

2009 University of Wisconsin Extension Plan of Work

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I. Plan Overview

1. Brief Summary about Plan Of Work

University of Wisconsin 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.

University of Wisconsin Extension campus-based specialists and county agents conducted statewide program planning during 2007 and 2008, engaging diverse stakeholders from all 72 counties. Campus and county faculty and staff analyzed community issue statements to determine how to address emerging concerns through 4-H Youth Development, Agriculture and Natural Resources Extension, Community, Natural Resource and Economic Development, and Family Living Programs. The needs identified through this planning process focused research and extension education for nearly 50 statewide self-directed teams.

Historically the University of Wisconsin Extension and the University of Wisconsin Madison, College of Agricultural and Life Sciences have submitted separate plans and reports. While this remains the case with this plan, the intent on the part of both institutions is to improve the linkage of the plans in areas such as stakeholder and research input, evaluation of integrated activity, and outcome evaluation.

This UW-Extension plan highlights the work of nine planned programs of statewide self-directed teams. Wisconsin's 2008-2012 plan wrapped up the work of the Building 4-H After-School Programs Team that sunset in 2006, replaced in the 2009-2013 plan by work of the interdisciplinary Helping Youth Understand Agricultural Issues Team. This plan also reinstates a planned program for the interdisciplinary Organizational Development Team that reorganized this year. The nine Wisconsin planned programs for 2009-2013 are:

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

Estimated Number of Professional FTEs/SYs total in the State.

Year	Extension		Research	
	1862	1890	1862	1890
2009	91.0	0.0	2.0	0.0
2010	91.0	0.0	2.0	0.0
2011	91.0	0.0	2.0	0.0
2012	91.0	0.0	2.0	0.0
2013	91.0	0.0	2.0	0.0

II. Merit Review Process

1. The Merit Review Process that will be Employed during the 5-Year POW Cycle

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

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

III. Evaluation of Multis & Joint Activities

1. How will the planned programs address the critical issues of strategic importance, including those identified by the stakeholders?

University of Wisconsin-Extension's 2009-2013 statewide plan of work provides an overview of nine planned programs from among Wisconsin's nearly 50 statewide programming teams. These teams are co-chaired by campus-based specialists and community-based educators. Structuring team leadership in this manner is intentional, building relationships and linkages between communities of research interest, communities of practice, and communities of locale. Teams develop plans focused on interests that cut across these communities. They do so from the point of issue identification and priority-setting, to resource

commitment, plan implementation and evaluation. This same approach applies to multi-state efforts, whether regional or national.

2. How will the planned programs address the needs of under-served and under-represented populations of the State(s)?

Statewide program teams implement a variety of approaches to assess and address the needs of Wisconsin's under-served and under-represented populations. Wisconsin just engaged in a concerted statewide effort to include diverse stakeholders and gather their input in the multi-year planning process. When appropriate, teams develop culturally sensitive educational strategies; translate and review educational materials for cultural relevance; and partner with agencies and groups representing and supporting under-served and under-represented populations. Statewide team efforts accord with the local context, where all 72 Wisconsin county extension offices have civil rights plans designed to reach traditionally under-served audiences.

3. How will the planned programs describe the expected outcomes and impacts?

Outcomes and impacts of each of the nine planned programs are specified in the individual 2009-2013 plans that follow. Directors of Wisconsin's four program areas — Agriculture and Natural Resources Extension, Community, Natural Resource and Economic Development, Family Living Programs and 4-H Youth Development — are all working with their regional counterparts in other states to define outcomes and indicators of common interest. Their work will provide the foundation for evaluating multi-state efforts.

4. How will the planned programs result in improved program effectiveness and/or efficiency?

Multi-state and joint activities will result in improved program effectiveness and/or efficiencies if they adhere to the following principles.

- They must be developed from the ground up with significant staff involvement. Ultimately staff members are the ones who will have to provide leadership for multi-state and joint efforts.
- Collaborations should be developed as win-win options that result in more effective research and programming, and not as a strategy to meet budget reductions.
- An inventory of current and expected capacities needs to be developed across state lines before alternative multi-state approaches can be established. Both extension and research capacities, along with audience needs and relationships, need to be considered when establishing multi-state collaborations.
- Coordinating mechanisms, memoranda of understanding, expectations, and specific roles and responsibilities, must be clearly articulated.

IV. Stakeholder Input

1. Actions taken to seek stakeholder input that encourages their participation

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

Brief explanation.

University of Wisconsin Extension initiates a multi-year planning process every four years. UW-Extension engaged in statewide multi-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 will be used by the recipient institution to identify individuals and groups stakeholders and to collect input from them

1. Method to identify individuals and groups

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

Brief explanation.

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

2(B). A brief statement of the process that will be 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

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

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 and review educational materials for cultural relevance; and partner with agencies and groups representing and supporting under-served and under-represented populations. Statewide team efforts accord with the local context, where all 72 Wisconsin county extension offices have civil rights plans designed to reach traditionally under-served audiences.

3. A statement of how the input will be considered

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

Brief explanation.

Results from stakeholder input identified priority issues. County issue statements were analyzed and summarized by types of capital and across disciplines, and reviewed by teams at a planning summit in April 2008. This planning is ongoing and will continue to set direction for extension and research to address priority issues, for incorporation into budget and staffing decisions through nearly 50 statewide self-directed teams, and shape team implementation and evaluation plans for the next 4 years and statewide federal 2010-2014 plans of work.

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	Family Caregiving
8	Family Financial Education
9	Organizational Development

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

Dairy

2. Brief summary about Planned Program

Agriculture accounts for more than \$50 billion in economic activity each year, provides 420,000 jobs, and generates 10 percent of Wisconsin's total income. At around \$20 billion a year, the dairy industry contributes more than a third of that. Agriculture and Natural Resources Extension (ANRE) and Community, Natural Resource and Economic Development (CNRED) campus and county faculty engage farmers, farm support businesses, county, district, state and federal conservation and regulatory agencies and their citizen advisors to develop research-based educational programs that meet local needs and help rural communities become better stewards of the land and watersheds.

The University of Wisconsin Extension Dairy Team provides research-based educational programming to help dairy businesses succeed. Through five statewide Dairy Team work groups and Farm and Risk Management Team programs backed by University of Wisconsin research at Madison, Platteville, River Falls and Stevens Point campuses, Discovery Farms and agricultural research stations, ANRE and CNRED educators worked to help farmers and farm support professionals respond quickly to stay in business and anticipate consumer needs in their neighborhood and around the world. Each Dairy Team work group forms local, statewide and multi-state partnerships and implements its own specific plan of work.

To increase profitability and productivity among dairy farmers, Dairy Team members, colleagues and educational partners provide timely education and technical assistance on developing a successful business or farm succession plan, low-cost dairy retrofit parlors, agricultural and labor laws, research-based best management practices, production and herdsman training for Spanish-speaking workers through presentations on farms and in class, dairy meetings, field days, farm tours and pasture walks, workshops, conferences and teleconferences, peer networking and mentoring; and dissemination of teaching materials through websites, publications, farm news media, CDs and DVDs.

3. Program existence : Mature (More than five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : No

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

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Dairying makes up the largest sector of Wisconsin agriculture. Among aging dairy operators, many are weighing whether to expand and modernize their business or exit farming. As farmers exit and housing developments sprout throughout farming country, non-farm neighbors want reassurance of land stewardship, environmental protection and quality of life. Local officials and government agencies are charged with regulating land use and resolving rural-urban conflicts. Most dairy farms with fewer than 200 cows are still operating in inefficient tie/stanchion stall barns and using labor-intensive feeding, milking, and manure handling systems. As these farms struggle with business decisions, they need timely information and education on costs, productivity, profitability and regulatory requirements of options available. Dairy farmers who choose to modernize will need to manage their operations in ways that protect the environment, and work with local citizens to develop a process that balances economic, environmental and quality of life goals. To maintain a larger herd, they may need to hire Spanish-speaking dairy workers to accomplish daily tasks of cow care, milking and feeding, reproductive care and calf management. Dairy operators will need to understand human resource management and cultural differences, and Spanish-speaking workers will need to learn modern production and herdsmanship skills.

