

**Wisconsin's Extension State Plan of Work Update
For the Agricultural Research, Extension and Education
Reform Act (AREERA) for 2005-2006**

Overview

Cooperative Extension applies university knowledge and research to meet the needs of Wisconsin's citizens and communities. Extension staff members are completing a multi-year program planning process, which involves stakeholders from all 72 Wisconsin counties. State teams, comprised of campus specialists and county agents, are analyzing the almost 400 county issue statements to determine how they can best address emerging statewide concerns. Preliminary programmatic themes include the following:

- Improving the Quality of Life for Wisconsin Families and Youth

Strong communities begin with strong families. Cooperative Extension will offer programming on affordable housing issues, nutrition, youth issues, family financial management, health care and parenting, to lay the foundation for economic viability.

- Strengthening the Economies of Wisconsin Communities

Cooperative Extension can help the state regain economic ground. Extension assists communities and local businesses in exploring opportunities to "grow Wisconsin." Programs address family and farm economic security; maintaining farming's viability in competitive economic environments; improving the economic well-being of families and communities; and creating and sustaining jobs with livable wages.

- Balancing the Use and Protection of Wisconsin's Natural Resources

Nothing is sustainable without a healthy environment. Cooperative Extension assists families, businesses, farmers and communities as they protect, preserve and conserve natural resources, including water. Campus specialists and county agents also help communities balance economic development and land use.

- Strengthening Leaders for Wisconsin's Future

Helping local leaders develop skills and gain confidence is important to the continued vitality of our communities. Extension staff members assist public, private and non-profit groups to increase confidence and develop leadership skills, in both youth and adults. They also offer organizational assessments and planning.

- Supporting Community and Local Government Decision Makers

Demands on local governments continue to change. Extension programming supports local leaders in a time of shrinking resources and changing priorities, to help them seek citizen input and involvement and to allow decisions makers to make the best, most cost-effective and informed decisions possible. Extension staff members also work to involve young people in local government.

- Supporting Multi-Cultural Communities

Wisconsin continues to become more ethnically diverse. This diversity both enhances and brings challenges to communities. Cooperative Extension partners with community-based organizations, business owners and local decision makers to develop educational initiatives that build on the strengths of our diverse communities.

Planned Programs

Goal 1: An Agricultural System that is Highly Competitive in the Global Economy

Current Situation: One of the major challenges facing Wisconsin agriculture is maintaining farm profitability and viability in an environment that is highly competitive and increasingly global in nature. With narrower profit margins, many of Wisconsin's agricultural sectors have contracted and consolidated into fewer, but larger production operations. Dairying, Wisconsin's largest agricultural sector, continues to undergo changes at a rapid rate. Forage and grain production technologies are constantly changing and the most up-to-date information is needed to increase yields and improve quality. To remain competitive, Wisconsin's farm business owner must make good decisions around a number of issues such as: production practices, farm business planning, managing risks, addressing farm transfer options and utilizing government programs.

Extension's Response: University of Wisconsin-Extension's plan of work for goal one includes initiatives related to: the dairy industry, emerging agricultural markets, farm and risk management and forage and grain production. State teams are in the process of identifying outcomes and indicators for the next two years. It is anticipated that they will be comparable to those listed in the plan of work for 2000-2004.

Goal 2: A Safe and Secure Food and Fiber System

Current Situation: University of Wisconsin Cooperative Extension will remain responsive to the emerging food safety and food quality needs of the state's communities. Effective education is critical so that consumers

handle, prepare and store food safely to ensure quality for the entire household and so that processors are fully trained and able to implement federally-mandated food safety programs. Food safety and food quality education efforts target not only consumers and food industry personnel but also allied interests within state and local governments.

Extension's Response: The University of Wisconsin-Extension Nutrition Education Program (WNEP) responds to the diverse needs and resources of the poor by implementing community-based nutrition education programs. Food safety education is an integral part of WNEP. Program efforts parallel those taking place at the national level through the Fight BAC! Campaign. State teams are in the process of identifying outcomes and indicators for the next two years. It is anticipated that they will be comparable to those listed in the plan of work for 2000-2004.

Goal 3: A Healthy, Well-Nourished Population

Current Situation: Wisconsin's citizens are faced with increasingly complex lifestyle choices that can affect health for themselves and their families. One of the most productive ways for Americans to make lifestyle changes that improve their health is to improve their diet and engage in physical activity. The goal of working toward a healthy, well-nourished population includes an emphasis on food security. Food security is defined as assured access to enough food for an active, healthy life; food insecurity occurs when a family or individual does not have access to enough food. In the most recent 3-year period reported, 1999 to 2001, 1 in 12 (8.4 percent) of Wisconsin's households was food insecure – more than 475,000 people

Extension's Response: Similar to Goal 2, The University of Wisconsin-Extension Nutrition Education Program (WNEP) responds to the diverse needs and resources of the poor by implementing community-based nutrition education programs. WNEP is made up of two federally funded nutrition education programs for low-income families and individuals – the Food Stamp Nutrition Education Program and the Expanded Food and Nutrition Education Program. Both programs focus efforts on enhancing the diet quality of individuals and their families, as well as addressing the food security needs at the individual, household and community levels. State teams are in the process of identifying outcomes and indicators for the next two years. It is anticipated that they will be comparable to those listed in the plan of work for 2000-2004.

Goal 4: A Greater Harmony (Balance) Between Agriculture and the Environment

Current Situation: Better use of natural resources and protection of the environment continue to be priority concerns. Agricultural and residential

areas are competing for the same land area and citizens are demanding more sensitivity to environmental resources, especially surface and groundwater.

