a Business*, to facilitate early stage business counseling.

A 2009 survey found that 64% of participants attended two or more club meetings to "learn from speakers," "get to know other business owners," and "get support from peers." 72% said they made use of people they met at the meeting, 71% used speaker information, and 50% used technical resources in developing a new or existing business. Respondents commented that as a result of the club they have: "taken business classes, used Couleecap's program for funding and tapped into the SBDC's counseling," "...hired designers/machinists/welders from resources I met at the I&E club and located fiberglass molding resources through I&E contacts...gained a wealth of knowledge and inspired ideas from speakers," "used information from a presentation to form a new cooperative and incorporate ideas from people I met at the meeting," "was introduced to a grant opportunity and have been accepted into the final round."

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development

**Outcome #3**

**1. Outcome Measures**

Participants, organizations and communities will have increased partnerships and/or networks to address the issue: community and regional economic development.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	0	137

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

**Issue (Who cares and Why)**

A 2002 social capital survey done in the Superior-Duluth area revealed some alarming results: The region has a shortage of people in the 25-34 year old age group, and those remaining are less connected to the rest of the community than other age groups. Since 1990, even though the number of college students has grown by 50%, Duluth and Superior have seen roughly a 15% decline in the number of households headed by 25-34 year olds. The data indicates that the exodus of this age group is motivated by economic reasons as well as a lack of connection to the community. As a result, a Duluth Superior Community Foundation Task Force was created.

**What has been done**

Douglas County community resource development educator Fariba Pendleton assisted with conducting research, gathering existing data, and suggesting recommendations for elected public officials, private sector leaders, public sector leaders, and the general public. Specifically, grants would fund leadership skills, civic engagement, special events and entrepreneurship.

Creating a better way to share information: The region needed a one-stop shop website for information on living and working in the Twin Ports geared to the 18-35 year old age group. An advisory group formed and the new website launched.

Raise awareness of career and economic opportunities: As the Baby Boomers retire, an estimated 75,000 job opportunities will open up in the region. The biggest job issue is going to be matching people with the right jobs and encouraging young adults to get the right training in job categories that will be open in the area. The task force has partnered with several organizations to make this a reality.

Increase connections between college and university students and the community: Encourage and support internships, mentoring, job shadowing and networking. Universities, colleges, technical schools, and K-12 institutions have been contacted to take the young adult issue seriously and increase civic engagement and service learning opportunities for students. Many of these projects are already underway.

### Results

Key community stakeholders and organizations have adopted resolutions and positive practices, and have increased resources and networking in support of retaining and attracting young professionals living and working in the Twin Ports region. For example:

Giving young adults a chance to lead: A young leaders advisory committee and fund now allow young adults to make decisions about projects to fund while giving them practical leadership experience.

Support projects that foster Duluth/Superior as a more vibrant place for young adults to live and work: the Duluth Superior Community Foundation Task Force and Pendleton are communicating with people of all abilities and ages to promote related resources and supporting organizations. Superior, Duluth, Douglas County, and St. Louis County, Minnesota all approved resolutions co-written by Pendleton and Duluth Mayor Don Ness in support of task force recommendations.

Impacts of Wisconsin Cooperative Extension's Downtown Market Analyses (DMA) services in Superior are summarized in the evaluation studies section of this report.

## 4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

### Outcome #4

#### 1. Outcome Measures

Participants, organizations and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed, or practices changed to address the issue: community and regional economic development.

Not Reporting on this Outcome Measure

### Outcome #5

#### 1. Outcome Measures

Communities create, retain or expand sustainable economic opportunity for people.

Not Reporting on this Outcome Measure

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

### External factors which affected outcomes

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

### Brief Explanation

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

### 1. Evaluation Studies Planned

- After Only (post program)

## Evaluation Results

### Issue

Downtown Market Analysis Study: Campus specialists and county CRD educators provide research and educational resources to help local business leaders, entrepreneurs, developers, and economic development professionals identify sensible, realistic opportunities for revitalizing downtowns. They work with downtown business districts to assess the local market and offer ideas for growth and profitability. The Center for Community and Economic Development supports Wisconsin Department of Commerce's Main Street Program communities to conduct these analyses, and recently completed 8 downtown market analyses. This report highlights DMA study results for LaCrosse, Milwaukee, New Richmond, Sauk Prairie, and Superior.

### Response

University of Wisconsin-Madison students in a graduate level community development class conducted an independent evaluation of Cooperative Extension's Downtown Market Analyses (DMA) services. Using the logic model, class members examined DMA services performed in 8 Wisconsin communities since 2003 to determine outcomes.

The student evaluations of DMA services offer useful guidance for Cooperative Extension programming in downtown revitalization. First, building local involvement and capacity related to DMA activities should be a priority. Second, while the analytical tools, research and findings are highly valued by the participating communities, there is a need to help communities update the research. Third, the recommendations, while highly valued, should be accompanied by an action plan with timetables, assigned responsibilities and a commitment to evaluate progress and redirect efforts. The findings are both affirming of the work being done and constructive in illustrating ways to improve the process. With some modifications and changes in emphasis, the DMA can help communities realize more sustainable and consequential outcomes.

### Results

La Crosse: The DMA was used to examine the market potential of a grocery store (eventually built near downtown). The research also helped communicate growth potential that contributed to various business expansions and openings.

Milwaukee: As a result of the DMA, the Downtown Milwaukee Business Improvement District (BID#21) was equipped with detailed market information to guide business retention, expansion and recruitment efforts. The BID #21 has since hired a retail recruiter who is using the analysis to attract investment and create a dynamic retail atmosphere downtown.

New Richmond: A local business mentor group was formed following the market analysis. This group helped an entrepreneur open a bistro. Also a home décor boutique moved downtown.

Sauk Prairie: The DMA provided an information-rich document that immediately improved communication, organization and focus in the community's economic development activities. The analysis is being used to further develop a vision for the community's two downtowns.

Superior: The DMA provided downtown business leaders with clear and focused economic development objectives. The study's recommendations are being implemented as new restaurants, housing units, and a downtown farmers' market have subsequently been added to this business district.

### **Key Items of Evaluation**

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

**Program # 5**

**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: 2009	Extension		Research	
	1862	1890	1862	1890
Plan	10.0	0.0	0.0	0.0
Actual	11.3	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
410614	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
410615	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**

Training youth and adults: The interdisciplinary 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 Wisconsin 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. County educators and the state 4-H office received many inquiries about models and support for adding youth voices to county boards. Wisconsin Cooperative Extension is working with county boards, city councils and their committees to include youth representation in a growing number of counties. For example, 14 high school students have served as youth representatives or alternates on the Washburn County Board of Supervisors with 21 elected officials. Youth cast advisory votes and serve on standing committees for 1 year. Evaluation results led to expansion of youth representation to Burnett 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 added youth to their board in 2009 with Langlade and Marquette, joining Douglas, Kenosha, Oneida, Washburn, and Waupaca counties in creating opportunities for youth to join county boards and committees and to cast advisory or actual votes. Evaluation results have also been shared with the Wisconsin Counties Association, Northern District Extension staff and other colleagues. A website shares 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 5,743 adults reached through direct teaching methods in 2009, 98.3% were white, 0.5% Asian American, 0.2% African American, 0.2% American Indian, and 0.7% were of other identity; 59.9% were female and 40.1% male. Of these, 1.2% (67) identified as Latino/a, who may be of any race. In 2008-2009, 4,742 youth enrolled in 4-H Citizenship and Civic Education. Community partners such as Boys and Girls Clubs and 4,274 trained adult and teen 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: <http://www.superiordays.com/Youth.html>

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 multi-agency coalition Youth as Partners in Civic Leadership (YPCL). Demographic information from 2009 evaluation indicates diversity of the 149 YPCL Conference participants: Latino/a 6%, American Indian 10%, African American 21%, white 56%, and other or multi-ethnic identity 8%.

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.

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**

<b>2009</b>	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Plan</b>	4600	0	15000	0
<b>Actual</b>	5743	0	4742	0

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

**Patent Applications Submitted**

Year: 2009

Plan: 0

Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

<b>2009</b>	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	0	0	
<b>Actual</b>	3	3	6

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

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

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

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

O. No.	OUTCOME NAME
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
2009	1000	659

**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 they needed were beyond local government capacity. Under Cooperative Extension guidance, Superior Days was launched as a grassroots citizen democracy effort to bring their top issues to state legislators in Madison. A diverse group of residents from students to retirees collaborate to strengthen the 8-county region's relationship with state government. Youth delegates play a key role in planning, organizing, implementing and evaluating all aspects of Superior Days.

**What has been done**

For more than 20 years, Wisconsin Cooperative Extension county educators have provided 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 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. In one of the region's 8 participating counties, Sawyer County 4-H youth development educator Lori Laberee identifies youth participants, helps train them for the two-day event, and mentors them while in Madison. She partners with the Sawyer County 4-H Leaders Association, county board, county Youth Services Network and trained volunteers. Since 2004, Sawyer County youth have stood among those in the Superior Days Delegation functioning as equal partners with adults: <http://www.superiordays.com/Youth.html>

**Results**

In 2009, the 50 Superior Days youth delegates learned about the political process and that legislators are willing to listen. Two prepared an oral presentation for the Sawyer County Board of Supervisors. One supervisor commented, "It amazes me how articulate our youth are on the issues." "They (youth) are so poised." Although budgets are tight, the county board continues to fund the initiative and finds it valuable experience for youth participants. One youth observed: "I learned about many major issues in Northwest Wisconsin, and the level of interest the legislators have in issues that affect the Northwest corner of Wisconsin."

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 studies section of this report.

#### 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
2009	0	20

##### 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. And as costs continue to increase to process offenders, the need to invest limited resources in effective prevention is more critical than ever. Making these investments means local practitioners and policymakers need proven methods to change behaviors of youth offenders. 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 far less likely to return to court for later offenses than those simply charged a small fine in traditional courts.

###### What has been done

Wisconsin 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 supporting 20 of 41 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

Wisconsin 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 question offenders, deliberate and create meaningful sanctions based on restorative justice. A graduate now attending Ashland College asked to stay in the program. In 2009, she coordinated recruitment for new panelists to replace the 8 who graduated, then facilitated training for the new panelists with support of the extension agent Teen Court coordinator, stepping into a larger leadership role within the youth-adult partnership that makes up Teen Court. This also created a template for youth who want to stay involved in Teen Court past graduation.

Oneida County: At 2 new Teen Court sites, 14 trained jurors saw 26 cases on shoplifting, disorderly conduct, underage tobacco and alcohol, and ten cases have been finalized. Teen court jurors reported they learned to ask questions to get at the facts, and teen offenders realized they would be accountable for their actions and appreciated the opportunity. Parents of youth offenders were supportive of this help for their son or daughter, calling it a wakeup call for their children to be accountable for their actions.

**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 Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	0	10485

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

**Issue (Who cares and Why)**

Since 2004, a broad-based group of Wisconsin youth organizations have determined that there are insufficient opportunities for youth to prepare for active citizenship roles. In addition to addressing youth leadership and youth in governance goals identified at an earlier Youth as Partners in Civic Leadership (YPCL) Conference, evaluation of the 2008 YPCL Conference reflected a need for more attention to diversity. Half of the respondents suggesting issues requested addressing diversity and racism. Other youth reported feeling uncomfortable and unskilled in navigating the racially diverse conference. The conference committee reflected on the missed opportunity for having diverse youth and adults learn from each other.

**What has been done**

State 4-H youth development specialist Matthew Calvert led a conference planning committee including youth and adults from organizations in Milwaukee, Racine and Wautoma as well as statewide groups such as Wisconsin Youth Voice and 4-H Youth Development. To respond to evaluation results, the committee decided to write a new conference objective: "Gather and engage, at the conference and in their communities, a diverse group of youth and adults who believe in youth voice." \$5000 was secured from the Wisconsin Department of Children and

Families to support scholarships for teams from lower income counties. Calvert also secured funding from the Wisconsin 4-H Foundation and USDA's Rural Youth Development programs to support diverse participation.

**Results**

The 2009 Got Voice? Make Change Conference engaged 149 participants including 111 youth and 38 adults. Eighteen youth/adult teams represented communities, schools and youth-serving organizations from urban, suburban, and rural areas from all corners of the state and American Indian tribes. 9 of the 18 conference sessions were led by people of color. 5 were led by youth and adults from rural communities. Team leaders reported that the diversity of presenters encouraged them to attend and helped with recruiting. Demographic information from the evaluation indicated the diversity of conference participants: Latino/a 6%, American Indian 10%, African American 21%, white 56%, and other or multi-ethnic identity 8%.