2. Scope of the Program

- Integrated Research and Extension
- In-State Research
- In-State Extension
- Multistate Research
- Multistate Extension
- Multistate Integrated Research and Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Resources are/will be available in timely manner

Education can/will lead to the desired expected change

The research base is accurate and relevant

Participants attend/engage

Motivation exists/can be generated

Projected timeline for program implementation is realistic

Interest/mandates remain consistent/stable

2. Ultimate goal(s) of this Program

To increase profitability and productivity among small dairy farmers, the Dairy Team will provide timely education and technical assistance in developing a successful business plan, low-cost dairy retrofit parlors, facilities siting and land use regulations, research-based best management practices, production and herdsmanship training for Spanish-speaking workers.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2009	23.3	0.0	0.0	0.0
2010	23.3	0.0	0.0	0.0
2011	23.3	0.0	0.0	0.0
2012	23.3	0.0	0.0	0.0
2013	23.3	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

To increase profitability and productivity among dairy farmers, the statewide Dairy Team and colleagues provide timely education and technical assistance on developing a successful business or farm succession plan, low-cost dairy retrofit parlors, agricultural and labor laws, research-based best management practices, production and herdsmanship training for Spanish-speaking workers through presentations on farms and in class, dairy meetings, field days, farm tours and pasture walks, workshops, conferences and teleconferences, peer networking and mentoring; and dissemination of teaching materials through websites, publications, farm news media, CDs and DVDs.

Cow care and Hispanic labor: The statewide UW-Extension Dairy Team Cow Care Work Group help dairy producers

establish local milk quality teams, pulling together appropriate professionals to assess and address an individual producer's milk quality problems. The producer often initiates this process through the local UW-Extension office. County dairy and agriculture agents work with producers, veterinarians, nutrition consultants, experts on housing and milking equipment, farm service professionals and others to develop a comprehensive approach to improving milk quality. The team meets regularly at the dairy farm for 4 months to identify causes of the milk quality problem, consider solutions, recommend preventive management practices and evaluate progress.

Bilingual Dairy Worker Training modules are developed in English and Spanish with the Babcock Institute for International Dairy Research and Development, so more dairy workers can learn best management skills and farm safety. The Dairy Partner/El Compañero newsletter reinforces trainings for 2,000 dairy employees on 550 farms. Bilingual Dairy Worker Training modules are shared with colleagues at the Four-State Dairy Conference, have been adopted by Illinois, Iowa and Minnesota, sold to educators and dairy producers in the Midwest, Canada, Mexico and South America, and online at: <http://babcock.cals.wisc.edu/dwt/dwt.lasso>

Low-cost dairy modernization and business planning: As farmers struggle to decide between changing their management, infrastructure and herd size or exiting the business, the Dairy Team Modernization Work Group helps them make informed decisions to achieve their goals through educational materials and programs in English and Spanish on adopting best management practices, herdsmanhip and farm safety skills, specializing in a more profitable niche market such as grass-fed with managed rotational grazing, farm succession and business planning, or modernizing the dairy with a more labor efficient system such as a low-cost retrofit milking parlor or freestall barn. Many Dairy Team members work with Farm and Risk Management Team work groups. Heart of the Farm provides farm management and production education for women to improve their farm business decision-making, and peer group support networks to ease their isolation. <http://www.uwex.edu/ces/heartofthefarm>

2. Type(s) of methods to be used to reach direct and indirect contacts

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> ● Group Discussion ● Demonstrations ● Education Class ● Other 1 (Print Materials) ● Other 2 (CDs and DVDs) ● Workshop ● One-on-One Intervention 	<ul style="list-style-type: none"> ● Other 2 () ● Other 1 ()

3. Description of targeted audience

The statewide dairy team works with a variety of audiences including producers, agribusiness professionals, and locally elected officials. Of the 83,565 adults reached through direct teaching contacts in 2007, one-third were women and two-thirds men, more than 97% white and less than 1% African American, Asian American, American Indian or other identity. Of the total reached, nearly 2% (1,559) identified as Latino/a, who may be of any race. Agri-business professionals and the 356 volunteers trained made additional teaching contacts.

UW-Extension colleagues: UW-Extension Dairy Team Cow Care, Hispanic Labor and Dairy Modernization work groups deliver statewide and multi-state educational programs working with Farm and Risk Management Team Heart of the Farm Women in Agriculture, Farm Business Succession and Business Planning work groups, Nutrient Management Team, Livestock Team, Team Forage and regional grazing networks, Team Grains, Emerging Agricultural Markets Team, Entrepreneurship team, UW-Extension county educators and state specialists with the Center for Dairy Profitability, Dairy Forage Research Center, Agriculture Innovation Center, Local Government Center, and researchers at UW-Madison, UW-Platteville, UW-River Falls and UW-Stevens Point.

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

Educational partners include 4-H clubs and volunteer leaders, high schools, farm business instructors, community and technical colleges, dairy business leaders and public officials, Professional Dairy Producers of Wisconsin, Dairy Business

V(I). State Defined Outcome

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.

Outcome #1

1. Outcome Target

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

2. Outcome Type : Change in Action Outcome Measure

2009 200 **2010** : 200 **2011** : 200 **2012** 200 **2013** :200

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 307 - Animal Production Management Systems
- 315 - Animal Welfare, Well-Being and Protection
- 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
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #2

1. Outcome Target

Dairy farmers will make informed decisions about modernization.

2. Outcome Type : Change in Action Outcome Measure

2009 300 **2010** : 300 **2011** : 300 **2012** 300 **2013** :300

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 307 - Animal Production Management Systems
- 315 - Animal Welfare, Well-Being and Protection
- 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
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #3

1. Outcome Target

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

2. Outcome Type : Change in Action Outcome Measure

2009 : 800 **2010 :** 800 **2011 :** 800 **2012 :** 800 **2013 :** 800

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 307 - Animal Production Management Systems
- 315 - Animal Welfare, Well-Being and Protection
- 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
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #4

1. Outcome Target

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

2. Outcome Type : Change in Action Outcome Measure

2009 : 0 **2010 :** 0 **2011 :** 0 **2012 :** 0 **2013 :** 0

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 307 - Animal Production Management Systems
- 315 - Animal Welfare, Well-Being and Protection
- 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
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

Appropriations changes: The Milk Money program has been a statewide milk quality improvement program offered by UW Extension in partnership with the Wisconsin Milk Marketing Board (WMMB) since 2001. As of July 2007, external financial support for centralized Milk Money activities ceased. Some dairy producers still have access to local milk quality teams in counties offering this resource through their local UW Extension office. Funding for centralized services — toll-free milk quality hotline, farm visits and laboratory support, email newsletters, development of educational materials and training programs — was not renewed by WMMB.

Competing public priorities: The Livestock Siting and Land Use work group was part of the Dairy Team through 2006. In 2007, this work group moved to the Land Use and Agriculture Team that is in process of restructuring and will be reactivated at a later date (REM 10/23/2007). Work of this group continues to result in long-term impacts including county zoning ordinances that align with the Wisconsin Livestock Facilities Siting Law and uniform standards for compliance.

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Before-After (before and after program)
- After Only (post program)

Description

Evaluation plans are preliminary. Evaluation specialists will work with members of the Dairy Team to determine appropriate evaluation studies.

2. Data Collection Methods

- On-Site
- Structured
- Telephone

Description

Evaluation methods to be used are preliminary. Evaluation specialists will work with members of the Dairy Team to determine appropriate methodologies.

V(A). Planned Program (Summary)

Program #2

1. Name of the Planned Program

Nutrient Management

2. Brief summary about Planned Program

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

3. Program existence : Mature (More than five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : No

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%			
	Total	100%			

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Increases in the level of public concern about non-point source pollution of water resources, the complexity of regulatory mandates, and localized animal density in many areas of Wisconsin have accentuated the need for effective applied research and educational programming focused on nutrient management. An effective nutrient management strategy maximizes economic returns, while complying with all pertinent regulations and minimizing potential nutrient pollution of the state's water resources. In Wisconsin, high nitrate (N) in groundwater and phosphorus (P) losses in cropland runoff indicate the need for improved nutrient management, particularly as trends show that livestock density on individual farms continues to increase. Increasing animal concentrations, combined with new manure management regulations are leading animal agriculture producers to use new methods of manure handling and distribution.

2. Scope of the Program

- In-State Extension
- In-State Research
- Multistate Integrated Research and Extension
- Multistate Research
- Integrated Research and Extension
- Multistate Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Resources are/will be available in timely manner

Education can/will lead to the desired expected change

The research base is accurate and relevant

Participants attend/engage

Motivation exists/can be generated

Projected timeline for program implementation is realistic

Interest/mandates remain consistent/stable

2. Ultimate goal(s) of this Program

The Nutrient Management Team's ultimate goal is to help farmers manage their nutrient resources to maximize profitability and environmental protection. Goals of the Nutrient Management Team are to:

- Educate and train farmers, commercial applicators, and manure & fertilizer dealers to develop and implement nutrient management plans.
- Evaluate adoption of nutrient management practices on Wisconsin farms.
- Develop information and education programs consistent with federal, state, and local nutrient management policy.
- Develop, evaluate, and implement a phosphorus strategy for nutrient management in Wisconsin.
- Educate the broader society on nutrient management issues.
- Continue to develop and apply research to answer questions and issues regarding nutrient management.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2009	11.6	0.0	0.0	0.0
2010	11.6	0.0	0.0	0.0
2011	11.6	0.0	0.0	0.0
2012	11.6	0.0	0.0	0.0
2013	11.6	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

The statewide Nutrient Management Team provides leadership for three initiatives:

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

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

- 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. UW-Extension responded to their request for professional development with an interagency-industry collaboration to train new and existing firms. The industry now enforces professional standards under UW-Extension guidance, regulators and trained applicators throughout the Great Lakes Region are building mutual trust and cooperation in responding to spills, and firms completing certification trainings pay less for insurance.