Extension's Response: UW-Extension campus and county based faculty and staff, working with many partners, help Wisconsin's agricultural producers become better stewards of the land and resources. UW-Extension programs focus on improved management of nutrients and pesticides. State teams are in the process of identifying outcomes and indicators for the next two years. It is anticipated that they will be comparable to those listed in the plan of work for 2000-2004.

Goal 5: Enhanced Economic Opportunity and Quality of Life for Americans

Current Situation: Adult leaders and decision-makers continue to recognize that young people are not simply consumers or recipients of services but are also important community resources and potential leaders. Many community-based organization boards are beginning to involve youth as partners in planning, decision-making and ongoing work. While adults may have a desire for this kind of youth participation, they typically don't have experience or knowledge in how to effectively engage youth in community contribution.

Extension's Response: UW-Extension campus and county based faculty and staff focus their efforts on providing youth with training and experiences with democratic practices, engaging youth in community decision-making and community governance, working with elected officials, and training adults on effectively working with youth as partners. State teams are in the process of identifying outcomes and indicators for the next two years. It is anticipated that they will be comparable to those listed in the plan of work for 2000-2004.

Stakeholder Input Process

All 72 Wisconsin counties engaged in a comprehensive process of identifying program concerns this past fall, 2003. Stakeholder involvement is a key component of this planning process. Counties have the latitude to tailor their planning process to their unique needs. The University of Wisconsin-Extension's program development model provides the overall framework for the program planning process. It includes the following components: situation analysis, priority-setting, identification of program inputs and outputs, anticipated outcomes and an evaluation plan. This framework, along with a variety of planning methods and tools, were made available through an internet-database interface. As mentioned above, a number of statewide themes emerged through the analysis of over 400 county priority issue statements. State teams are in the process of finalizing their plans to address these themes over the next two years.

Program Review Process

Program review occurs at a number of levels. Program area administrative leadership reviews and provides oversight to team programming efforts. The various program area teams are co-chaired by campus- and county -based faculty and staff. These teams are responsible for setting the overall direction of their respective initiatives, the completion of a state team plan of work, which includes an evaluation plan, and the development of program resources. Accomplishments will be reported in Cooperative Extension's Planning and Results System. These accomplishments will account for progress toward identified outcomes. At the local level, county office teams are responsible for communicating the overall direction of county extension programming in response to issues identified through the program planning process. Local elected officials review county programs on an ongoing basis as part of their oversight of extension programming.

Extension curriculum development and publications are peer reviewed by research and extension faculty at the University of Wisconsin-Madison, University of Wisconsin-Extension, and other states as appropriate to the content and expertise of the program response. This review provides an assessment of the quality and relevance of the materials for the intended program goals and intended audience.

Multi-State Smith-Lever Extension Activities

University of Wisconsin-Extension will continue its involvement in a number of multi-state Extension activities.

- The four state (Wisconsin, Minnesota, Iowa and Illinois) Dairy Management conference to be held late winter, 2004.
- Continuation of the Wisconsin and Minnesota Agricultural Engineering Newsletter.
- Participation in the Minnesota Beef School distance education program through advice and consultation with Wisconsin farmers enrolled in the course.
- The Great Lakes Grazing Dairy Financial Data project will expand to include four additional states (Massachusetts, West Virginia, Maryland and Vermont).
- Extension specialists will continue involvement in multi-state Extension activities focusing on education of consumers and food industry personnel. This work includes collaboration with other states to train food industry personnel in meat, poultry and seafood HACCP and in the development of curriculum targeting consumers.
- Leadership for research affiliated with a five-year multi-state Hatch and Extension project on stages of change and dietary behaviors of young

- adults; and, a multi-state IFAFS project that applies stages of change to a set of tailored newsletter-based interventions.
- Development of training materials as part of the North Central Sustainable Agriculture Research and Education Program (SARE).
 - Continuation of multi-state professional development effort in soil health/ecology.
 - Leadership for the design team for a national Youth in Governance initiative. A concept paper is currently being discussed by State 4-H Program Leaders and funding is being sought to support a national project.

Integrated Research and Extension Activities

Extension state specialists represent faculty and academic staff appointments that are integrated in the research and instructional faculty of the University of Wisconsin. These integrated faculty and academic staff are affiliated with the state program leadership teams. While these teams are primarily comprised of research and outreach faculty and academic staff members, in some cases they include external partners, who work collectively to set research and program agendas to meet priority needs. Team responsibilities include, but are not limited to: planning, implementation and evaluation of their respective program initiatives.

Allocated Resources

Smith/Lever Formula and Required Match

	FY05		FY06	
	FTEs	Dollars	FTEs	Dollars
Goal 1	42.82	5,633,471	42.82	5,802,475
Goal 2	1.25	164,082	1.25	169,004
Goal 3	2.70	355,510	2.70	366,176
Goal 4	61.53	8,094,696	61.53	8,337,537
Goal 5	<u>12.47</u>	<u>1,640,817</u>	<u>12.47</u>	<u>1,690,041</u>
	120.77	15,888,576	120.77	16,365,233

EFNEP and FNP Supplement

	FY05		FY06	
	FTEs	Dollars	FTEs	Dollars
Goal 1	0.00	0	0.00	0
Goal 2	9.90	956,031	9.90	984,712
Goal 3	131.52	12,696,437	131.52	13,077,330
Goal 4	0.00	0	0.00	0
Goal 5	<u>0.00</u>	<u>0</u>	<u>0.00</u>	<u>0</u>
	141.42	13,652,468	141.42	14,062,042

For further clarification on the Plan of Work, contact:

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