Post-conference evaluation indicated that 80% of conference participants exchanged ideas and formed friendships with people from diverse backgrounds. Asked about the most valuable experience at the conference, a young person responded, "Mostly getting to meet new people. Back home there is zero diversity and I love seeing all the culture and learning/networking with all of these people with different backgrounds."

An adult from an organization whose mission includes cultivating cross-cultural leadership observed: "It's lily white where we are or 'biversity' in some areas with Native Americans. That's a big draw for us and our students. They talked a lot about the diversity of who's here." Staff members from organizations in Milwaukee and Racine noted that it was the only truly state-wide event that they were involved in with youth. Those from rural communities noted that shared commitment to positive change helped youth bridge racial diversity.

**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
2009	0	0

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

**Issue (Who cares and Why)**

Wisconsin Cooperative Extension works with county boards, city councils and their committees to include youth representation. 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. 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. Kenosha County asked for support in evaluating their Youth in Governance program quality and implementation.

**What has been done**

Working with the Kenosha County Extension Education Committee, the youth and family educator, community development educator, and county director provided orientation training for the 18 youth appointed to serve on all nine Kenosha County Board of Supervisors committees, making it the largest Youth in Governance program in Wisconsin. Mentors were recruited by the extension education committee chair and provided with information on working with youth members. The extension youth and family educator and office chair worked with the county board chair to provide training to mentors. A youth development specialist and graduate student evaluated the effectiveness of mentoring for the extension education committee.

**Results**

The extension researchers found competing role expectations that shape mentor behaviors and impact overall youth-adult interactions. Participants described the role of the mentors in two different ways, as guide and advocate or as facilitator and liaison. Similarly, participants describe the role of youth in two different manners, as contributor or as learner. Opinions also conflict over who is responsible for initiating contact, mentor or mentee. The researchers recommend that the extension education committee consider how to make these expectations explicit. While mentors made infrequent use of assistance strategies, their most common strategies were setting up county tours and meetings with department heads, providing background information, role modeling, soliciting youth input and ideas during committee meetings, and using positive reinforcement. The researchers recommended ensuring that these strategies are used intentionally and more often.

Youth representatives were satisfied with their experience when one of the following supports existed:

1. A strong mentor relationship.
2. Other adults acted like a mentor.
3. The committee offered genuine opportunities for youth voice.

Both youth and adults have increased respect for each other as a result of this program. "The committee respects us a lot more than they used to," One youth member observes. Youth In Governance has proved to be invaluable to educate county board supervisors on youth assets and civic engagement. More Youth in Governance impacts are summarized in the evaluation studies section of this report, including key items of the evaluation for NIFA attention.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
806	Youth Development

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

**External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Appropriations changes
- Public Policy changes
- Government Regulations
- 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)
- Case Study
- Other (Direct observation)

## Evaluation Results

### Issue

Building support for youth representation in local government: Wisconsin Cooperative Extension works with county boards, city councils and their committees to include youth. 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. Kenosha County asked for support in evaluating their program quality and implementation.

### Response

State 4-H Youth Development specialist Matt Calvert invited county faculty in 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. 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 added youth to their board in 2009, and with Crawford, Langlade, Marquette and Rock, joined Douglas, Kenosha, Oneida, Washburn, and Waupaca counties in creating opportunities for youth to join county boards and committees and to cast advisory or actual votes. Evaluation results have also been shared with the Wisconsin Counties Association, Northern District Extension staff and other colleagues. A website shares practical program and impact information: <http://www.uwex.edu/ces/4h/yig/research.cfm>

### Results

For example, these two impacts of youth on boards are described in evaluation results: 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.

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.

In 2009, state specialist Shep Zeldin and graduate student Jessica Collura reported to the Kenosha County Extension Education Committee that youth representatives were satisfied with their experience when one of the following supports existed:

1. A strong mentor relationship.
2. Other adults acted like a mentor.
3. The committee offered genuine opportunities for youth voice.

While mentors made infrequent use of assistance strategies, their most common strategies were setting up county tours and meetings with department heads, providing background information, indirect modeling, soliciting youth input and ideas during committee meetings, and using positive reinforcement. The researchers recommended ensuring that these strategies are used intentionally and more often. Both youth and adults have increased respect for each other as a result of Kenosha County youth representation. "The committee respects us a lot more than they used to," One youth member observes.

## Key Items of Evaluation

### Building support for youth representation in local government:

Wisconsin Cooperative Extension is working with county boards, city councils and their committees to include youth representation in a growing number of counties. Evaluation results are already helping improve and expand support for youth representation in local government. As a result of the evaluation, Kenosha County UW-Extension Cooperative Extension added a more significant orientation process. Working with the Kenosha County Extension Education Committee, the youth and family educator, community development educator, and county director provided orientation training for the 18 youth appointed to serve on all nine Kenosha County Board of Supervisors committees, making it the largest Youth in Governance program in Wisconsin. Mentors were recruited by the extension education committee chair and provided with information on working with youth members. The extension youth and family educator and office chair worked with the county board chair to provide training to mentors. A youth development specialist and graduate student evaluated the effectiveness of mentoring for the extension education committee. Both youth and adults have increased respect for each other as a result of this program. "The committee respects us a lot more than they used to," One youth member observed. Youth In Governance has proved to be invaluable to educate county board supervisors on youth assets and civic engagement.

Washburn County educators reported that evaluation results helped them target a more demographically representative group of youth for their program, in which 14 high school students have served as youth representatives or alternates on the Washburn County Board of Supervisors with 21 elected officials. Youth cast advisory votes and serve on standing committees for 1 year. The Washburn County evaluation report was used in a presentation to Burnett County board members as evidence of the kind of impact they could expect. As a result, Burnett County added youth to their board in 2009 with Langlade and Marquette counties, joining Douglas, Kenosha, Oneida, Washburn, and Waupaca counties in creating opportunities for youth to join county boards and committees and to cast advisory or actual votes. In turn, youth build leadership skills and habits of active citizenship, gain a sense of responsibility, and form supportive relationships with influential community members. A website shares practical program and impact information: <http://www.uwex.edu/ces/4h/yig/research.cfm>

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

**Program # 6**

**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	20%			
711	Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources	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: 2009	Extension		Research	
	1862	1890	1862	1890
Plan	7.0	0.0	0.0	0.0
Actual	10.1	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
387778	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
387777	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.

**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, Wisconsin Cooperative 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.

**Animal science:** In 2009 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. Cooperative Extension offers 24 animal science projects statewide, with youth enrolled in 98,523 animal science projects during 2008-2009. 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 Wisconsin Cooperative Extension Meat Animal Quality Assurance (MAQA) trainings, mostly swine exhibitors but also 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 25,566 adults reached through direct teaching methods in 2009, 96.3% were white, 0.7% were Asian American, 0.5% were American Indian, 0.4% were African American, and 2.1% were of other identity; 53.6% were female and 46.4% male. Of these, 2.1% (548) identified as Latino/a, who may be of any race. Community partners such as Future Farmers of America, Boys and Girls Clubs, and 3,273 trained adult and teen volunteers made additional teaching contacts. During 2008-2009, youth enrolled in 98,523 animal science projects, and 408 earned Tractor and Machinery Safety certification. 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 county 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, World Dairy Expo, 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**

2009	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	20000	0	60000	0
<b>Actual</b>	25566	0	98523	0

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

**Patent Applications Submitted**

Year: 2009  
 Plan: 0  
 Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2009	Extension	Research	Total
<b>Plan</b>	0	0	
<b>Actual</b>	5	2	7

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

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

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

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

**Outcome #1****1. Outcome Measures**

Participants will 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 Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	0	408

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

Agricultural work is among the most dangerous. Operators ages 10 to 14 are more likely than any other age group to have a tractor-related accident. Common causes of accidents are inexperience, lack of maturity, and the inability to react quickly when confronted with a dangerous situation. Youth are an important part of the rural workforce and need proper training and age appropriate tasks to perform jobs safely. All youth under age 16 driving farm implements on roads are required by state and Federal Laws to complete the Wisconsin Safe Operation of Tractor and Machinery Certification Program. Counties establish partnerships to provide trainings.

**What has been done**

The joint Walworth, Racine and Kenosha counties extension Tractor Safety program addresses issues of farmstead safety and increasing urbanization, and certifies youth under age 16 to drive equipment on public roads according to state mandate. Taught by county 4-H youth development and agriculture 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. For the tractor safety program to be of value for youth with limited driving experience, the 12-hour tractor-driving component is crucial. A partnership with area implement dealerships and Case IH provides tractors and equipment for hands-on development of operating skills. In 2009, the extension educators developed presentation materials to accompany the new National Safe Tractor and Machinery Operation Program, available to all county offices.

**Results**

In 2009, county 4-H youth development and agriculture educators reported 408 youth completed tractor safety certification. The partner implement companies value the principles of farmstead safety taught and donate employee time to help youth learn equipment safety first hand. Youth learn safe tractor machinery operation and specific safety guidelines for working on a crop or livestock farm, and can recognize and correct hazards. Jointly, Wisconsin Cooperative Extension and school district efforts have resulted in thousands of youth successfully completing certification programs.

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. Before taking the course, only 58% of youth correctly answered 10 questions from the final exam of the National Safe Tractor and Machinery Operation Program, compared with 85% who correctly answered these questions after the course.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
806	Youth Development

#### Outcome #2

##### 1. Outcome Measures

Participants will develop life skills in the Ag-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
2009	3000	5638

##### 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

Wisconsin Cooperative Extension offers 24 animal science projects supported by research-based education tailored to participants' grade, skills and reading level. Each year, four district animal science days prepare 4-H youth for judging animal breeds at fairs and stating their reasons for ranking traits. In 2008-2009, county educators and 3,273 trained youth and adult volunteers reached youth enrolled in 98,523 animal science projects. These youth participate in two or more project training meetings annually. During 2009, the Shawano County 4-H Youth Development Agent, 4-H Program Assistant and 4-H Adult and Teen volunteer leaders taught more than 20 countywide project training meetings for 493 youth covering agricultural careers, feeding and nutrition, carcass evaluation, grooming, showmanship, genetics and selection, animal handling skills and keeping financial records. More than 98% of 4-H animal project members successfully exhibited their animals at the 2009 county fair, and 38 youth also exhibited dairy cattle, beef, sheep, swine and goats at the 2009 Wisconsin State Fair. Nearly thirty youth participated in livestock judging, dairy cattle judging and dairy quiz bowl, learning about the dairy industry through quiz bowl competition.

###### Results

Statewide in 2009, 3,885 youth engaged in positive use of time, 951 gave oral presentations, and 802 took on leadership roles. Trained middle and high school students who care for animals as part of Wisconsin Cooperative



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.

Shawano County: By exhibiting their project animals successfully, youth are demonstrating and putting to use the skills learned at 4-H project training meetings. All 493 animal project members also complete a 4-H record book, which documents their efforts and accomplishments, and leads them through calculations to determine if they earned a profit or loss. In this way, 4-H members gain real-life record keeping and business management skills in addition to animal husbandry skills. 4-H'ers also learn various life skills through animal project participation, such as responsibility for getting things done and caring for animals, meeting deadlines, presentation skills in the show ring, public speaking and career exploration. Animal projects enable youth to make productive use of their time, and also lead to lifelong friendships that aid their positive social development.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
315	Animal Welfare/Well-Being and Protection
711	Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources
806	Youth Development

**Outcome #3**

**1. Outcome Measures**

Participants will understand and be able to 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**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2009	300	5482

**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. As most processors now require Quality Assurance certification, Wisconsin Cooperative Extension acted quickly to better implement this program, and make the process easier and better organized for youth and their trainers.

**What has been done**

The Wisconsin 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, sales and shows. As of 2009, county livestock programs also require MAQA certification for youth to participate in auctions for swine, beef, sheep and other species as well.

MAQA 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 2009, 6,770 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 2009, 5,482 youth identified criteria that represent a quality project or product, and 2,910 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 say the new database improved the program, having all information in one location makes it easier to manage.

Dodge County: In 2009, 88 youth participated in Meat Animal Quality Assurance classes, gaining first hand awareness of quality care and management in providing meat to the public through their livestock projects, and understanding of flight zones, blind spots, point of balance and instincts for fight or flight in safe animal handling. They learned that animal herd management plans include biosecurity, record keeping, caretaker and euthanasia planning and space and housing recommendations. Herdsmanship has improved at county fair, improving public perception of agriculture.