2. Type(s) of methods to be used to reach direct and indirect contacts

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> ● Other 2 (Publications) ● One-on-One Intervention ● Demonstrations ● Education Class ● Group Discussion ● Other 1 (CDs, DVDs, Software) ● Workshop 	<ul style="list-style-type: none"> ● Other 1 () ● Other 2 ()

3. Description of targeted audience

The statewide nutrient management team works with a variety of audiences including producers, commercial applicators, manure and fertilizer dealers, and other community members. 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 to UW-Extension for training by conservationists. Of 22,563 adults contacted through direct teaching methods in 2007, 99% were white and less than 1% African American, Asian American, American Indian and other identities; three-fourths were male and one-fourth female. Of these, 1% (145) identified as Latino/a, who may be of any race.

UW-Extension colleagues include Agriculture and Natural Resources Extension campus and county faculty and staff, UW-Madison departments of Dairy Science; Soil Science, Animal Science, Agronomy, Agricultural and Applied Economics; Biological Systems Engineering, Environmental Sciences, Nutrient and Pest Management Program, Heart of the Farm Program, agricultural research stations, Discovery Farms, Environmental Resources Center, Local Government Center, Agriculture Innovation Center, UW-Platteville Pioneer Farm, UW-River Falls, and UW-Stevens Point Groundwater Information Center state specialists, geologists and hydrogeologists at the Wisconsin Geological and Natural History Survey, UW-Green Bay, UW-Oshkosh and U.S. Geological Survey.

Educational partners include professional nutrient applicators and regulators throughout the Great Lakes region, agricultural chemical dealers, local, state and federal agency personnel, farmers, 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 and water conservation departments, regional planning commissions, well drillers, Northeast Wisconsin Karst Task Force, Professional Nutrient Applicators Association of Wisconsin, Wisconsin Department of Agriculture, Trade and Consumer Protection, Wisconsin Department of Natural Resources, U.S. Department of Agriculture Natural Resources Conservation Service Environmental Quality Improvement Program (NRCS EQIP) and Conservation Security Program (CSP), farm news media and others.

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

V(G). Planned Program (Outputs)

1. Standard output measures

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

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2009	20000	0	0	0
2010	20000	0	0	0
2011	20000	0	0	0
2012	20000	0	0	0
2013	20000	0	0	0

2. (Standard Research Target) Number of Patent Applications Submitted

Expected Patent Applications

2009 :0 2010 :0 2011 :0 2012 :0 2013 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

V(H). State Defined Outputs

1. Output Target

- {NO DATA ENTERED}

{NO DATA ENTERED}

{NO DATA ENTERED}

{NO DATA ENTERED}

{NO DATA ENTERED}

{NO DATA ENTERED}

V(I). State Defined Outcome

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 Target

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

2. Outcome Type : Change in Condition Outcome Measure

2009 :1750 **2010** :2000 **2011** : 2250 **2012** 2500 **2013** :2750

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 133 - Pollution Prevention and Mitigation
- 203 - Plant Biological Efficiency and Abiotic Stresses Affecting Plants

Outcome #2

1. Outcome Target

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

2. Outcome Type : Change in Condition Outcome Measure

2009 :500000 **2010** : 550000 **2011** : 600000 **2012** 650000 **2013** :700000

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 133 - Pollution Prevention and Mitigation
- 203 - Plant Biological Efficiency and Abiotic Stresses Affecting Plants

Outcome #3

1. Outcome Target

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

2. Outcome Type : Change in Condition Outcome Measure

2009 0 **2010** : 0 **2011** : 0 **2012** 0 **2013** :0

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 133 - Pollution Prevention and Mitigation
- 203 - Plant Biological Efficiency and Abiotic Stresses Affecting Plants

Outcome #4

1. Outcome Target

Wisconsin agricultural professionals will develop skills and build professional credibility.

2. Outcome Type : Change in Condition Outcome Measure

2009 : 0 **2010 :** 0 **2011 :** 0 **2012 :** 0 **2013 :** 0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 133 - Pollution Prevention and Mitigation
- 203 - Plant Biological Efficiency and Abiotic Stresses Affecting Plants

Outcome #5

1. Outcome Target

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. Outcome Type : Change in Action Outcome Measure

2009 : 50 **2010 :** 50 **2011 :** 50 **2012 :** 50 **2013 :** 50

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 133 - Pollution Prevention and Mitigation
- 203 - Plant Biological Efficiency and Abiotic Stresses Affecting Plants

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

- Natural Disasters (drought,weather extremes,etc.)
- Economy
- Government Regulations
- Appropriations changes
- Public Policy changes

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Before-After (before and after program)
- During (during program)

Description

Individual agents and specialists will be responsible for most logistics regarding methods, tools, and timelines. Sub-teams will take responsibility for developing evaluation materials and conducting said evaluations for team-initiated activities that cross county lines.

2. Data Collection Methods

- On-Site

Description

Farm Practices Inventory (FPI) will be conducted with new and past participants in the Nutrient Management Farmer Education Training, with past participants' responses compared to their original FPI responses. Pre and post-workshop evaluations will be given and analyzed to measure the success of the workshops.

The Nutrient Management Farmer Education curriculum contains an evaluation plan that includes pre- and post-workshop assessments as well as comprehensive, long-term assessment. Results of both evaluations will be reported individually by UW-Extension county faculty. Statewide Farm Practice Inventory results and trends will be reported by water resources education coordinator Ken Genskow, Environmental Resources Center (UW-Madison / Extension).

V(A). Planned Program (Summary)

Program #3

1. Name of the Planned Program

Community and Economic Development Preparedness

2. Brief summary about Planned Program

Changing economic conditions have forced many Wisconsin communities to rethink their community and economic development strategies. In addition, many communities have developed or are beginning to develop the economic development element of their Smart Growth plans but lack strategies based on solid data and proven methods. Some communities also lack a shared vision to focus efforts on building Wisconsin's New Economy. This team will support faculty and their programs aimed at helping communities explore economic development alternatives through transformation of a wealth of data into practical information that will help stakeholders and communities understand critical economic issues and make better informed decisions about their futures. Part of this team's emphasis is expected to be driven by situational analysis and lessons learned that result in curriculum revision and updates supporting what UW-Extension can and should offer in the area of economic development given our role as an educational institution.

3. Program existence : Mature (More than five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : No

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%			
	Total	100%			

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Changing economic conditions have forced many Wisconsin communities to rethink their community and economic development strategies. Since 2000, Wisconsin has lost about 87,500 manufacturing jobs, with 27,000 recently restored. Replacement wages for these dislocated workers were less than 82 percent of the wages previously earned. Wisconsin has been experiencing a slow-growing state economy that is falling behind other states, a situation now exacerbated by declining housing markets and increasing energy costs.

Many of our communities are developing economic development strategies, and many lack solid data and proven methods of community visioning, needs assessment and goal-setting. In addition, some communities lack a shared vision to focus efforts on building Wisconsin's New Economy. Communities need assistance in exploring a full range of economic development alternatives and need assistance in interpreting a wealth of data and information.

For 25 years, the Community, Natural Resource and Economic Development (CNRED) program area has been a leader in helping communities prepare for community economic development. However, recent shifts in the economy likely demand new approaches to helping communities understand, analyze and prepare economic development strategies. Over the last two decades, there has been a dramatic increase in the number of local development organizations, and an increase in the number of web-based resources, tools and information. UW-Extension has an opportunity to build on its economic preparedness niche

by developing new tools, resources and approaches to addressing this important topic. Part of this team's emphasis is driven by ongoing situational analysis and resulting reorientation of what we can and should offer in the area of economic development given our role as an educational institution.

2. Scope of the Program

- Multistate Extension
- In-State Extension
- Integrated Research and Extension
- In-State Research

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Resources are/will be available in timely manner

Education can/will lead to the desired expected change

The research base is accurate and relevant

Participants attend/engage

Motivation exists/can be generated

Projected timeline for program implementation is realistic

Interest/mandates remain consistent/stable

2. Ultimate goal(s) of this Program

Educate and partner with Wisconsin communities and local economic development entities to engage people in learning about their local economy and its connectedness to the larger economy, to develop and use data resources to help build capacity of communities to make informed economic development decisions and to revise or develop plans or strategies that address local economic development needs.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2009	10.0	0.0	0.0	0.0
2010	10.0	0.0	0.0	0.0
2011	10.0	0.0	0.0	0.0
2012	10.0	0.0	0.0	0.0
2013	10.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

The statewide community and economic development preparedness team provides a variety of educational activities including presentations, professional development offerings through workshops, conferences and teleconferences; dissemination of teaching materials through websites, publications, news media, CDs and DVDs. Major activities include:

Building Communities: Established by state specialists in the UWMadison / Extension Center for Community and Economic

Development (CCED), more than 40 Building Communities webinars have introduced new educational resources to colleagues, state agency staff, private sector partners, North Central Regional Center for Rural Development and national participants.

Building regional economies: CCED specialists are helping regional partners assemble and communicate economic asset and opportunity data for the Capital Region — Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock and Sauk counties. To advance regional sustainable forestry economic development, a collaborative of Wisconsin and Michigan extension services, natural resource agencies, economic development commissions and organizations convened three conferences attended by local government, business, economic development, education, forestry and logging. To help both new colleagues and experienced practitioners identify and use the most appropriate educational tools, the statewide Community and Economic Development Preparedness Team created an online Community and Economic Development Tool Box accepted as the introduction to the International Municipal Economic Development Tool Kit" to be published by the Global Urban Studies Program and Michigan State University Extension Service, and currently published by the Northern Center for Community and Economic Development: <http://www2.uwsuper.edu/cedpt/index.htm>

Community Economic Development Preparedness Index (CEDPI) has prepared dozens of Wisconsin communities for Economic Development. A CEDPI chapter will be published in the International Municipal Economic Development Tool Kit and currently online at: <http://www.uwex.edu/ces/cced/economies/cedpi.cfm>

Economic Snapshots: Initiated by CCED state specialists, more than 100 Economic Snapshots — brief articles providing economic data about the region — have been published on the front page of the Sunday Business Section of the Wisconsin State Journal, reaching about 350,000 readers and online at: <http://www.uwex.edu/ces/cced/economies/economicssnapshot/index.cfm>

First Impressions: A Program for Community Assessment & Improvement has been applied in more than 100 Wisconsin communities and a thousand more across the United States and Canada. <http://www.uwex.edu/ces/cced/communities/firstimpressions>

2. Type(s) of methods to be used to reach direct and indirect contacts

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> ● One-on-One Intervention ● Group Discussion ● Workshop ● Education Class 	<ul style="list-style-type: none"> ● Other 2 () ● Other 1 ()

3. Description of targeted audience

The statewide community and economic development preparedness team works with a variety of audiences including community leaders, business owners, elected officials, plan commissions, town boards, county boards, local planning departments and citizens.

UW-Extension colleagues: The statewide Community and Economic Development Preparedness Team works with extension colleagues including the Community, Natural Resource and Economic Development (CNRED) Sustainability Team and Energy Team and Family Living Programs Affordable Housing Team in developing new educational programs, tools, resources and approaches to assess and address priority local needs. State specialists with the UW-Madison Center for Community and Economic Development and 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.

Educational partners include community and technical colleges, Workforce Development Board of South Central Wisconsin, Wisconsin Department of Workforce Development, Wisconsin Department of Commerce, Alliance for Sustainability, Focus on Energy program. UW-Extension state specialists in the UW-Madison Center for Community and Economic Development and Local Government Center, UW-River Falls Survey Research Center, and UW-Superior Northern Center for Community and Economic Development work with county faculty and community partners in developing and applying needed tools, resources and approaches that strengthen local efforts.

Community partners include local officials, city, county and tribal governments, school districts, school teachers, economic

development practitioners, and news media.

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, June 2007 snapshots covered farm employment, farmland sales, farmers nearing retirement, farming and the cost of petroleum.

Green Team Network of Early Adopters of Sustainability: New Chequamegon Bay region network includes three municipalities, two Tribal governments, two school districts, two colleges, two government agencies, two commercial businesses, two industries, one bus company and one restaurant.

Ultimate beneficiaries include youth and families, community retailers, residents, workers, consumers, visitors.

V(G). Planned Program (Outputs)

1. Standard output measures

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

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2009	13000	0	0	0
2010	13000	0	0	0
2011	13000	0	0	0
2012	13000	0	0	0
2013	13000	0	0	0

2. (Standard Research Target) Number of Patent Applications Submitted

Expected Patent Applications

2009 :0 2010 :0 2011 :0 2012 :0 2013 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

V(H). State Defined Outputs

1. Output Target

- {NO DATA ENTERED}

{NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED}

V(I). State Defined Outcome

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 Target

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. Outcome Type : Change in Knowledge Outcome Measure

2009 0 2010 :0 2011 :0 2012 0 2013 :0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #2

1. Outcome Target

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

2. Outcome Type : Change in Condition Outcome Measure

2009 0 2010 :0 2011 :0 2012 0 2013 :0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #3

1. Outcome Target

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

2. Outcome Type : Change in Condition Outcome Measure

2009 0 2010 :0 2011 :0 2012 0 2013 :0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #4

1. Outcome Target

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. Outcome Type : Change in Action Outcome Measure

2009 0 2010 :0 2011 :0 2012 0 2013 :0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #5

1. Outcome Target

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

2. Outcome Type : Change in Action Outcome Measure

2009 0	2010 : 0	2011 : 0	2012 0	2013 : 0
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3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- During (during program)
- Before-After (before and after program)

Description

Evaluation specialists will work with members of the Community and Economic Development Preparedness team to determine appropriate evaluation studies.

2. Data Collection Methods

- On-Site

Description

Evaluation specialists will work with members of the Community and Economic Development Preparedness team to determine appropriate methodologies.

V(A). Planned Program (Summary)

Program #4

1. Name of the Planned Program

Downtown Vitality and Community Placemaking

2. Brief summary about Planned Program

Downtowns and neighborhood business districts throughout Wisconsin face serious problems that impact quality of community life. The Downtown Vitality and Community Placemaking Team’s purpose is to help Wisconsin communities in their efforts to recapture or sustain the vitality of their downtown and business districts. This will be accomplished by building the capacity of county-based faculty, and by serving as a knowledge resource to Wisconsin communities. The ultimate purpose is to help communities understand the principles of what makes for vital downtowns and quality places. This will lead to communities using the principles of urban design and placemaking in community planning processes.

3. Program existence : Mature (More than five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : No

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%			
	Total	100%			

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Downtowns and neighborhood business districts throughout Wisconsin face serious problems that impact quality of community life: empty storefronts, marginal businesses, undersupply of essential goods (like groceries) and services, deteriorating buildings and infrastructure, and poor pedestrian environments. Also, the impact of big box stores continues to erode the economics of these districts. However, these districts provide economic and community development opportunities. While the downtown retail mix of 30 years ago is not realistic in today’s market, there are many examples of communities that have economically transformed their downtown or neighborhood district. These communities have built on their district’s unique role as a central place in the community and as a place serving a mixture of users (retail, housing, office, entertainment, etc.). These districts typically foster entrepreneurship and economic development that is diverse, locally driven and sustainable.

Downtowns are also positioned to have a vital role in the comprehensive plans and placemaking efforts of communities throughout the state. Downtowns use land efficiently and already have public infrastructure such as streets and utilities. Downtowns are by nature compact developments and provide many infill opportunities. They are "center focused," accommodating a mixture of uses. Downtowns often have existing transportation options in place including public transit and bicycle access and are typically pedestrian friendly. They convey the character of the community and its history, celebrating a community’s unique sense of place. Communities need the understanding and capacity to apply principles of community design and placemaking in the process of community planning.