Portage County: In 2009, 36 youth participated in MAQA training and 2 tested out. Youth gained knowledge about raising healthy livestock, using good production practices, and understanding how their actions impact the wholesomeness of food products. Through hands-on activities in space considerations and flight zones they learned safe animal handling, with a group discussion on Biosecurity.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
315	Animal Welfare/Well-Being and Protection
711	Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources
806	Youth Development

**Outcome #4**

**1. Outcome Measures**

Participants will 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
2009	0	639

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

Nearly 1 in 10 Wisconsin residents works in a job related to agriculture. These occupations include farmers, farm employees, veterinarians, crop and livestock consultants, feed and fuel suppliers, food processors, machinery manufacturers and dealers, barn builders and agricultural lenders. Each of the 353,991 jobs in agriculture supports another 0.89 job elsewhere in Wisconsin's economy (Deller and Williams, 2009, Agriculture and the Wisconsin Economy <http://www.uwex.edu/ces/ag/wisag>). These include more than 200 rewarding and challenging agribusiness careers such as communications, education, processing, distribution, marketing, sales and other farm service occupations supporting a \$59 billion industry.

#### What has been done

In 2008, Cooperative Extension 4-H youth development educators Jessie Potterton and Bonnie Borden co-authored an agriculture careers activity lesson plan shared with colleagues at the Wisconsin 4-H Youth Conference. In 2009, they presented their agricultural career education teaching materials, lesson plans, and games at JCEP in a poster session for all program area professionals. They also presented these resources at Farm Technology Days where thousands of youth and adult visitors stop to ask questions, participate in activities and discuss career opportunities. Borden 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 2009, 639 youth articulated a broadened awareness of potential careers in agriculture. Feedback from 123 youth participants at the 2009 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. County 4-H and agriculture 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 2009 career exploration and education included:

Chippewa County: More than 700 fifth grade students, teachers and parents learned about recycling, furbearer management, forestry, soil conservation, laws and regulations, hunter safety, and water quality from Extension educators, Department of Natural Resources and environmental leaders at the annual School Conservation Days. Crops and soils educator Jerry Clark also gives annual presentations on conservation careers to interest high school students who are at risk behaviorally and academically.

Green County: In 2009, \$214,285 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 2009 dairy auction raised a record \$8,300, with 50% of that going to a scholarship fund from which \$2,000 was paid to 4 county youth. A total \$11,450 has been paid out in youth scholarships since 2004.

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
315	Animal Welfare/Well-Being and Protection
711	Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources
806	Youth Development

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

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

- Economy
- 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**

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

### **Evaluation Results**

### **Key Items of Evaluation**

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

**Program # 7**

**1. Name of the Planned Program**

Aging in Our Communities

**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: 2009	Extension		Research	
	1862	1890	1862	1890
Plan	2.8	0.0	0.0	0.0
Actual	3.9	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
151848	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
151848	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 Aging in Our Communities Team (formerly Family Caregiving) works with colleagues 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 state specialists, county educators and staff provide professional development for extension colleagues, agency professionals and volunteers, and support for community coalitions and collaborations.

Increasing access to education and community supports: As Master Trainers, seven Family Living Programs faculty have reviewed and adapted curricula for diverse Wisconsin caregivers, and have partnered in training class leaders who teach at least

one of the four team-supported curricula in 64 (88%) of Wisconsin's 72 counties reaching over the past 2 years more than 7,000 family caregivers. 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 found that trained family caregivers who became more confident in their ability to care for themselves through Powerful Tools for Caregivers classes now focus more on time spent exercising, stress management techniques and relaxation activities rather than on health risk behaviors. Results are summarized in the evaluation studies and key items for NIFA attention sections of this report.

Prepare to Care Employed Caregiver Survey: Lost productivity from employed caregivers is estimated to cost U.S. businesses \$34 billion annually. The AARP Foundation, USDA 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 Cooperative Extension family living educators worked with the extension program specialist in aging to pilot Prepare to Care materials with 6 county governments in 2008 and a seventh in 2009. 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. Two-thirds of these (66%) 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 are developing specific plans of action to address their employees' needs, part of creating a positive and supportive workplace. The Employed Caregiver Survey has been posted on the national Extension Family Caregiving Community of Practice 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 4,225 adults reached through direct teaching methods in 2009, 96.7% were white, 1.6% African American, 0.8% American Indian, 0.5% Asian American, and 0.4% were of other identity; 66.7% were female and 33.3% male. Of these, 3.6% (154) identified as Latino/a, who may be of any race. Educational partners and the 226 volunteers trained made additional teaching contacts.

Wisconsin Cooperative Extension Family Living Programs state specialists, county educators and staff in 72 counties are connected by email ListServ, online newsletters, blogs and shared resources such as statewide WisLine webinars and the national eXtension Family Caregiving web resources to quickly address critical timely issues. This network includes Family Living Programs state specialists, county educators 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 The Wisconsin Bureau of Aging and 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. 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**

2009	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	4000	0	0	0
Actual	4225	0	0	0

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

**Patent Applications Submitted**

Year: 2009

Plan: 0

Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2009	Extension	Research	Total
Plan	0	0	
Actual	2	3	5

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

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

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

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

O. No.	OUTCOME NAME
1	Caregiver Participants increase their knowledge about being a care provider. 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**

Caregiver Participants increase their knowledge about being a care provider. 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
2009	1500	2535

**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 and this age group will be nearly one-fifth of the population by 2030. Family caregivers comprise 13% of the workforce (Neal and Wagner, 2002). Fifty-nine percent of family caregivers who care for someone over the age of 18 either work or have worked while providing care. Sixty-two percent of employed caregivers have had to make some adjustments to their work life, from reporting late to work to giving up work entirely (National Alliance for Caregiving and AARP, 2004).

**What has been done**

The AARP Foundation, USDA 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. Wisconsin Cooperative Extension family living educators worked with former extension program specialist in aging Mary Brintnall-Peterson (retired July 2009) to pilot the Prepare to Care Program. Seven 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.

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, and published in the Wisconsin Counties Association magazine. From these results, employers developed specific action plans 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 2010 on the Extension website:

<http://www.extension.org>

**Results**

In 2009, Sheboygan County family living educator Jane Jensen surveyed 978 county government employees. Of the 327 who responded, 57% are caregivers. Many provide care for parents or in-laws. More than half (51%) had to miss work due to caregiving responsibilities. Employees wanted to learn about available community resources, caregiving benefits offered through the employer, legal and financial issues, coping with caregiving responsibilities, communications, and making tough caregiving decisions.

Jensen collaborated with the local Aging Disability Resource Center (ADRC) to form the Creating a Supportive

Workplace for Employed Family Caregivers work group including local Human Resource and Regional Employee Assistance Program Managers. The workgroup is creating a portfolio of resources to help employers support family caregivers. Jensen and the ADRC facilitated a Powerful Tools for Caregivers after-work series for the first time at an assisted living facility to meet employed caregiver needs. They also secured grant funding from the Greater Wisconsin Agency on Aging Resources, Inc to start up a local caregiver coalition in 2010. The \$5,000 will support strategic planning, work group development, and outreach to employed caregivers.

**4. Associated Knowledge Areas**

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

**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**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2009	3500	325

**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**

Wisconsin Cooperative Extension family living educators work with community partners and coalitions to address priority needs of diverse caregivers. Their 6-week Powerful Tools for Caregivers workshop series helps caregivers build communication skills, lower stress, set goals, make tough decisions about driving, placement and finances, and communicate with family members and medical providers. Participants use relaxation and planning tools while learning to cope with anger and guilt, access community resources and solve problems. 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**

Their study findings revealed that Wisconsin caregivers who took the Powerful Tools for Caregivers workshop

series improved their self-care activities and 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 on health risk behaviors. This study is described in the evaluation studies section of this report, including key items for NIFA attention. County examples include:

Oconto County: Family living educator Donna Doll-Yogerst conducted three workshop series with the Dementia Care network and 3 new sponsors. Participants were 77% female and 33% male, some caring for multiple care receivers. More caregivers rated their confidence higher at the close of the program than at the start. After the workshop, participants often or always told themselves how important caregiving is, that they are doing good things as a caregiver, and that they feel good about what they are doing as a caregiver. Caregivers most often planned to use I messages, positive self-talk, action plans and relaxation. In their own words:

"I appreciate the relaxed atmosphere in the class, people were not afraid to speak up and share their problems and experiences which was not only valuable to them, but helpful to others attending."

"These tools can be used for any unforeseen events down the road."

Vernon County: Powerful Tools participants reported they were more positive about their role as a caregiver, felt they gained confidence in their ability as a caregiver and reported they could now find caregiving resources in Vernon County. Four out of six reported they found ways to take care of their own health as a result of completing the course and now feel they have an identity outside of being a caregiver.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management
802	Human Development and Family Well-Being
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 Measure

#### 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.

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Knowledge Outcome Measure

##### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	700	704

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

Unpaid family caregivers are the foundation of the nation's long-term care system. Their economic value- \$375 billion in 2007 - is more than twice the amount paid for home care and nursing home services combined. Even so, they are often ill-prepared to assume caregiving roles and responsibilities and recognize neither how caregiving will change their relationship with the care receiver nor ultimately, their lives. Collaborative university research explains the emotional stress caregivers endure throughout their caregiver journey and how their identity changes over time. This work fills a gap in understanding emotional aspects of caregiving not addressed in previous research yet key to assessing and providing needed family support services.

#### What has been done

Program specialist in aging Mary Brintnall-Peterson, UW-Extension Cooperative Extension, worked with Rhonda Montgomery, UW-Milwaukee, for the past 5 years, helping translate into practice her original research known as the Caregiver Identity Change Theory (Montgomery, Rowe, and Kosloski, 2007). Using the Caregiver Identity Change Theory, Brintnall-Peterson and others developed Tailored Caregiver Assessment and Referral registered as TCARE, which guides case managers through a process to assess caregivers needs consistently and accurately, resulting in individually tailored care plans that identify support services that meet caregivers' specific needs, enabling them to reduce their stress and depression. She helped develop teaching materials for TCARE certification as well as the 2-day TCARE Certified Master Trainers Curriculum. In 2009, she and Montgomery trained 24 master trainers who worked toward certification for training colleagues in Minnesota and Washington.

#### Results

Since 2006, 704 trained case managers and other professionals in 5 states have increased their knowledge of the caregiver identity change process and the implications for changing the delivery of caregiver services. Of 427 in the process of becoming certified, 78 have completed the TCARE certification process. End of session evaluations indicate that case managers are thinking of ways to engage family caregivers in identifying their needs and matching appropriate community resources to those needs. In their own words:

"I think the TCARE process is the best tool I have encountered for working with caregivers."

"A review of in depth caregiver needs has been long overdue. This training and information will truly help caregivers."

"I gained knowledge that will broaden my scope of practice as a care manager."

"This will be a great assessment and guiding tool to help caregivers."

Georgia reports early results of a long-term comparison study of caregivers, for which Brintnall-Peterson helped train the 6 case managers in the treatment group in partnership with UW-Milwaukee staff. Caregivers in the treatment group had lower levels of identity discrepancy, stress burden and depression at the 3-month follow-up assessment and even greater improvement at the six-month follow up, with similar patterns for relationship burden and uplifts. They are also using community supports more, keeping care receivers at home and cutting costs.

### 4. Associated Knowledge Areas

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

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

### External factors which affected outcomes

- Economy
- Appropriations changes
- Public Policy changes
- 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

### Issue

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.

### Response

Powerful Tools for Caregivers provides family caregivers ways to increase their confidence and self-care behaviors such as taking time to relax. A major objective of the six 2.5-hour classes is to empower caregivers to maintain their own health and well-being while managing caregiving responsibilities. Research, evaluation and revision ensure continued value and success of trainings such as Powerful Tools for Caregivers. Marie Savundranayagam, UW-Milwaukee Hartford Geriatric Social Work Faculty Scholar, and Mary Brintnall-Peterson, UW-Extension Cooperative Extension program specialist in aging (retired July 2009), analyzed data from pre- and post-program surveys of 325 Powerful Tools class participants who were caring for a spouse with Alzheimer's disease. They have submitted their findings to the Journal of Family Social Work's special issue on advancing family-centered healthcare practices across the lifespan in an article titled "Testing self-efficacy as a pathway that supports self-care among dementia family caregivers in a psychoeducational intervention."

### 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 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 time spent exercising, stress management techniques and relaxation activities 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 activities 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. See also key items of the evaluation for NIFA attention, following.