2. Scope of the Program

- Integrated Research and Extension
- Multistate Extension
- In-State Research
- In-State Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Resources are/will be available in timely manner

Education can/will lead to the desired expected change

The research base is accurate and relevant

Participants attend/engage

Motivation exists/can be generated

Projected timeline for program implementation is realistic

Interest/mandates remain consistent/stable

2. Ultimate goal(s) of this Program

The Downtown Vitality and Community Placemaking Team’s purpose is to help Wisconsin communities in their efforts to retain or recapture the vitality of their downtown and business districts. The ultimate purpose is to help communities understand the principles of what makes for vital downtowns and quality places. This will lead to communities using the principles of urban design and placemaking in community planning processes.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2009	5.0	0.0	0.0	0.0
2010	5.0	0.0	0.0	0.0
2011	5.0	0.0	0.0	0.0
2012	5.0	0.0	0.0	0.0
2013	5.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

The statewide Downtown Vitality and Community Placemaking team provides a variety of educational activities including presentations, professional development offerings through teleconferences, workshops and conferences; dissemination of teaching materials through websites, publications, news media, CDs and DVDs. Major activities include:

Business Improvement District education: The community planning and design specialist with the Center for Community and Economic Development and Local Government Center, UW-Madison / Extension, provides educational support to Wisconsin communities wanting to learn more about an increasingly popular funding mechanism known as Business Improvement Districts (BIDs). Educational programs include CCED Building Communities webinars online at: <http://lgc.uwex.edu/cpd/bidpage/bid.html>

Innovative Downtown Business Clearinghouse: Under guidance of campus and county faculty, the Downtown Vitality & Community Placemaking Team created the first web-based clearinghouse for economic development professionals on 75 innovative businesses that are bringing people back downtown). This searchable, easy-to-use resource is building capacity to work with local business and community leaders in exploring ideas to stimulate entrepreneurial thinking, and contributing to the learning community for colleagues, collaborators: downtown economic development professionals, entrepreneurs, chambers of commerce, Main Street organizations, business improvement districts, Small Business Development Center counselors, business operators from the Midwest and Northeast United States, and others:
<http://www.uwex.edu/ces/cced/downtowns/innovative>

Comprehensive Downtown Market Analysis: CCED 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 downtown business districts. County community resource development educators' analyses have been featured in the Sunday Wisconsin State Journal (350,000 readers), Milwaukee Business Journal, Superior Daily Telegram and online: <http://www.uwex.edu/ces/CCED/downtowns/dma/examples.cfm>

Downtown and Business District Market Analysis Toolbox: Networking with downtown practitioners and organizations throughout the country provides CCED state specialists valuable insight, success stories, case studies, and feedback on methodologies in the market analysis toolbox. Developed as a cooperative effort between the Wisconsin Main Street Program and UW-Extension, the Market Analysis Toolbox is based on and supportive of the economic restructuring principles of the National Trust for Historic Preservation's National Main Street Center. Downtown Market Analysis Toolbox:
<http://www.uwex.edu/ces/cced/downtowns/dma/index.cfm>

2. Type(s) of methods to be used to reach direct and indirect contacts

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> ● Education Class ● Group Discussion ● One-on-One Intervention ● Workshop 	<ul style="list-style-type: none"> ● Other 2 () ● Other 1 ()

3. Description of targeted audience

The statewide downtown vitality and community placemaking team works with a variety of audiences including community leaders, business owners, elected officials, economic development corporations, and chambers of commerce.

UW-Extension colleagues and other professionals include the Local Governance and finance Team and other Community, Natural Resource and Economic Development teams, county agriculture, family living and 4-H youth educators supporting community development education and downtown revitalization, UW-Madison Center for Community and Economic Development and Local Government Center, UW-Superior northern Center for Community and Economic Development, UW-Stevens Point Center for Land Use Education, Association of Natural Resource Extension Professionals, American Planning Association.

State specialists with the UW-Madison Center for Community and Economic Development 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.

Community partners include community leaders, local officials, downtown business associations, business improvement districts, service groups, city planners, consulting firms, city or tribal chambers of commerce, planning and zoning departments, county economic development corporations, Wisconsin Towns Association, League of Wisconsin Municipalities, Wisconsin Counties Association, county boards of supervisors, UW-River Falls Survey Research Center, community and technical colleges, regional planning commissions, the Wisconsin Department of Commerce Bureau of Downtown Development, Department of Transportation, Department of Natural Resources, Wisconsin Downtown Action Council, Wisconsin Association of Business Improvement Districts (BIDs), regional, national and international counterparts.

Diverse community collaborations for First Impression teams and the Wisconsin Mainstreet 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.

Ultimate beneficiaries include downtown retailers, small business owners, workers, residents, consumers, visitors.

V(G). Planned Program (Outputs)

1. Standard output measures

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

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2009	1000	0	0	0
2010	1000	0	0	0
2011	1000	0	0	0
2012	1000	0	0	0
2013	1000	0	0	0

2. (Standard Research Target) Number of Patent Applications Submitted

Expected Patent Applications

2009 :0 2010 :0 2011 :0 2012 :0 2013 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

V(H). State Defined Outputs

1. Output Target

- {NO DATA ENTERED}

{NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED}

V(I). State Defined Outcome

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 Target**

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. Outcome Type : Change in Action Outcome Measure

2009 0 2010 :0 2011 :0 2012 0 2013 :0

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #2**1. Outcome Target**

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. Outcome Type : Change in Condition Outcome Measure

2009 0 2010 :0 2011 :0 2012 0 2013 :0

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #3**1. Outcome Target**

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

2. Outcome Type : Change in Condition Outcome Measure

2009 0 2010 :0 2011 :0 2012 0 2013 :0

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #4**1. Outcome Target**

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. Outcome Type : Change in Action Outcome Measure

2009 0 2010 :0 2011 :0 2012 0 2013 :0

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #5

1. Outcome Target

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

2. Outcome Type : Change in Condition Outcome Measure

2009 :0	2010 : 0	2011 : 0	2012 : 0	2013 : 0
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3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- During (during program)
- Before-After (before and after program)

Description

Evaluation specialists will work with members of the Downtown Vitality and Community Placemaking team to determine appropriate evaluation studies.

2. Data Collection Methods

- On-Site

Description

Evaluation specialists will work with members of the community and economic development preparednessDowntown Vitality and Community Placemakingteam to determine appropriate methodologies.

V(A). Planned Program (Summary)

Program #5

1. Name of the Planned Program

Youth Voices in Community Action and Governance

2. Brief summary about Planned Program

The Youth Voices in Community Action and Governance Team collaborates with community partners in providing research-based education to build leadership capacity among youth and adults for youth to become active, productive citizens. Involving youth in governance builds on UW-Extension strengths in training citizens for government service, youth-adult partnerships, and positive youth-development.

3. Program existence : Mature (More than five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : No

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%			
	Total	100%			

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

The isolation between youth and adults and the delay in assumption of adult responsibilities is especially pronounced in political and organizational forums of community decision-making. A national sample of youth assets conducted by the Search Institute in 2000 documented that only 25% of youth perceive that their communities value youth and 28% believe that youth are given useful roles in the community. These results were among the lowest of all the assets measured (Search Institute, n.d.).

Research on youth programs that meet adolescent needs emphasizes the importance of providing support for youth to engage in activities that make a difference in communities and take young people seriously (National Research Council, 2002). Despite increased emphasis on such efforts, much of the general public does not perceive youth as having the values, motivation, or competence to contribute to civic life. For example, studies show that less than 25 percent of urban adults had a great deal of confidence that adolescents could represent their community in front of the city council or serve as a voting member of a community organization (Zeldin et al, 2003).

Involving youth in decision-making and governance is an emerging public idea nationally and in Wisconsin. In National 4-H Council's "community conversations on youth development" across the country, youth involvement consistently emerged as a high priority. In Wisconsin, the two highest priorities emerging from county conversations, involving 2,100 residents and public officials, were to "create a culture in which youth are equal partners in decision-making and governance" and "encourage youth community service and civic involvement."

Involving youth in governance builds on Extension's strengths in training citizens for government service, lifelong learning,

youth-adult partnership, and positive youth-development. In many communities, Extension is a key partner of the government and non-profit sectors and is well-placed to build both support and local capacity for involving youth in governance. Also, Extension has long experience recruiting and training youth and adults for local leadership.

Sources

National Research Council & Institute of Medicine (2002). Community programs to promote youth development. National Academy Press: Washington D.C.

Search Institute (n.d.) Percentages of 6th- to 12th-Grade Youth Experiencing Each Asset. Retrieved from <http://www.search-institute.org/research/assets/assetfreqs.html>.

Zeldin, S., Camino, L., and Calvert, M. (2003). Toward an understanding of youth in community governance: Policy priorities and research directions. Social Policy Report, Society for Research on Child Development.

2. Scope of the Program

- Multistate Integrated Research and Extension
- Integrated Research and Extension
- In-State Research
- In-State Extension
- Multistate Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Resources are/will be available in timely manner

Education can/will lead to the desired expected change

The research base is accurate and relevant

Participants attend/engage

Motivation exists/can be generated

Projected timeline for program implementation is realistic

Interest/mandates remain consistent/stable

2. Ultimate goal(s) of this Program

To build leadership capacity among youth and adults for youth to become active, productive citizens.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2009	10.0	0.0	0.0	0.0
2010	10.0	0.0	0.0	0.0
2011	10.0	0.0	0.0	0.0
2012	10.0	0.0	0.0	0.0
2013	10.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

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 statewide Youth Voices in Community Action and Governance Team provides research-based training, educational resources and experiences with participatory democracy and juvenile justice, engaging youth in community decision-making and community governance, working with elected officials to establish youth positions on public boards, 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.