### Key Items of Evaluation

Learning from You: Powerful Tools for Caregivers Spouse/Partner Caregivers Project: Marie Savundranayagam and Mary Brintnall-Peterson have submitted their study findings to the Journal of Family Social Work's special issue on advancing family-centered healthcare practices across the lifespan in an article titled "Testing self-efficacy as a pathway that supports self-care among dementia family caregivers in a psychoeducational intervention." Key items of their evaluation include:

The study findings illustrate the positive effect of Powerful Tools for Caregivers on self-care behaviors such as relaxation, exercise and stress management. The 325 trained family caregivers studied showed improvements in self-efficacy over the course of Powerful Tools for Caregivers, for example:

"My confidence level has improved each week."

Statements such as Powerful Tools for Caregivers "gave me confidence to take care of self" and "gave me confidence in myself so that I can better handle situations that arise" illustrate how self-efficacy influenced self-care. The resulting improved self-care was most influential in explaining the reduction in health risk behaviors, increased time spent on stress management, and increased relaxation activities.

Comments also reflect how participants' newfound awareness of self-neglect prompted self-care:

"The emphasis on self-care was critical for me as this neglect of my needs was moving me into early burnout."

"It helped me to see I have to take care of myself so I can be around to take care of my husband in the future."

Powerful Tools for Caregivers gave participants permission to engage in self-care behaviors:

"Validated my need to care for myself, go to work, meet friends for coffee, lunch, etc."

"Gave myself permission to thrive, not just survive, and to take better care of myself."

For dementia caregivers, the Powerful Tools for Caregivers group might be their only opportunity to receive positive and affirming feedback from others. By having caregivers report on their action plans each week, their ability increased to develop action plans that could be accomplished successfully. This is evidenced by the following comments:

"Motivated for movement on previously planned action."

"I found I can do better planning and enjoy my role more with goals and thinking before I act."

From this evaluation, trained class leaders can see that attending all 6 class sessions increases the likelihood that caregivers will engage in the self-care behaviors of exercise, stress management and relaxation. Participants encouraged to attend all sessions are thus more likely to achieve the full self-care benefits. This might be accomplished by offering respite care so participants can attend classes. Some organizations that offer Powerful Tools for Caregivers do provide respite care, and should be commended for integrating services so family caregivers can learn about self-care.

**V(A). Planned Program (Summary)****Program # 8****1. Name of the Planned Program**

Family Financial Education

**V(B). Program Knowledge Area(s)****1. Program Knowledge Areas and Percentage**

<b>KA Code</b>	<b>Knowledge Area</b>	<b>%1862 Extension</b>	<b>%1890 Extension</b>	<b>%1862 Research</b>	<b>%1890 Research</b>
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**

<b>Year: 2009</b>	<b>Extension</b>		<b>Research</b>	
	<b>1862</b>	<b>1890</b>	<b>1862</b>	<b>1890</b>
Plan	9.7	0.0	0.0	0.0
Actual	9.0	0.0	0.0	0.0

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

<b>Extension</b>		<b>Research</b>	
<b>Smith-Lever 3b &amp; 3c</b>	<b>1890 Extension</b>	<b>Hatch</b>	<b>Evans-Allen</b>
373754	0	0	0
<b>1862 Matching</b>	<b>1890 Matching</b>	<b>1862 Matching</b>	<b>1890 Matching</b>
373754	0	0	0
<b>1862 All Other</b>	<b>1890 All Other</b>	<b>1862 All Other</b>	<b>1890 All Other</b>
0	0	0	0

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

The statewide Family Financial Education Team works with 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, plus analysis for assessment. In 2009, state specialists, county educators and staff delivered family financial education through trainings, counseling, conferences, workshops, presentations, media, 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. More than 12,500 adults and 5,478 youth were reached through direct teaching methods in 2009.

Enhancing youth financial literacy: Wisconsin Cooperative Extension family living educators and community partners conduct financial education reality simulations for 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. Nearly all youth participants surveyed report that the reality event increased their confidence in making decisions that deal with money, managing money in the "real" world, and setting goals. Of those students who did not do so before the event, 100% report now tracking their spending and comparing prices when they shop: Impacts are summarized under outcome 1 and the evaluation studies section of this report, and online at: <http://www.uwex.edu/ces/pdande/evaluation/pdf/YFEreport2008.pdf>

Enhancing sound financial practice: Resources such as research-based curricula and guidance on counseling or coaching are developed or recommended for use by county educators, staff, and community partners to provide financial education for Wisconsin's diverse individuals and families on managing cash and credit, saving, limiting risk, and more. This educational programming includes training agency staff and volunteers, individual financial counseling or coaching, workshops, presentations, resource fairs, and media appropriate for specific audiences at teachable moments such as when finding a new job, taking out a loan, renting or buying a house, filing taxes or beginning retirement. Timely web content and tools are created and shared to respond quickly to emerging needs such as *Managing Your Personal Finances in Tough Times*: <http://fyi.uwex.edu/toughtimes>

As a result, community residents demonstrate specific changes in financial behaviors that represent sound financial practice such as creating and following a budget or spending plan, accessing and monitoring credit records, using appropriate banking services, saving for the future, and taking steps to limit exposure to financial risks. Wisconsin families facing bankruptcy and foreclosure learn to make sound financial decisions and get a fresh financial start.

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

The Family Financial Education Team provides research-based training and support for agency partners, professionals, coaches, volunteers and diverse families and individuals including youth. Of 12,519 adults reached through direct teaching methods in 2009, 93.6% were white, 2.2% African American, 1.9% American Indian, 0.7% Asian American, and 1.5% were of other identity; 61.6% were female and 38.4% male. Of these, 3.6% (456) identified as Latino/a, who may be of any race. In 2008-2009, 5,478 youth were reached by direct teaching methods, 3,207 enrolled in 4-H Consumer Science curricula and 2,271 participated in youth financial education.

Wisconsin Cooperative Extension Family Living Programs state specialists, county educators and staff in 72 counties are connected by email ListServ, online newsletters, blogs and shared resources such as statewide webinars and national eXtension *Managing in Tough Times* to quickly address critical timely issues such as response to the needs of those facing economic challenges of the financial crisis.

Agency partners and professionals include Home Visitors, 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 Children and Families, 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, public libraries, news media, Community Action Councils, Rural Development Councils, United Way, and inter-faith volunteer networks. Educational partners and the 966 volunteers trained in 2009 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, women and their children in domestic abuse shelters, nonviolent criminal offenders, incarcerated parents, extended families and communities.



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

**1. Standard output measures**

<b>2009</b>	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Plan</b>	9000	0	0	3000
<b>Actual</b>	12519	0	5478	0

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

**Patent Applications Submitted**

Year: 2009

Plan: 0

Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

<b>2009</b>	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	0	0	
<b>Actual</b>	1	10	11

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

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

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

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

O. No.	OUTCOME NAME
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.
3	Participants will sustain their use of positive financial practices.
4	Diverse individuals, families and youth are able to make better resource management decisions to support themselves and their families.

**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
2009	3000	5479

**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 2009, Wisconsin Cooperative Extension family living and 4-H youth development educators worked with community partners to teach 2,271 middle and high school-aged youth about the fundamentals of good money management through simulations that mimic the real-life economic choices people face every day. Events have different names but all feature learning about money by modeling real-life scenarios. Armed with mock jobs, paychecks, 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 below, in the evaluation studies section of this report and online at:

<http://www.uwex.edu/ces/pdande/evaluation/pdf/YFEreport2008.pdf>

**Results**

Douglas County: Family living and 4-H educators reached 775 youth including the Superior Housing Authority (SHA) after-school program. The SHA pre-test indicated that only 33% of 3rd to 5th graders initially understood needs and wants "quite a bit" or "a lot" while 50% knew about saving money. Evaluations show 87% now understand needs and wants "quite a bit" or "a lot" and 82% know two actions they can take to save money. High school student evaluations from classroom presentations found that nearly half felt their family was experiencing some sort of financial stress, and 81% reported they had learned at least one action they could do to help their family.

Washington County: In partnership with American Association of University Women, Family Living Programs, 4-H Youth Development, UW-Washington County, and local financial institutions the seventh Youth Money Smart College reached 200 youth in 7th to 9th grades. After being assigned a job and spending weekly pay in virtual cash, 86% increased their knowledge of saving and debit accounts vs. credit card accounts and increased their

skills to balance a checkbook and complete a job application, and 96% increased their confidence to manage money. Other counties are replicating this one-day experiential learning program about personal finance for youth.

#### 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
2009	1500	1869

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

###### Issue (Who cares and Why)

Long-term financial security begins with establishing the ability to make ends meet. For many, just one shift in the flow of financial resources such as loss or reduction in employment, death of a breadwinner, divorce or illness can impede ability to meet short-term needs and to prepare for the future. In severe circumstances, these shocks to resources can impose significant negative financial outcomes including personal bankruptcy and foreclosure. However, access to financial education and accurate information is still limited for many households that cannot afford or access consultations, financial service seminars, Internet service or subscriptions to media.

###### What has been done

Research-based resources and guidance on the counseling or coaching process are developed or recommended for use by local faculty, staff and partners to provide financial education to Wisconsin's diverse families and individuals on managing cash and credit, saving, limiting risk, and more. This includes training agency staff and volunteers, financial counseling or coaching, workshops, presentations, newsletters, resource fairs, web-based content and tools, as well as other media appropriate for specific audiences at teachable moments such as when finding a new job, taking out a loan, renting or buying a house, filing taxes or beginning retirement.

Family living educators are always on the lookout for ways to reach non-traditional learners. For example, when Kewaunee County family living educator Mary Novak discovered that low literacy skills are closely connected to social problems related to poverty, she worked to create the Literacy Partners of Kewaunee County, Inc. That journey took Novak and community partners through research, needs assessments, community outreach, fund development, recruiting and training adult tutors.

###### Results

Literacy Partners is improving the lives of participants who are immigrants, English as a second language learners, and those with varying physical and mental abilities. Some adult students have gained first time

employment, while others have received promotions at work as a result of the program. One learner reported: "My English is better after taking class for two years, and I am now an interpreter on a farm." Tutors and community members volunteer about 5,000 hours - about \$93,850 worth of services.

Taylor County: As a result of the money management class taught by family living educator Peggy Nordgren, participants referred by community agencies said they were very likely or extremely likely to pay bills on time (100%), develop a bill paying system (96%), save some money out of each paycheck (96%), regularly review their spending (91%), establish an emergency fund (91%), comparison shop for products and services (91%), create a written spending plan (90%), develop a record keeping process for their finances (86%), and develop a savings plan (82%). Indianhead Community Action Agency has begun referring people participating in their Homeless and Re-housing grant to the Managing Your Money program. Nordgren will also partner with them to teach the Rent Smart program to help grant participants find and keep rental housing.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
801	Individual and Family Resource Management

**Outcome #3**

**1. Outcome Measures**

Participants will sustain their use of positive financial practices.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	50	76

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

**Issue (Who cares and Why)**

The recession has been the most severe in generations. Foreclosures, bankruptcies, and layoffs are at or above record levels. In rural Wisconsin, the depressed milk price continued below cost of production through 2009. The prolonged depressed milk price, tightening credit and disappearing off-farm jobs left farm families facing severe cash flow shortages shrinking equity and long-term stress. By July 2009, calls to the Wisconsin Agriculture, Trade and Consumer Protection (DATCP) Farm Center hotline had increased by more than 20%, including calls concerning domestic violence.

**What has been done**

Wisconsin Cooperative Extension responded quickly to meet these needs, collaborating with partners to develop and deliver timely educational resources and trainings for colleagues and professionals serving struggling families. Interdisciplinary campus and county faculty and staff developed fact sheets and news releases on dealing with a drop in income in English and Spanish, accessing benefits for farm families, cutting back expenses, deciding which debts to pay first, managing credit, dealing with creditors, considering bankruptcy, preventing foreclosure, and more. The Family Financial Education Team made these resources available on their new Managing Your Personal Finances in Tough Times web site: <https://fyi.uwex.edu/toughtimes>

Family Living Educators responded through community and employer-based events in support of dislocated and laid-off workers and plant closings, also women's shelters. As awareness of the farm financial crisis grew, so did concern for the health and safety of farm families. Working with the agricultural safety and health specialist and others, they developed a five-part webinar series to provide extension and agency partners an understanding of the farm financial crisis and improve their ability to serve farm families under long-term stress. These webinars and follow-up trainings reached hundreds of Family Living, Agriculture and Natural Resources, and 4-H Youth Development colleagues, DATCP Farm Center staff, USDA Farm Service Agency and other lenders, and Wisconsin Technical Colleges agricultural instructors.

**Results**

Trained lenders reported improved listening and communication skills, and ways they would use what they learned:

"It is so important for all of us to remember how stress affects us and our clients. Working together as a team, reminding each other of how we can cope, will help."

"Recognizing stress in your customers and ways to effectively work with your customer understanding the stress that they are under."

"Signs to look for in our clients to help identify stress or depression and ways to eliminate or reduce the stress."

Six regional Financial Literacy Trainings for the Wisconsin Coalition Against Domestic Violence reached advocates working in women's shelters statewide. All indicated they would share what they learned with shelter staff, incorporate financial strategies learned in their curriculum, and specifically use with their clients setting SMART goals, spending plan worksheets, where to find the money you need calculators, free credit report request worksheets and online resources.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
801	Individual and Family Resource Management

**Outcome #4**

**1. Outcome Measures**

Diverse individuals, families and youth are able to make better resource management decisions to support themselves and their families.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	{No Data Entered}	500

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

**Issue (Who cares and Why)**

Family living state specialists, county educators and staff partner with a rich tapestry of community organizations to expand access to university resources for diverse families in 72 counties and three tribal nations. Menominee County has a 28 percent poverty rate with a population 90 percent Native American. Overcoming the cultural and

generational effects of poverty is paramount in a county with the highest poverty rate in the state.

### What has been done

Providing families the tools to get ahead is the goal of an educational program offered in Menominee County by family living educator Donna Hora-Schwobe. Participants learn to make concrete plans for their economic stability and to become skilled at using the hidden rules of class, survival skills to build resources that create social stability. Hora-Schwobe had conducted educational programming on understanding poverty for more than 500 community members, government and social agency officials. After raising community awareness, her next logical step was to work directly with dozens of families living in poverty through the resource management curriculum.

### Results

Menominee Nation participants explore and analyze what their lives are like now, assess their resources, build future stories for themselves and their families, and realize that they have choices and can make their own decisions. "People participating in this program have never thought about a future story before," Hora-Schwobe explains. "To do that, they need tools in which to be able to create that story - and that's what the program does." Participants commented: "I now have more self-confidence about my future" and "I know ways to build resources and can help my children have a better life."

## 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

- Economy
- Public Policy changes
- Populations changes (immigration, new cultural groupings, etc.)
- Other (Bankruptcy Filing, foreclosure)

#### Brief Explanation

**Economy:** The recession of 2008-2009 was among the most severe in generations. Mortgage, auto, credit card, and student loan delinquencies continue to rise throughout Wisconsin and the United States (<http://data.newyorkfed.org/creditconditions/>). Foreclosures, bankruptcies, and layoffs are at or above record levels. In 2008, Wisconsin households filed for bankruptcy at a higher rate than national averages. Wisconsin's bankruptcy rate, measured as the number of filings per year per 1,000 households in the state has increased from just over 2 out of 1000 in 2006 to almost 4 out of 1000 in 2008 -- an increase of 89% between 2006 and 2008 (Bernhardt and Lewis, Community Indicators, Issue 20, Wisconsin Cooperative Extension Center for Community and Economic Development, November 2009).

**Bankruptcy filings, foreclosure:** Recession 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.

Between 2006 and 2009, Wisconsin foreclosure cases increased by an estimated 75 percent. In response, the Wisconsin Department of Commerce was awarded \$38.8 million in funds for the Neighborhood Stabilization Program (NSP) from the U.S. Department of Housing and Urban Development and directed to allocate the funds to areas of highest need. Foreclosure cases are compiled at the state and county levels by Cooperative Extension Community Development Specialist Andy Lewis and Russ Kashian of UW-Whitewater. These data are used by extension educators to inform local strategies for dealing with the

foreclosure crisis. This is now the primary source of housing foreclosure data being used by most Wisconsin news media, state agencies and organizations working on housing issues:  
[http://www.uwex.edu/ces/cced/foreclosure\\_cases\\_censustract.cfm](http://www.uwex.edu/ces/cced/foreclosure_cases_censustract.cfm)

## **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**

### **Issue**

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 simulated 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 study. The report *Evaluating the Use of Simulations for Youth Financial Education* is available 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 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 increased 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. See also key



items of the evaluation for NIFA attention.

### **Key Items of Evaluation**

Enhancing youth financial literacy: 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.

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%). 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 voted to make Reality Check a graduation requirement beginning in 2010-2011.

Richland County: The Get Real simulation reached 344 high school students from 6 schools supported by 137 trained volunteers from businesses, government agencies and community members 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%).

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, serve as role models and mentors, and extend the reach of Cooperative Extension. The report Evaluating the Use of Simulations for Youth Financial Education is available at:  
<http://www.uwex.edu/ces/pdande/evaluation/pdf/YFEreport2008.pdf>

**V(A). Planned Program (Summary)****Program # 9****1. Name of the Planned Program**

Organizational Development

**V(B). Program Knowledge Area(s)****1. Program Knowledge Areas and Percentage**

<b>KA Code</b>	<b>Knowledge Area</b>	<b>%1862 Extension</b>	<b>%1890 Extension</b>	<b>%1862 Research</b>	<b>%1890 Research</b>
608	Community Resource Planning and Development	65%			
805	Community Institutions, Health, and Social Services	35%			
<b>Total</b>		100%			

**V(C). Planned Program (Inputs)****1. Actual amount of professional FTE/SYs expended this Program**

<b>Year: 2009</b>	<b>Extension</b>		<b>Research</b>	
	<b>1862</b>	<b>1890</b>	<b>1862</b>	<b>1890</b>
Plan	12.0	0.0	0.0	0.0
Actual	20.2	0.0	0.0	0.0

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

<b>Extension</b>		<b>Research</b>	
<b>Smith-Lever 3b &amp; 3c</b>	<b>1890 Extension</b>	<b>Hatch</b>	<b>Evans-Allen</b>
832907	0	0	0
<b>1862 Matching</b>	<b>1890 Matching</b>	<b>1862 Matching</b>	<b>1890 Matching</b>
832907	0	0	0
<b>1862 All Other</b>	<b>1890 All Other</b>	<b>1862 All Other</b>	<b>1890 All Other</b>
0	0	0	0

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

Organizational development cuts across program areas and institutional partnerships. Building the capacity of Wisconsin government, quasi-government, and non-profit organizations is the unifying theme of quite diverse and targeted initiatives. Because the Community Planning and Plan Implementation Team focused on 2009 comprehensive planning efforts to meet a January 2010 statutory deadline, this report focuses on that work. Wisconsin's comprehensive planning statute defines a comprehensive plan, details land use regulations that must align with that plan by 2010, and lists mandatory procedures for adoption. These procedures include addressing 9 specific planning elements, developing municipal plan commissions, and implementing a public participation plan.

Data compiled by the Wisconsin Department of Administration show that as of 2009, nearly half (49%) of Wisconsin

communities had adopted a comprehensive plan, and another third (35%) were in the midst of planning. The rest still need specific data and demographics to complete their plans, providing challenges and opportunities for extension educators. Cooperative Extension centers have assisted regional economic development interests and planning commissions, providing economic research relevant to plan development and adoption. Campus specialists at the UW-Madison Center for Community and Economic Development, UW-River Falls Survey Research Center, UW-Stevens Point Center for Land Use Education and UW-Superior Northern Center for Community Economic Development also support extension county based faculty and staff who provide ongoing local comprehensive planning education, facilitation and technical assistance.

Building capacity among volunteer planning commissioners: Wisconsin's 1999 comprehensive planning law prompted a surge in local plan commissions and an estimated 7,500 volunteer plan commissioners. Farmers, environmentalists, business owners, development professionals, educators, retirees, and others serve 3-year terms. Most lack professional planning experience. Turnover is high. About half are replaced every 2 to 3 years. New volunteer plan commissioners need to better understand their roles and legal obligations to serve effectively. As detailed in the evaluation studies section of this report, between 2005 and 2010, Cooperative Extension staff from the UW-Stevens Point Center for Land Use Education conducted 35 plan commission workshops throughout the state. About half focused on basic skills such as procedural requirements, establishing a plan commission, developing a comprehensive plan, designing the planning process, and involving the public. The other half focused on advanced topics related to plan implementation: <http://www.uwsp.edu/cnr/landcenter/workshopspc.html>

Implementing public participation plans: Since 2004, the UW-River Falls Survey Research Center has helped 123 counties, a tribe, cities and towns develop surveys, collect and analyze responses. They provided local officials a report with statistical data analysis identifying how land use opinions differ among demographic groups as part of the public participation portion of comprehensive planning.

## 2. Brief description of the target audience

Wisconsin Cooperative Extension interdisciplinary campus and county 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, tribal government and service agencies, members of organizations, leadership program participants, and volunteers. Of the 31,551 adults reached through direct teaching methods in 2009, 92.6% were white, 2.9% were American Indian, 2.9% were of other identity, 0.8% were African American and 0.8% were Asian American; 51.4% were female and 48.6% were male. Of these, 4% (1,266) identified as Latino/a, who may be of any race. Community partners and the 927 volunteers trained made additional teaching contacts.

Extension colleagues are connected by email ListServ, online newsletters and shared resources such as statewide and national webinars, eXtension 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 Organizational Development and Community-Based Leadership teams and other Community, Natural Resource and Economic Development teams; Family Living programs teams; UW-Madison Center for Community and Economic Development and UW-Superior Northern Center for Community and Economic Development specialists; and county community resource development, agriculture, family living and 4-H youth development educators building capacity among colleagues and leaders of non-profit organizations, building community capacity for inter-governmental cooperation, and evaluating outcomes statewide, regionally and nationally.

Community partners include civic leaders, public officials, law enforcement, service groups, city and regional planners, consulting firms, city and tribal chambers of commerce, economic development corporations, housing coalitions, hunger task forces, community action programs, United Way, Humane Society, Audubon Society, Hmong Mutual Assistance Association, clan leaders and other minority associations, students, retired teachers, school districts, school boards, community, tribal and technical colleges, post-secondary educators, Wisconsin Counties Association, Wisconsin Towns Association, Wisconsin Alliance of Cities, Wisconsin Department of Administration Intergovernmental Relations Division, Department of Agriculture, Trade and Consumer Protection, and Department of Commerce.

Economic Snapshots: Expanding readership provides the means to reach a wide range of people and businesses, generating interest and comment from traditional and nontraditional audiences. For example, unemployment and the stock market were featured in December 2008 to move beyond media hysteria and provide unbiased facts and analysis to help people understand the situation and their options: <http://www.uwex.edu/ces/cced/economies/economicsnapshot/index.cfm>

Ultimate beneficiaries include diverse community leaders, service providers, workers, employers, teachers, students, parents, trained adult volunteers, their families and communities.

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

**1. Standard output measures**

2009	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	18000	0	0	0
<b>Actual</b>	31551	150000	0	0

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

**Patent Applications Submitted**

Year: 2009

Plan: 0

Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2009	Extension	Research	Total
<b>Plan</b>	0	0	
<b>Actual</b>	10	10	20

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

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

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

O. No.	OUTCOME NAME
1	Participants will increase awareness, knowledge, and/or ability to use data or information about economic trends and conditions and community strategies to address the issue: community and regional economic development.
2	Participants, organizations and communities will have increased leveraged resources such as funding, in-kind service or volunteers.
3	Participants, organizations and communities will have increased partnerships and/or networks to address the issue: community and regional economic development.
4	Participants, organizations, and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed, or practices changed to address this issue: community and regional economic development.
5	Communities create, retain or expand sustainable economic opportunity for people.

**Outcome #1****1. Outcome Measures**

Participants will increase awareness, knowledge, and/or ability to use data or information about economic trends and conditions and community strategies to address the issue: community and regional economic development.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	0	530

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

According to Wisconsin Statutes, beginning in 2010, if a town, village, city, or county engages in official mapping, subdivision regulation, or zoning, those actions must be consistent with that community's comprehensive plan. In 2008 the Sauk County Planning and Zoning (P&Z) Department asked community resource development educator Jennifer Erickson to help develop and facilitate the county comprehensive planning process. She was also asked to take a lead role in orchestrating the public participation aspect of the countywide process. Erickson was highly involved in the planning process in 2008 and continued her work throughout 2009.