In Teen Court, trained middle and high school jurors hear cases of other school-age youth cited for first time misdemeanors such as shoplifting, truancy or vandalism. Each volunteer attends trainings to identify and practice respectful, non-confrontational questioning techniques that clarify the situation.

Developing toolkits, curricula and resources in support of youth governance and community action: A research team conducted case studies of youth-adult partnerships. To learn how groups are effective in making the transition from adult governance to youth-adult partnerships in governance, researchers visited each county site twice, conducted youth and adult focus groups, interviewed staff and key stakeholders, and observed meetings. Staff reports, researcher observations, and a post-training workshop survey measured learning and community change.

Extension colleagues and other youth professionals are using the Wisconsin Youth-Adult partnership Study summary report and tools for building effective youth-adult partnerships, including key stakeholders to engage in innovation, management goals and strategies, and identifying leverage points for change — underlying organizational and community conditions that can serve as either barriers or supports, such as self-interest, personal experience, collective story, champions, social networks, role identification, infrastructure, knowledge and practice.

2. Type(s) of methods to be used to reach direct and indirect contacts

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> ● Group Discussion ● Education Class ● One-on-One Intervention ● Workshop 	<ul style="list-style-type: none"> ● Other 2 () ● Other 1 ()

3. Description of targeted audience

The Youth Voices in Community Action and Governance Team provides research-based education, resources and capacity-building support to youth and adult volunteers.

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, tobacco-free, nutrition, activity and grassroots community action coalitions such as the multi-county Superior Days.

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

UW-Extension colleagues include 4-H youth development, state and national family living, community resource development and agriculture campus and county educators, 4-H program advisors in Wisconsin and nationwide.

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

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

V(G). Planned Program (Outputs)

1. Standard output measures

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

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2009	4600	0	15000	0
2010	4600	0	15000	0
2011	4600	0	15000	0
2012	4600	0	15000	0
2013	4600	0	15000	0

2. (Standard Research Target) Number of Patent Applications Submitted

Expected Patent Applications

2009 :0 2010 :0 2011 :0 2012 :0 2013 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

V(H). State Defined Outputs

1. Output Target

- {NO DATA ENTERED}

{NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED}

V(I). State Defined Outcome

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 Target

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

2. Outcome Type : Change in Action Outcome Measure

2009 :1000 **2010 :** 1000 **2011 :** 1000 **2012 :**1000 **2013 :**1000

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 806 - Youth Development

Outcome #2

1. Outcome Target

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

2. Outcome Type : Change in Action Outcome Measure

2009 : 0 **2010 :** 0 **2011 :** 0 **2012 :** 0 **2013 :** 0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 806 - Youth Development

Outcome #3

1. Outcome Target

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

2. Outcome Type : Change in Action Outcome Measure

2009 : 0 **2010 :** 0 **2011 :** 0 **2012 :** 0 **2013 :** 0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 806 - Youth Development

Outcome #4

1. Outcome Target

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

2. Outcome Type : Change in Action Outcome Measure

2009 : 0 **2010 :** 0 **2011 :** 0 **2012 :** 0 **2013 :** 0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 806 - Youth Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

- Public Policy changes
- Appropriations changes
- Government Regulations

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- After Only (post program)
- Before-After (before and after program)

Description

Evaluation specialists will work with members of the Youth Voices in Community Action and Governance team to determine appropriate evaluation studies.

2. Data Collection Methods

- Case Study
- Whole population
- Structured
- On-Site

Description

Evaluation specialists will work with members of the Youth Voices in Community Action and Governance team to determine appropriate evaluation studies.

V(A). Planned Program (Summary)

Program #6

1. Name of the Planned Program

Helping Youth Understand Agricultural Issues

2. Brief summary about Planned Program

Agriculture involves everything from aquaculture to animal husbandry, biosecurity to business planning, computers to combines, research to education, land use planning and sustainability. The statewide 4-H and Agriculture and Natural Resources Extension (ANRE) Helping Youth Understand Agricultural Issues Team provides educational programs and resources for youth who have an interest in agriculture to fully understand the scope and opportunities available.

3. Program existence : Mature (More than five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : No

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%			
	Total	100%			

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Agriculture employs the most people in Wisconsin and the nation and nearly 200 careers provide the most openings for employees each year. Of around 22 million people working in agriculture nationwide, about 8% are in traditional farming. The remaining individuals work in agribusiness, communications, education, processing, distribution, marketing and sales as well as dozens of other farm service occupations.

Agricultural occupations are among the most hazardous types of work. Rural youth are exposed to dangerous situations in an agricultural worksite, and on a farm, the worksite and home are the same environment. Toxic chemicals, ATVs (all-terrain vehicles), man-made ponds and lawnmowers are just a few of the safety concerns for youth in any rural setting, not just on a farm. New laws regulate youth and the operation of farm machinery on public roads.

A wholesome food supply has become a major concern for today's consumer. As youth learn about even the most basic animal and food production principles and skills, this issue must be at the forefront. Whether plant or animal, the producer must be able to assure a quality and wholesome product. Pesticides, anti-biotics and chemical means of processing foods have all become standard operating procedures in many parts of the food production industry. Most of these practices are tested and accepted, but today's consumer has developed differing attitudes about some of these practices.

The pork industry has initiated a quality assurance program and other production areas are following. Youth involved in food production through their 4-H projects need to be aware of industry concerns and guidelines for their projects and potential impact on their future careers and roles. Youth also need to be aware of proper methods and techniques as they raise and care for their project animals. Educating youth to not only follow good animal husbandry procedures but also to understand and be able to articulate the reasons for certain types of care and management is an ongoing need.

With a growing population and ongoing housing and industrial development, the best use of land continues to be an issue for many geographical areas in the state and across the nation. Youth need to understand these issues and become aware of the conflict with agricultural production, environmental concerns and land use. Through their projects, youth both understand the issues and develop skills of communication, decision making and problem solving to become informed and articulate spokespersons for their interests and futures in agriculture.

2. Scope of the Program

- In-State Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Resources are/will be available in timely manner

Education can/will lead to the desired expected change

The research base is accurate and relevant

Participants attend/engage

Motivation exists/can be generated

Projected timeline for program implementation is realistic

Interest/mandates remain consistent/stable

2. Ultimate goal(s) of this Program

Youth experienced in 4-H agriculture projects will engage in healthy and positive use of time, take on leadership roles, improve their life skills and contribute to rural communities.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2009	7.0	0.0	0.0	0.0
2010	7.0	0.0	0.0	0.0
2011	7.0	0.0	0.0	0.0
2012	7.0	0.0	0.0	0.0
2013	7.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

Interdisciplinary campus and county faculty, staff and trained 4-H volunteers Provide training to youth and adults; Develop toolkits, curricula and resources in support of helping youth understand agricultural issues.

2. Type(s) of methods to be used to reach direct and indirect contacts

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> ● Group Discussion ● Workshop ● One-on-One Intervention ● Other 1 (Exhibits) ● Education Class 	<ul style="list-style-type: none"> ● Other 2 () ● Other 1 ()

3. Description of targeted audience

The interdisciplinary Helping Youth Understand Agricultural Issues Team provides research-based education, resources and capacity-building support to youth and adult volunteers.

In 2006, 61,519 youth enrolled in 4-H plants and animals curricula, 3,825 in entomology, meat and veterinary sciences, and 578 completed tractor and machinery safety certification. In all, campus specialists, county educators and 1,204 trained volunteers helping youth understand agricultural issues reached 65,922 youth participants in 2006.

V(G). Planned Program (Outputs)

1. Standard output measures

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

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2009	20000	0	60000	0
2010	20000	0	60000	0
2011	20000	0	60000	0
2012	20000	0	60000	0
2013	20000	0	60000	0

2. (Standard Research Target) Number of Patent Applications Submitted

Expected Patent Applications

2009 :0 2010 :0 2011 :0 2012 :0 2013 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

V(H). State Defined Outputs

1. Output Target

- {NO DATA ENTERED}

{NO DATA ENTERED}

{NO DATA ENTERED}

{NO DATA ENTERED}

{NO DATA ENTERED}

{NO DATA ENTERED}

V(I). State Defined Outcome

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 Target

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

2. Outcome Type : Change in Knowledge Outcome Measure

2009 0 **2010** : 0 **2011** : 0 **2012** 0 **2013** :0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 806 - Youth Development

Outcome #2

1. Outcome Target

Participants will develop life skills in the Ag-related projects in organization and communication skills.