**What has been done**

Erickson engaged the public to provide input in the comprehensive planning process. In 2009, she developed and helped facilitate a visioning conference featuring a nationally recognized speaker from the Chicago Institute of Global Affairs. Erickson helped organize the 17 facilitated discussions designed to gather ideas for potential strategies for the previously identified countywide issues; designed and organized opportunities for regional experts to partner with planning committee members to hone strategies that originated from the visioning conference; partnered with the UW-River Falls Survey Research Center to develop a survey designed to gauge support for finalized strategies from the public, county board members and other local elected officials; developed a presentation for planning committee members to present to the county board, key county committees, and the public on the planning process and outcomes.

**Results**

Throughout the comprehensive planning process, thousands of Sauk County residents shared their ideas and feedback. More than 200 people including 13 Sauk County board members attended the visioning conference and the information gathered helped the planning committee develop strategies to address the 17 key issues identified in the plan. Thirty local experts helped the planning committee shape the key strategies for the plan. Surveys were sent to 1,134 random Sauk County residences, the 31 members of the Sauk County Board and 295 other local officials from the cities, villages and towns within Sauk County. Overall, a majority of respondents from all three groups (public, county board, and other local officials) said they agreed or strongly agreed with most strategies listed in the survey. The Sauk County Board adopted the Comprehensive Plan (27-3) in December 2009: <http://www.saukplan.org>

Erickson developed and conducted an evaluation of the public participation efforts throughout the comprehensive planning process. Nineteen of the 21 planning committee members completed the evaluation (90% response rate). The committee members were asked to rate the effectiveness of each of the public participation efforts on a

scale from one (not effective) to five (very effective). The average rating for all public participation efforts was 3.9. One committee member wrote, "The outreach efforts were tremendous. The networking opportunities provided wonderful insight to issues and opportunities facing the county."

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

**Outcome #2**

**1. Outcome Measures**

Participants, organizations and communities will have increased 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
2009	0	90810000

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

**Issue (Who cares and Why)**

Wisconsin's comprehensive planning statute defines a comprehensive plan, details land use regulations that must align with that plan, and lists mandatory procedures for adoption. These procedures include addressing 9 specific planning elements, developing municipal plan commissions, and implementing a public participation plan. This has resulted in numerous requests for programs, information and assistance from Sheboygan County's fifteen towns, ten villages, and three cities. Because Sheboygan County borders the expanding Milwaukee metropolitan area, growth management and planning have been at the top of the list of concerns identified by citizens participating in Cooperative Extension and other agency assessments.

**What has been done**

Sheboygan County community resource development educator Dave Such provides customized programs and materials for local officials and government leaders to foster development and implementation of meaningful, cost-effective comprehensive plans. Based on community needs, programs last 12 to 24 months. The first session examines planning with its relationship to zoning. He presents citizen participation techniques to help the community identify a process and timeline for long-range planning. Such helps prepare a citizen participation plan that meets requirements of the law. A trends analysis is prepared to educate the community and its ad hoc long-range planning committee on the impact of past and present trends on future directions the community may wish to take. These data are then incorporated into the comprehensive plan. An issue identification workshop is followed by a process to refine and categorize priority issues for developing a citizen input survey. Survey responses are presented as recommendations to the community plan commission and town or village board. Such then facilitates key stakeholder sessions to fine tune visions and goals, then surveys the public again to assess their agreement with the vision and goals.

**Results**

Statewide in 2009, plans adopted through Cooperative Extension facilitation valued more than \$90.8 million. In Sheboygan County, public input received from surveys and reported by Dave Such serve as the foundation upon which communities are building their comprehensive plans. Communities that received Cooperative Extension assistance for comprehensive planning programs during 2009 include the towns of Lima, Mitchell, Plymouth, Scott, Sheboygan and Sheboygan Falls, villages of Cascade and Oostburg, and City of Sheboygan Falls. By having Cooperative Extension facilitate citizen input activities related to comprehensive planning, these communities saved around \$338,500 in 2009.

Because of extension credibility and established positive working relationships, every community to date has either formally through resolutions or informally by consensus indicated that the surveys and public participation processes developed by Such are valuable tools to help local officials make better informed decisions and should be conducted regularly. Several communities already have completed third and fourth generation surveys with Such. The public participation plans prepared with Cooperative Extension leadership have been unanimously adopted by every community to date.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

#### Outcome #3

##### 1. Outcome Measures

Participants, organizations and communities will have increased partnerships and/or networks to address the issue: community and regional economic development.

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	0	215

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

###### Issue (Who cares and Why)

Comprehensive planning is complete in most Winnebago County towns, cities and villages. Implementation and plan consistency are critical to ensuring that local plans are properly used to achieve their desired land use outcomes. As of 2009, all towns, villages and cities in Winnebago County have a planning committee. About 30% of the commissioners are new every 2 to 3 years, maintaining continual need for educational support as well as advanced capacity-building education for more tenured plan commissioners. Winnebago County GIS Department has a top-notch web access portal to GIS data relevant to plan commissioners, clerks, treasurers and zoning administrators, such as parcel information, adjacent land uses, aerial photos, zoning and future land use maps, other natural resource and soil information. Feedback from commissioners indicated that they needed basic training in how to access GIS data.

###### What has been done



Since 2005, Winnebago County community resource development educator Catherine Neiswender has developed and implemented a plan commissioner capacity building education program. She provides training, helped establish a Plan Commissioner Network, maintains their web site and uses their feedback to develop ongoing professional development trainings. In 2009, Neiswender developed a workshop titled Practical GIS for Towns in Winnebago County. She partnered with the Land and Water Conservation Department and County Planning GIS specialists to create the 2-hour, hands-on workshop for 22 plan commissioners, clerks, treasurers and zoning administrators. Exercises focused on using the two primary functions of the GIS system: the parcel previewer, which allows access to layers of land use data, and the map viewer, which allows people to turn data layers on and off and see larger areas. Both functions allow plan commissioners and zoning administrators to get accurate parcel data, verify permit information, understand site limitations, and know the underlying zoning and land use codes - all pieces of information that help them in their capacity as plan commissioners.

**Results**

Post-workshop evaluations and end-of-workshop discussions from 22 participants representing 9 towns indicated that the hands-on GIS workshops were very valuable to participants and helped them understand what the GIS web portal could offer to them as plan commissioners. This was the first time this GIS hands-on workshop was held for plan commissioners in the county. Two participants indicated they would use the GIS web portal during their meetings so they could have instant access to the data. Other towns indicated they would use the GIS web portal to print maps and find additional information for their deliberations.

Qualitative evidence, including quality of sharing, discussion and attendance, shows that the Network is functioning as a peer-learning opportunity for plan commissioners in the county. Initial impacts of the third year of the Plan Commissioner Network have proven to be positive. The 95 participants have identified key learning topics for 2010.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

**Outcome #4**

**1. Outcome Measures**

Participants, organizations, and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed, or practices changed to address this issue: community and regional economic development.

Not Reporting on this Outcome Measure

**Outcome #5**

**1. Outcome Measures**

Communities create, retain or expand sustainable economic opportunity for people.

Not Reporting on this Outcome Measure

## 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.)

### Brief Explanation

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

### 1. Evaluation Studies Planned

- After Only (post program)

## Evaluation Results

### Issue

According to Wisconsin Statutes, beginning in 2010, if a town, village, city, or county engages in official mapping, subdivision regulation, or zoning, those actions must be consistent with that community's comprehensive plan. Wisconsin's comprehensive planning statute defines a comprehensive plan, details land use regulations that must align with that plan by 2010, and lists mandatory procedures for adoption. These procedures include developing municipal plan commissions. As a result, an estimated 7,500 volunteer plan commissioners need to better understand their roles and legal obligations to serve effectively.

### Response

Building capacity among volunteer planning commissioners: A survey conducted by land use specialist Rebecca Roberts, UW-Stevens Point Center for Land Use Education, identified a need for skill development related to plan implementation and other advanced topics. Roberts devised a three-tiered educational response consisting of: 1) training workshops, 2) support materials (including a fact sheets series and handbook revisions), and 3) increased communication among Extension educators, plan commissioners, and planning professionals. She announces workshops and educational materials through quarterly Land Use Tracker newsletters reaching all 72 county Cooperative Extension offices as well as hundreds of professional planners and plan commission members.

### Results

The workshops and educational materials have increased the knowledge and skills of over 1,000 volunteer planning commissioners serving approximately 50 counties. These efforts have also increased capacity of local planning departments and county UW-Extension educators. Local officials have established plan commissions, created bylaws, developed public participation plans, reviewed and amended application and decision forms, and influenced development and implementation of comprehensive plans. Roberts has also helped to initiate and support ongoing county-based programming efforts, including several multi-county partnerships:  
[www.uwsp.edu/cnr/landcenter/workshopspc.html](http://www.uwsp.edu/cnr/landcenter/workshopspc.html)

## Key Items of Evaluation

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

**Program # 10**

**1. Name of the Planned Program**

Childhood Obesity

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

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
703	Nutrition Education and Behavior	75%			
704	Nutrition and Hunger in the Population	10%			
724	Healthy Lifestyle	15%			
	<b>Total</b>	100%			

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

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

Year: 2009	Extension		Research	
	1862	1890	1862	1890
Actual	0.0	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
0	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	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

Children, caregivers, families and community members addressed childhood obesity in a variety of educational settings. Instructional content included nutrition; value of increasing vegetable & fruit consumption; importance of breakfast; food preservation; and physical activity.

Goal: Participants make informed, science-based decisions regarding nutrition, childhood obesity and health.

2. Brief description of the target audience

Intended Audience: Children and youth; parents/caregivers, and other family members; collaborating non-profit and public community partners

A primary emphasis is placed on reaching under-represented audiences which include: low income; juvenile shelter residents; people with developmental disabilities; Head Start participants; Hispanic, African American, Hmong, and elderly persons.

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

**1. Standard output measures**

2009	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
<b>Actual</b>	381371	0	99910	0

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

**Patent Applications Submitted**

Year: 2009

Plan:

Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2009	Extension	Research	Total
<b>Plan</b>			
<b>Actual</b>	0	0	0

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

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

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

O. No.	OUTCOME NAME
1	Children learned importance of eating nutritious foods that are affordable and available
2	Children/parents/caregivers learned to make informed, science-based decisions about their health and well being.

**Outcome #1**

**1. Outcome Measures**

Children learned importance of eating nutritious foods that are affordable and available

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	{No Data Entered}	99910

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

**Issue (Who cares and Why)**

Overweight, obesity and their associated health problems have a significant impact on the U.S. health care system. The incidence of overweight children has dramatically increased. Behaviors related to diet are established early in life and modeled by family members. Factors related to mothers' nutritional knowledge, feeding practices and values toward food are associated with the development of obesity in children. Fruit and vegetable consumption is a key strategy in helping people achieve and maintain healthy body weight.

**What has been done**

The state Eating Well and Being Active team provided leadership to county staff programming via curriculum, training, support, and evaluation tools. County staff implemented a wide variety of programs aimed at children (classroom, demonstration gardens, camps) and their parents/caregivers (individual counseling, group education, family fun events, WIC distribution sites, etc.) Community members were mobilized to address how to increase the availability of fresh fruits and vegetables to children and their families.

**Results**

130 youth learned gardening skills, tasted new fruits and vegetables and increased their eating of fruits and vegetables after participating in community garden programs. 57 families learned nutrition knowledge via community gardening experiences. Four school systems changed their student feeding practices with adding breakfast programs, salad bar, and provision of fruits and vegetables 3 times/week.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
703	Nutrition Education and Behavior
704	Nutrition and Hunger in the Population

**Outcome #2****1. Outcome Measures**

Children/parents/caregivers learned to make informed, science-based decisions about their health and well being.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	{No Data Entered}	181656

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

Unhealthy weight, poor diet quality and inactivity affects the health and well being of Wisconsin children and their families. Indoor inactivity keeps people from enjoying nature while being physically active outside. Extension and different organizations and agencies share concerns about citizen health and often miss opportunities to work together to benefit children and their families.

**What has been done**

Children, their parents/caregivers were taught nutrition information in a variety of settings. Food preparation and preservation educational sessions were held. Groups were organized to promote nutrition and physical activity. Networking with education was facilitated for professionals and community partners. 92,286 participated in lessons on making healthful food choices; 7227 lessons were taught on appropriate portion sizes; and 5,205 lessons were taught on choosing foods with less added sugar. 18,380 people participated in lessons about being physically active and balancing physical activity with food intake to maintain a healthy weight.

**Results**

Six hundred and thirty-five youth/adults participating in Wisconsin Extension program evaluations report increasing their physical activity. One thousand forty-eight individuals participating in Wisconsin Extension program evaluations, report improved behavior change related to healthy food practices and choices.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
703	Nutrition Education and Behavior
724	Healthy Lifestyle

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

- Economy
- Appropriations changes

**Brief Explanation**

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

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

- Before-After (before and after program)

### **Evaluation Results**

Youth participating in school nutrition programs reported the following gains in dietary quality: Before the lessons, 51% of approximately 89 students were able to choose the best way to get a variety of fruit in a day, and 87% knew the correct response after the lessons. Before the lessons, 47% of approximately 1,341 students knew how many servings from the milk, cheese and yogurt group they should have every day, and 96% identified the correct response after the lessons. Before the lessons, 59% of 554 students were able to identify the healthiest fast food choice, and 82% identified the correct response after the lessons. Youth participating in afterschool/summer nutrition programs reported the following gains: before the lessons, 61% of approximately 62 students were able to choose the best way to get a variety of fruit in a day, and 98% knew the correct response after the lessons. Before the lessons, 66% of approximately 96 students were able to choose the best way to get a variety of vegetables in a day, and 94% knew the correct response after the lessons. Before the lessons, 58% of approximately 196 students knew how many servings from the milk group to consume daily, and 100% knew the correct response after the lessons. Before the lessons, 70% of approximately 236 students were able to identify a healthy fast food lunch, and 99% identified the correct response after the lessons.

A UW-Madison campus specialist worked with Rock County staff on multi-state research to develop and implement an intervention founded on building a positive environment for children. The study involves control groups with data collected at 3 times: baseline, post (after lesson 8), and 6 months post. Three hundred and forty Rock County mothers were recruited.

Preliminary findings include that % of uninvolved Mothers is decline and % of Moms using authoritative parenting style is increasing (17% control who are receiving another curriculum, 19% intervention group). Authoritative feeding is characterized by adults encouraging children to eat healthy foods while giving them choices, is associated with increased availability and higher intake of fruits and vegetables, and lower intake of junk food.

### **Key Items of Evaluation**



**V(A). Planned Program (Summary)****Program # 11****1. Name of the Planned Program**

Global Food Security and Hunger

**V(B). Program Knowledge Area(s)****1. Program Knowledge Areas and Percentage**

<b>KA Code</b>	<b>Knowledge Area</b>	<b>%1862 Extension</b>	<b>%1890 Extension</b>	<b>%1862 Research</b>	<b>%1890 Research</b>
205	Plant Management Systems	20%			
216	Integrated Pest Management Systems	15%			
601	Economics of Agricultural Production and Farm Management	20%			
607	Consumer Economics	15%			
703	Nutrition Education and Behavior	20%			
704	Nutrition and Hunger in the Population	10%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)****1. Actual amount of professional FTE/SYs expended this Program**

<b>Year: 2009</b>	<b>Extension</b>		<b>Research</b>	
	<b>1862</b>	<b>1890</b>	<b>1862</b>	<b>1890</b>
Actual	0.0	0.0	0.0	0.0

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

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

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

Cooperative Extension faculty and staff reach diverse audience through various educational strategies.

Goal: Participants increase agricultural production, improve capacity to meet growing food demand and address food security issues confronted by vulnerable populations.

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

Local audiences include mainly adults and youth from the general public. Underserved audiences include the unemployed, cognitively delayed, low income, military staff family members, Hispanic, Hmong, African American, American Indian/Alaskan Native, and the Amish.

Extension collaborates with numerous partners including; Wisconsin Grape Growers Assn; WI Department of Agriculture, Trade and Consumer Protection; Wisconsin Grocer Association; Thrive (a regional economic development organization serving SC Wis); UW-Madison Center for Integrated Ag Systems; Midwest Food Processors Assn; International Sweet Corn Development Association; National Hmong Development Conference; Fort McCoy; Urban Extension Conference; WIC (Women, Infants, and Children) program; United Way; Wisconsin Division of Public Health; Food Share.

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

**1. Standard output measures**

2009	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
<b>Actual</b>	969214	0	0	0

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

**Patent Applications Submitted**

Year: 2009

Plan:

Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2009	Extension	Research	Total
<b>Plan</b>			
<b>Actual</b>	0	0	0

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

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

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

O. No.	OUTCOME NAME
1	Agricultural professionals gained knowledge of science/research based information to implement cost effective, environmentally sound practices that result in high quality and quantity products.
2	International producers, agricultural students and professionals gain knowledge of techniques/strategies that will increase product yield.
3	Vulnerable people implemented strategies to improve the quality and quantity of food supply.

**Outcome #1****1. Outcome Measures**

Agricultural professionals gained knowledge of science/research based information to implement cost effective, environmentally sound practices that result in high quality and quantity products.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	{No Data Entered}	7688

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

Wisconsin producers/growers face both production and marketing challenges to bring high quality and quantity products to market in a profitable manner. They encounter weeds; pests; disease; inclement weather; rising energy, fertilizer, material costs; and unpredictable market prices for their products. Protecting and enhancing soil and water in environmentally sound ways is also important for sustainability and growth.

**What has been done**

State teams (Emerging Agricultural Markets, Fresh Market and Commercial Vegetable, Fruit Crops, Grains, Horticulture, Livestock) implemented plans with curriculum, website, and media development; research; and training for local, regional, and state audiences.

**Results**

- o Statewide, Extension trained/supervised volunteers performed 282,904 hours of horticulture work in their communities.
- o Fifty one presentations were given related to invasive pests. Over 4,500 people received invasive pest education with 1,336 changing management practices.
- o 5,938 soybean producers and agricultural professionals gained knowledge to implement IPM practices for profitable yields.
- o 7,815 corn producers and ag professionals gained knowledge to implement IPM practices for profitable yields.
- o 943 fruit producers increased knowledge and utilized IPM management.
- o 492 vegetable growers gained production, pest management, and marketing knowledge. Producers were connected to new markets and learned how profitability develop their visits. Consumers were introduced to local food sources.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
205	Plant Management Systems
216	Integrated Pest Management Systems
601	Economics of Agricultural Production and Farm Management

**Outcome #2****1. Outcome Measures**

International producers, agricultural students and professionals gain knowledge of techniques/strategies that will increase product yield.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	{No Data Entered}	813

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

Agriculture is an important part of the economy of Nicaragua. The quantity and quality improvement needs of crops, livestock, food processing, gardening led to the Partners of Americas Farmer to Farmer Program educational involvement of Wisconsin Extension staff. This effort has been going on for years, following plans for visiting Extension staff to work on efforts that build on previous work with cooperatives, an agricultural university, local professionals and farmers.

**What has been done**

The UWEX International Team matched Wisconsin Extension staff with Farmer to Farmer program needs in Nicaragua. Their efforts are a response to needs expressed by their Nicaragua hosts and situation evaluation of previous work in country.

**Results**

Fifteen Wisconsin Extension staff worked in Nicaragua in 2009. They trained 433 producers, cooperative staff, and college staff/students in dairy cattle nutrition and reproduction, milk and cheese processing, equine care, wastewater handling, and gardening. Fifty water well sites were located on 25 farms.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
205	Plant Management Systems
601	Economics of Agricultural Production and Farm Management

**Outcome #3****1. Outcome Measures**

Vulnerable people implemented strategies to improve the quality and quantity of food supply.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	{No Data Entered}	5238

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

**Issue (Who cares and Why)**

In 2007, using latest Census data almost 11% of all people and 14% of all children in Wisconsin were poor. From 2007 to 2009, federal Supplementary Nutritional Assistance Program (SNAP) and state FoodShare enrollment has increased by 37% across the state, rising in every county and region, in some by more than 50%. Many community members are unaware of the poverty related challenges that a growing number of people in their communities face.

**What has been done**

In 2009, the Poverty Awareness for Community Engagement (PACE) curriculum which includes awareness and skill building, leadership development, and action planning was introduced. This research based, peer review curriculum was developed in Wisconsin by a county and state Extension team. Efforts included community planning and organizing, helping vulnerable populations learn gardening and food preservation, increasing fruit and vegetable availability to low income audiences.

**Results**

- o Extension staff partnered with 780 community agencies to provide nutrition education to food stamp eligible people. Over 27,000 educational contacts took place at food pantries and other emergency food sites.
- o Nearly 3,500 people participated in lessons about community resources and programs which they could use to access additional resources for their family.
- o 147 families enrolled in a community food assistance programs as a direct result of recommendation or referral. 18 county staff have started teaching the PACE curriculum. 684 people learned poverty and food insecurity awareness issues.
- o 583 youth performed community service activities that packaged 148,000 meals and served 400 low income people meals.
- o 7 communities have conducted local food security assessments. 4 coalitions/networks formed to address food insecurity issues. 214 attended Hunger Summits around the state.
- o Food pantries received increased food support from community gardens resulting in increased fruit and vegetable availability for low income clients. Community gardens for 2,931 vulnerable population gardeners were established and supported.
- o Policies/practices were changed that enabled WIC recipients to use their vouchers for locally grown fruits and vegetables at WIC sites.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
205	Plant Management Systems
607	Consumer Economics
703	Nutrition Education and Behavior
704	Nutrition and Hunger in the Population

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

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

- Economy

### **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)

## **Evaluation Results**

Portage/Adams: Field-Scale Evaluation of Sweet Corn Response to Nitrogen Fertilizer Application Rates on Wisconsin's Central Sands.

Wisconsin ranks second in the nation for production of sweet corn for processing, growing over 88,000 acres annually, or 24% of the total United States processing sweet corn acreage. Staff set up on-farm field trials looking at sweet corn response to nitrogen fertilizer application. Extension had three locations in Waushara County and one in Adams County, four planting dates (April through June 2009), six nitrogen (N) levels from 100 to 230 lbs of N per acre, and four replications per field. Yield data was collected for analysis. These results add to information from small-plot research being conducted at this time by researchers from UW-Madison, to quantify the response of sweet corn hybrids to different nitrogen fertility rates and evaluate the interaction of crop density and nitrogen fertilizer rate on the productivity of sweet corn yield.

## **Key Items of Evaluation**

Preliminary results from on-farm trials indicate that statistically, there was no advantage to applying more than 155 lbs of N per acre at three of our four sites and that in highly managed, high yielding systems, yields greater than 10 tons sweet corn per acre can be obtained from 155 lbs of N per acre. If these preliminary results hold up over time, a reduction of only 25 lbs of applied N per acre could amount to 2.2 million pounds less N applied by sweet corn growers in the state of Wisconsin and a potential savings to growers of \$770,000 at current N costs of \$0.35 per pound. Additionally, less applied N leads to less likelihood of nitrate leaching into groundwater.

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

**Program # 12**

**1. Name of the Planned Program**

Food Safety

**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	20%			
112	Watershed Protection and Management	10%			
133	Pollution Prevention and Mitigation	30%			
216	Integrated Pest Management Systems	10%			
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins	30%			
<b>Total</b>		100%			

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

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

Year: 2009	Extension		Research	
	1862	1890	1862	1890
Actual	0.0	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
0	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	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**

Wisconsin Cooperative Extension faculty and staff reach diverse audiences through various educational strategies.

Goal: Consumers, food producers, and food processors learn information leading to practicing food safety.



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

The audience includes youth, livestock producers, farm employees, truckers, food industry personnel, food processors, producers/growers, agricultural professionals, custom manure applicators, pesticide applicators, agency staff, county officials, medical community, master gardeners, and general public.

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

**1. Standard output measures**

2009	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
<b>Actual</b>	472731	0	0	0

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

**Patent Applications Submitted**

Year: 2009

Plan:

Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2009	Extension	Research	Total
<b>Plan</b>			
<b>Actual</b>	0	0	0

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

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

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

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

O. No.	OUTCOME NAME
1	Producers, handlers, applicators learned knowledge leading to practice which will provide a safer food supply by addressing and eliminating causes of microbial resistance to contaminants
2	Consumers, producers and food safety professionals learned techniques to maintain quality products and avoid environment degradation. (this # results from totals attending waste/water quality meetings + water testing + food preservation/handling)
3	Food processors learned technologies to ensure safe food.

**Outcome #1****1. Outcome Measures**

Producers, handlers, applicators learned knowledge leading to practice which will provide a safer food supply by addressing and eliminating causes of microbial resistance to contaminants

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	{No Data Entered}	6556

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

Nutrient management is an important way to protect water resources from contamination. Landowners often don't understand the connection between activities on their land and quality of drinking water. Pest management is important for quality crop production. Improper use of pesticides presents a threat to the applicator and environment if misapplied.