2. Outcome Type : Change in Action Outcome Measure

2009 3000 **2010** : 3000 **2011** : 3000 **2012** 3000 **2013** :3000

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 806 - Youth Development

Outcome #3

1. Outcome Target

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

2. Outcome Type : Change in Action Outcome Measure

2009 300 **2010** : 300 **2011** : 300 **2012** 300 **2013** :300

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 806 - Youth Development

Outcome #4

1. Outcome Target

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

2. Outcome Type : Change in Action Outcome Measure

2009 0 **2010** : 0 **2011** : 0 **2012** 0 **2013** :0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 806 - Youth Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Before-After (before and after program)
- After Only (post program)

Description

2. Data Collection Methods

- Case Study
- Structured
- Whole population
- On-Site

Description

{NO DATA ENTERED}

V(A). Planned Program (Summary)

Program #7

1. Name of the Planned Program

Family Caregiving

2. Brief summary about Planned Program

The statewide Family Caregiving Team and Organizational Development Team provide training and educational support for extension and community professionals and volunteers, regional long-term care councils, and Wisconsin's diverse family caregivers.

3. Program existence : Mature (More than five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : No

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%			
	Total	100%			

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Family members have always provided care to aging family members who need assistance and care because of illness or disabilities. Today, more families are assuming care-giving roles because of advances in medical technologies that have preserved and extended life expectancy, increasing the number of older adults who need assistance or live with severe conditions. Medical practices plus changes in Medicare reimbursement laws and private managed care programs see individuals being released from hospitals earlier and needing more care. As the number of older adults is increasing, there are fewer individuals to care for them; thus, families are caring for multiple family members.

Families also step in to assist parents with parenting roles and sometimes find themselves assuming the parenting role, when parents are not available. More than one in ten grandparents raises a grandchild for at least 6 months. These grandparents make financial sacrifices, have increased health needs, and are very concerned about their grandchildren's well-being.

Families often find themselves in financial crisis when caring for family member. They are unfamiliar with the wishes of the care receiver and know little about the financial status of their family member. There is also recognition of the need to develop a financial plan of action that provides for an individual's long-term care needs.

2. Scope of the Program

- In-State Extension
- Integrated Research and Extension
- Multistate Integrated Research and Extension
- Multistate Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Resources are/will be available in timely manner

Education can/will lead to the desired expected change

The research base is accurate and relevant

Participants attend/engage

Motivation exists/can be generated

Projected timeline for program implementation is realistic

Interest/mandates remain consistent/stable

2. Ultimate goal(s) of this Program

To strengthen family caregiver knowledge, skills and abilities, the statewide Family Caregiving Team collaborates with community coalitions to implement research-based educational resources and programs.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2009	2.8	0.0	0.0	0.0
2010	2.8	0.0	0.0	0.0
2011	2.8	0.0	0.0	0.0
2012	2.8	0.0	0.0	0.0
2013	2.8	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

Family Living Programs campus and county faculty and staff provide professional development for extension staff members and other professionals and volunteers; Train caregivers through a variety of educational strategies; Provide support for community networks and collaborations, and develop research-based curricula.

Professional development, training and curricula: With UW-Extension leadership, Wisconsin Alliance for Family Caregiving members work closely with caregiving professionals to provide educational programs that acknowledge and honor Wisconsin's geographic and cultural diversity. Alliance-supported curricula are reviewed and selected to meet diverse needs of all 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, whereas Elder Care and Work: Finding the Balance is a one-day course adapted for employees trying to maintain full-time jobs while caring for family members.

Supporting collaborations and coalitions: Campus and county faculty were contracted by the Wisconsin Department of Health and Family Services (DHFS) to support the development of long-term care councils, one as half-time project director, and the other as state specialist in aging and grant manager. In redesigning long-term care services, DHFS requested proposals, asking for regional consortiums to develop plans for expanding Family Care throughout Wisconsin. Family Care is a model of managed long-term care designed to deliver services to the frail elderly and those with physical and developmental disabilities. The project director is supporting six regional consortiums in implementing effective stakeholder involvement strategies in developing these plans.

2. Type(s) of methods to be used to reach direct and indirect contacts

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> ● Group Discussion ● Workshop ● Education Class ● One-on-One Intervention ● Other 1 (Exhibits) 	<ul style="list-style-type: none"> ● Other 1 (Extension Contacts) ● Other 2 (Care Managers)

3. Description of targeted audience

The interdisciplinary Family Caregiving Team provides training and educational support for extension staff, educational partners, community-based professionals and volunteers, and family caregivers. Of 3,952 adults reached through direct teaching methods in 2007, 95% were white, 3% African American, 1% Asian American, 0.75% American Indian and 0.25% Other Identities; 78% were female and 22% male. Of those reached, about 2% (74) identified as Latino/a, who may be of any race.

Extension staff include Family Living Programs campus and county faculty and staff who support local coalitions and family caregiver networks, many of whom are trained class leaders teaching family caregivers in support groups, one on one, workshop sessions, sequential learning sessions, and exhibits. County community resource development and agriculture educators join their family living colleagues supporting regional consortiums in developing effective stakeholder involvement strategies in planning for long-term care reform. With UW-Extension leadership, the Wisconsin Alliance for Family Caregiving addresses cultural, racial, ethnic, gender, age, and other disparities among caregivers and care receivers through partnerships with organizations representing many cultures, races, ethnic groups, ages, abilities, and income levels.

Educational partners include alliance members from more than 75 agencies, long-term care councils and regional consortiums, Wisconsin Department of Health and Family Services Bureau of Aging & Disability Resources, Area Agencies on Aging, Commission on Aging, 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.

Family caregivers provide 80 percent of care needed by family members who are aging, chronically ill, disabled, or unable to care for themselves. About two-thirds (64%) do this while maintaining a full-time job and nearly half of those (47%) spend up to 40 hours per week as caregivers. Grandparents raising grandchildren assume the parenting role and responsibilities when the biological parent is unable to provide care. More than 1 in 10 grandparents assume parenting of a grandchild for at least 6 months. Family caregivers and care recipients are geographically, culturally, economically and socially diverse.

Ultimate beneficiaries include working caregivers and their employers, grandparents and their grandchildren, care recipients of all ages, anyone chronically ill or disabled, their friends, families, supporting professionals and communities.

V(G). Planned Program (Outputs)

1. Standard output measures

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

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2009	4000	0	0	0
2010	4000	0	0	0
2011	4000	0	0	0
2012	4000	0	0	0
2013	4000	0	0	0

2. (Standard Research Target) Number of Patent Applications Submitted

Expected Patent Applications

2009 :0 2010 :0 2011 :0 2012 :0 2013 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

V(H). State Defined Outputs

1. Output Target

- {NO DATA ENTERED}

{NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED}

V(I). State Defined Outcome

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 Target

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

2. Outcome Type : Change in Knowledge Outcome Measure

2009 :1500 **2010** : 1500 **2011** : 0 **2012** 0 **2013** :0

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #2

1. Outcome Target

Caregiver participants adopt family caregiver skills to assist them as a care provider.

2. Outcome Type : Change in Action Outcome Measure

2009 :3500 **2010** : 3500 **2011** : 3500 **2012** 3500 **2013** :3500

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #3

1. Outcome Target

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

2. Outcome Type : Change in Action Outcome Measure

2009 :1400 **2010** : 1400 **2011** : 1400 **2012** :1400 **2013** :1400

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #4

1. Outcome Target

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. Outcome Type : Change in Knowledge Outcome Measure

2009 :700

2010 :700

2011 :700

2012 :700

2013 :700

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

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

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

- Competing Public priorities
- Public Policy changes
- Appropriations changes

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- After Only (post program)
- Before-After (before and after program)

Description

Evaluation plan includes questions developed as part of the various curricula used in the program.

2. Data Collection Methods

- Whole population
- On-Site

Description

Survey questions based on curricula

V(A). Planned Program (Summary)

Program #8

1. Name of the Planned Program

Family Financial Education

2. Brief summary about Planned Program

The Family Financial Education Team collaborates with trained volunteers and educational partners using unbiased information for prudent use of products available from financial institutions.

3. Program existence : Mature (More than five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : No

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

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

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

The average U.S. household spends nearly one-fifth of its disposable income (18%) making minimum monthly payments on a \$9,300 credit card debt. In 2005 and 2006, the savings rate hovered at or near zero percent of household income. Wisconsin personal bankruptcy rates increased more than 100 percent since 1990. Recent changes to Bankruptcy Laws make it much more challenging for consumers to discharge personal debt under Chapter 7. In addition rising interest rates are constraining many homeowners. They must now choose a repayment option, attend credit education seminars and receive debt management counseling.