**What has been done**

Staff taught producers safety knowledge related to animals, crops, manure, fertilizers, pesticides, soil and water quality. Teaching strategies included field demonstrations/trials, group meetings, farm visits, and individual counseling. Producers were assisted in developing management plans. Haulers and applicators learned regulations and safe handling techniques.

**Results**

- o 91,230 farmers attended on-farm educational events featuring growing techniques, nutrient management, and environmental safety.
- o 22,738 farmers and agricultural professionals received information or education in emerging manure and nutrient management techniques.
- o 1,120 producers and agriculture professionals gained IPM knowledge through Pesticide Applicator Training for grain crops.
- o 5,938 gained IPM knowledge for soybeans. o 7,815 gained IPM knowledge for corn. o 943 gained IPM knowledge for fruit crops.
- o 243 livestock producers developed and implemented bio-security plan to address animal health and disease outbreaks on their farms.
- o 362 farmers updated nutrient management plan and 466 implemented nutrient management plan.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
133	Pollution Prevention and Mitigation
216	Integrated Pest Management Systems

**Outcome #2****1. Outcome Measures**

Consumers, producers and food safety professionals learned techniques to maintain quality products and avoid environment degradation. (this # results from totals attending waste/water quality meetings + water testing + food preservation/handling)

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	{No Data Entered}	2140

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

Consumers, producers, and professionals want to use safe food and live in a safe environment that results from use of proper growing and preservation techniques, appropriate insect control, proper hazardous waste disposal, and protection of ground water. Parents/caregivers need to maintain safe homes with good child and adult hygiene, removal of hazardous materials, safe storage and use of food and water.

**What has been done**

Extension staff taught in group adult and child settings in schools, camps, WIC distribution centers, field demonstration programs and public meetings. Educational materials were developed via print materials and websites.

**Results**

32,575 persons participated in lessons about handling food safely; over half of these lessons reached children with the important skill of proper hand washing. Before and after a hand washing lesson, 800 children were asked how to wash their hands correctly: 57% knew how to do so before the lesson and 95% knew how after the lesson. 307 parents of children receiving hand washing lessons completed a survey with 71% saying their children were more willing to wash their hands when asked; 66% said their children were washing hands without being reminded; and 39% said their children have been reminding others in their home to wash their hands.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
112	Watershed Protection and Management
133	Pollution Prevention and Mitigation
216	Integrated Pest Management Systems
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

### **Outcome #3**

#### **1. Outcome Measures**

Food processors learned technologies to ensure safe food.

#### **2. Associated Institution Types**

- 1862 Extension

#### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

#### **3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	{No Data Entered}	435

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

##### **Issue (Who cares and Why)**

Food processors strive to package, preserve, and ship quality products. They seek up to date research based information to guide their work. Consumer interest exists for raw milk which represents a significant health risk.

##### **What has been done**

FIRST team assistance responded with 75 problem solving contacts and projects in areas of formulation, processing, and safety. Campus based specialists provided food processors training in meat safety, food allergens, and food borne pathogens likely to occur in raw milk, meat, and fresh produce.

##### **Results**

- o 360 food industry personnel received training to comply with federal, state, and industry requirements and/or standards. 549 food industry personnel received education from FIRST team.
- o 80 attendees of a 2.5 day meat safety training for the food industry received certification for being trained in HACCP principles.
- o 30 people attended seminar on safety and quality of "local" foods identifying pathogens likely to occur in milk, meat, and fresh produce.

#### **4. Associated Knowledge Areas**

KA Code	Knowledge Area
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

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

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

- Economy

##### **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)

**Evaluation Results**

**Key Items of Evaluation**

**V(A). Planned Program (Summary)****Program # 13****1. Name of the Planned Program**

Sustainable Energy

**V(B). Program Knowledge Area(s)****1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
605	Natural Resource and Environmental Economics	70%			
608	Community Resource Planning and Development	30%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)****1. Actual amount of professional FTE/SYs expended this Program**

Year: 2009	Extension		Research	
	1862	1890	1862	1890
Actual	0.0	0.0	0.0	0.0

Actual	0.0	0.0	0.0	0.0
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**2. Actual dollars expended in this Program (includes Carryover Funds from previous years)**

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

Individuals and groups were educated through meetings, conferences, demonstration projects, web tutorials and websites, tours, book study circles, and energy expos. Business and community action was facilitated through securing funding/grants, creating partnerships, forming sustainability groups, developing plans, energy saving campaigns, and training volunteers to work with recycling.

UW-Extension addresses Sustainable Energy contributing to energy independence by helping producers/business people gain knowledge to develop biomass use for biofuels; helping growers learn how to design optimum forestry and crops for bioenergy production; helping businesses learn how to produce value-added bio-based industrial products; and teaching the public, businesses, and government how to implement sustainability and energy saving practices.

## 2. Brief description of the target audience

The audience includes regulated & unregulated utilities, anaerobic digester businesses, food manufacturers, biomass conversion technology firms, biomass producers & aggregators; solar and wind developers, liquid fuel firms, loggers, procurement foresters, wood products professionals, haulers, farmers, business owners, agency people, woodland owners, recycling volunteers, public and private agencies, and government officials. Partners include Milwaukee School of Engineers, USAID, Northland College, Department of Natural Resources, Wisconsin Towns Association, Chequamegon Bay Collaborative of Energy Independent Communities.

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

#### 1. Standard output measures

2009	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
<b>Actual</b>	13501	0	0	0

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

##### Patent Applications Submitted

Year: 2009

Plan:

Actual: 0

##### Patents listed

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

##### Number of Peer Reviewed Publications

2009	Extension	Research	Total
<b>Plan</b>			
<b>Actual</b>	0	0	0

### V(F). State Defined Outputs

#### Output Target

##### Output #1

##### Output Measure

- {No Data Entered}



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

O. No.	OUTCOME NAME
1	Producers, businesses, community leaders learned how to develop biomass use for biofuels.
2	Producers/foresters/professionals learned knowledge leading to the design of optimum forestry and crops for bioenergy production.

**Outcome #1****1. Outcome Measures**

Producers, businesses, community leaders learned how to develop biomass use for biofuels.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	{No Data Entered}	863

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

Demand for woody biomass from 2 proposed large-scale wood-to-energy projects in 2 Northern Wisconsin counties is creating economic opportunities. The increased harvest residues, low-value timber species, and dedicated woody biomass crops pose potential threat to soil and water quality, biodiversity, forest health and management. Farmers are becoming interested in small biodigesters to gain energy from manure. Sustainable development requires research and training.

**What has been done**

The state BioEnergy & BioEconomy Team provides leadership to education, policy development, and producer/business implementation. Research and pilot efforts are planned. Producers, business people, and public officials are networking as they learn about opportunities and challenges.

**Results**

Over 25 stakeholders from utilities, large companies, haulers, private vendors, local government and environmental organizations assessed opportunities to increase usage of wood wastes for energy production with a key group forming to get funding. Funding has been secured for 24 acres of woody biomass performance trials. A planning team is working on piloting small scale biogas demonstration projects.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
605	Natural Resource and Environmental Economics
608	Community Resource Planning and Development

**Outcome #2****1. Outcome Measures**

Producers/foresters/professionals learned knowledge leading to the design of optimum forestry and crops for bioenergy production.

## 2. Associated Institution Types

- 1862 Extension

### 3a. Outcome Type:

Change in Knowledge Outcome Measure

### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2009	{No Data Entered}	390

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

Interest has increased in using local woods and crops for energy production. Surplus woody waste use for energy could serve Wisconsin utilities renewable energy goals while reducing greenhouse gas emissions. Hazelnuts are a multi-purpose crop with significant potential as a biofuel for the Upper Midwest.

#### What has been done

Educational trainings were held on woody biomass crop potential; hazelnuts; and other potential biofuels (switchgrass, hybrid poplars, canola, sunflower, and soybean). State Specialist participates in North Central Region collaborative to develop training, curriculum, web communication, evaluation related to sustainability, bioenergy, bioenergy crop production and harvesting, energy conservation/efficiency.

#### Results

306 producers, agency staff, business people, and government officials learned about bioenergy potential of woody biomass crops; hazelnuts; and other possible biofuels (switchgrass, hybrid poplars, canola, sunflower, and soybean). The North Central Bioenergy Collaboration has done an assessment of current programming and training needs for Agriculture and Community Resource Development staff. Assessment focus included current programming on bioenergy, energy conservation, and sustainability; constituent concerns about bioenergy generation; and training needs.

## 4. Associated Knowledge Areas

KA Code	Knowledge Area
605	Natural Resource and Environmental Economics
608	Community Resource Planning and Development

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

#### External factors which affected outcomes

- Economy

#### 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)

**Evaluation Results**

**Key Items of Evaluation**

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

**Program # 14**

**1. Name of the Planned Program**

Climate Change

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

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
601	Economics of Agricultural Production and Farm Management	15%			
605	Natural Resource and Environmental Economics	85%			
<b>Total</b>		100%			

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

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

Year: 2009	Extension		Research	
	1862	1890	1862	1890
Actual	0.0	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
0	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	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

This Wisconsin Cooperative Extension educational effort was largely carried out electronically through websites, email reports/newsletters, and a wiki site. Individuals were counseled, advised, and linked to networks. Group training supported a large city climate change program that resulted from a partnership.

2. Brief description of the target audience

Audience includes growers/farmers, public, city/county government officials, local nonprofits and business owners and managers. Wisconsin Cooperative Extension partners include the University of Wisconsin/University of Minnesota collaborative crop weather website; UW-Madison, Focus on Energy, The Solid and Hazardous Waste Education Center, Wisconsin

Entrepreneur's Network, Wisconsin Innovation Network, and faculty from UW-Stevens Point and UW-Green Bay.

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

**1. Standard output measures**

2009	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
<b>Actual</b>	8740	0	0	0

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

**Patent Applications Submitted**

Year: 2009

Plan:

Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2009	Extension	Research	Total
<b>Plan</b>			
<b>Actual</b>	0	0	0

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

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

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

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

O. No.	OUTCOME NAME
1	Producers received agricultural weather information to help them make crop and livestock management decisions.
2	Individuals learned how climate change will affect them and responses needed for sustainability.

**Outcome #1****1. Outcome Measures**

Producers received agricultural weather information to help them make crop and livestock management decisions.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	{No Data Entered}	174

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

Wisconsin producers experience a wide variety of weather conditions during 4 distinct seasons and need accurate, up to date agricultural weather information for growing and harvesting crops. They need crop management information that will enable their crops to grow during drought and extreme precipitation conditions. Water information is critical in scheduling irrigation.

**What has been done**

The University of Wisconsin Agricultural Weather Network provided crop managers needed weather information. A study was done comparing the effectiveness of tilling practices to precipitation infiltration and corn rooting.

**Results**

The UW Agricultural Weather Network website activity records estimate that 10,000 visits were made to the weather network data; 12,000 visits to the evapotranspiration map webpages; 20,000 visits to the solar radiation maps; and about 20,000 visits for daily rainfall records. 174 users received nightly, growing season emails the previous day's potential evapotranspiration (pET).

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management

**Outcome #2****1. Outcome Measures**

Individuals learned how climate change will affect them and responses needed for sustainability.

**2. Associated Institution Types**



- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2009	{No Data Entered}	345

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

**Issue (Who cares and Why)**

Governments, communities and businesses are actively creating policies and programs to address energy, climate change and sustainability. Increasing costs to national security, the economy, ecosystems and human welfare are creating a momentous impetus to shift from fossil fuels to energy efficiency and renewables. While providing a huge opportunity, it requires changing the predominant way we have been getting and using energy. Community members, businesses and organizations expressed a need to network to learn about challenges and opportunities related to climate change and sustainability.

**What has been done**

Extension staff provided information and helped community groups network on issues of climate change and sustainability. In other parts of the state, businesses are receiving information and advice to utilize sustainability knowledge that will increase their revenue via green products and marketing.

**Results**

A wiki site was developed based on principles of The Natural Step that resulted in 117 registered users and 1,800 visitors (including out of state and international) making 3,000 visits. Extension staff are assisting the city of Madison develop a climate change program involving community partners. 8 businesses (ranging from having 4 to 650 employees) are receiving assistance to reduce their energy costs and CO2 emissions. It is estimated actions from these 8 businesses have saved 550,000 pounds of annual CO2 emissions.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
605	Natural Resource and Environmental Economics

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

**External factors which affected outcomes**

**Brief Explanation**

{No Data Entered}

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

1. Evaluation Studies Planned

**Evaluation Results**

{No Data Entered}

**Key Items of Evaluation**

{No Data Entered}