Financial complexity and uncertainties can leave consumers with more questions than answers when trying to make decisions about day-to-day spending, savings, investing, credit use, and other major financial choices. An early, clear understanding of basic principles of budgeting and saving is linked to increased household wealth later in life. However, access to financial education and accurate information is still limited for many youth, low-income and immigrant households, such as those who cannot afford consultations, Internet service or subscriptions to media. While about half of Wisconsin schools offer personal finance, Jumpstart results show Wisconsin students are failing the financial literacy test.

2. Scope of the Program

- In-State Extension
- Multistate Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Resources are/will be available in timely manner

Education can/will lead to the desired expected change

The research base is accurate and relevant

Participants attend/engage

Motivation exists/can be generated

Projected timeline for program implementation is realistic

Interest/mandates remain consistent/stable

2. Ultimate goal(s) of this Program

Family Financial Education Team works to improve the knowledge and skills of individuals and families through education, volunteers, and good use of financial products available through financial institutions.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2009	9.7	0.0	0.0	0.0
2010	9.7	0.0	0.0	0.0
2011	9.7	0.0	0.0	0.0
2012	9.7	0.0	0.0	0.0
2013	9.7	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

The statewide Family Financial Education Team provides training for volunteers, agency partners and community members; Creates community or regional partnerships and councils to address financial education needs; and develops educational materials.

Training colleagues, volunteers and agency professionals: The UW-Extension statewide Family Financial Education Team works to improve the knowledge and skills of colleagues, agency professionals, diverse individuals, youth and families. The team accomplishes their goals through research-based education, trained volunteers, educational partners and unbiased information for prudent use of products available from financial institutions, using multiple forms of delivery for various audiences throughout Wisconsin. Family Financial education is delivered through trainings, individual financial counseling, conferences, workshops, presentations, newsletters, pay envelopes, resource fairs, community forums, poverty simulations, Reality Store simulations, schools and 4-H clubs, 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.

New debtor education and counseling: To reduce the number of people using bankruptcy as a periodic budget balancing tool, U.S. Trustees in the Department of Justice made financial counseling and education a requirement to filing for bankruptcy. Bankruptcy increased in the five years before the law changed. In Wisconsin, the rate grew from 3.94 per thousand in 2001 to 6.74 in 2005. Many counties lacked the financial education required. University of Wisconsin-Extension Family Living Programs fostered a concerted community-based educational response to address the needs of those filing for bankruptcy and others concerned about their economic security.

Supporting community and regional coalitions: Community-based, audience-targeted education can help people obtain the skills to manage cash and credit, avoid abusive lending practices, build additional assets, protect financial resources, and take a

long-term view of their financial futures. To build community capacity for reaching diverse audiences effectively, campus and county family living faculty and staff are creating and supporting coalitions among state, county and tribal governments, Banks, credit unions, financial service providers, schools, 4-H, community and social service agencies.

Developing educational materials: Financial literacy programming blends university research with local resources, and promotes local efforts. Statewide Family Financial Education and Management Team members work with educational partners — elder law, marital property law and tax law attorneys, estate planning, farm management, housing, insurance, small business and other experts — to develop and update popular peer-reviewed publications in English and Spanish:
<http://learningstore.uwex.edu>

2. Type(s) of methods to be used to reach direct and indirect contacts

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> ● Workshop ● Group Discussion ● One-on-One Intervention ● Education Class 	<ul style="list-style-type: none"> ● Other 1 (Train the trainer) ● Other 2 (Press releases)

3. Description of targeted audience

The statewide Family Financial Education Team provides research-based training and support for agency partners, professionals, volunteers and community members.

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

The Family Financial Education and Management Team partners with the National Endowment for Financial Education (NEFE) to teach basic money management and financial planning concepts to high school students. At Reality Store simulations and events for youth, trained teachers, business and community volunteers help 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.

Community members and volunteers include bankers and other financial professionals, business owners, teachers, school administrators and 4-H volunteer leaders. Educational partners include community centers, 21st Century Learning Centers, public libraries, news media, Volunteer Income Tax Assistance, AARP, Community Action Councils, Rural Development Councils, United Way, St. Vincent de Paul and other inter-faith volunteer networks. The 344 volunteers trained during 2007 extended financial literacy through direct teaching methods such as Reality Store simulations.

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 preschoolers and their parents, school-age children, high school students, young adults, low-income families an their children, Spanish-speaking families and their children, American Indian tribes and bands, older adults, people with disabilities, nonviolent criminal offenders, incarcerated parents and extended families.

V(G). Planned Program (Outputs)

1. Standard output measures

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

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2009	9000	0	0	3000
2010	9000	0	0	3000
2011	9000	0	0	3000
2012	9000	0	0	3000
2013	9000	0	0	3000

2. (Standard Research Target) Number of Patent Applications Submitted

Expected Patent Applications

2009 :0 2010 :0 2011 :0 2012 :0 2013 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

V(H). State Defined Outputs

1. Output Target

- {NO DATA ENTERED}

{NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED} {NO DATA ENTERED}

V(I). State Defined Outcome

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.

Outcome #1

1. Outcome Target

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

2. Outcome Type : Change in Knowledge Outcome Measure

2009 :3000 **2010** : 3000 **2011** : 3000 **2012** 3000 **2013** :3000

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

Outcome #2

1. Outcome Target

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

2. Outcome Type : Change in Action Outcome Measure

2009 :1500 **2010** : 1500 **2011** : 1500 **2012** :1500 **2013** :1500

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

Outcome #3

1. Outcome Target

Participants will sustain their use of positive financial practices.

2. Outcome Type : Change in Condition Outcome Measure

2009 :50 **2010** : 50 **2011** : 50 **2012** 50 **2013** :50

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

- Other (Bankruptcy Filing)
- Public Policy changes
- Economy
- Natural Disasters (drought,weather extremes,etc.)
- Government Regulations
- Populations changes (immigration,new cultural groupings,etc.)
- Appropriations changes

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- After Only (post program)
- Before-After (before and after program)

Description

One year follow up of savings practices;
Pre and post administration of surveys administered with workshop participants;
3 month follow up of workshop participants

2. Data Collection Methods

- Observation
- Telephone
- Mail
- Whole population
- On-Site

Description

Methods include surveys and observation logs; other methods will be developed as needed.

V(A). Planned Program (Summary)

Program #9

1. Name of the Planned Program

Organizational Development

2. Brief summary about Planned Program

The interdisciplinary Organizational Development Team focuses on program development and support across a broad spectrum of organizational development topics including education for not-for-profit organizations, group processes and dynamics, quality and performance improvement, evaluation and inquiry, and others.

3. Program existence : Mature (More than five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : No

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

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

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Across the state, a variety of non-profit (29,000 plus), government (3,000 plus), and quasi-governmental organizations face increasingly difficult organizational issues and changes. Often, these organizations have limited internal capacity and resources available to address these critical issues and change processes. The set of issues and challenges facing these organizations is broad and diverse, including non-profit management, board recruitment, development and governance, strategic planning, volunteer management, fund-raising and resource development, financial management, strategic alliances and collaboration, organizational structure, evaluation and outcome measurement, leadership development, marketing, and personnel management.

UW-Extension is uniquely situated to help build capacity among organizations to address these key issues. Transformational educational processes that provide for a blending of teaching, research, evaluation, planning and design, and facilitation will enable the Organizational Development Team to engage non-profit, government, and quasi-governmental organizations effectively.

2. Scope of the Program

- Multistate Research
- Multistate Extension
- Integrated Research and Extension
- In-State Extension
- In-State Research
- Multistate Integrated Research and Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Resources are/will be available in timely manner. Education can/will lead to the desired expected change. The research base is accurate and relevant. Participants attend/engage. Motivation exists/can be generated. Projected timeline for program implementation is realistic. Interest/mandates remain consistent/stable

2. Ultimate goal(s) of this Program

The Organizational Development Team focuses on program development and support for Wisconsin’s non-profit, government and quasi-governmental organizations across a broad spectrum of organizational development topics. Organizational capacities are built in many different ways including funding development, organizational structures, leadership capacity, volunteer development, networking and others.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2009	12.0	0.0	0.0	0.0
2010	12.0	0.0	0.0	0.0
2011	12.0	0.0	0.0	0.0
2012	12.0	0.0	0.0	0.0
2013	12.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

The statewide organizational development team provides a variety of educational activities including presentations, professional development offerings through workshops, conferences and teleconferences; dissemination of teaching materials through websites, publications, CDs and DVDs. Program development and support across a broad spectrum of organizational development topics includes education for not-for-profit organizations, group processes and dynamics, quality and performance improvement, evaluation and inquiry, and others. Blending teaching, research, facilitation, planning and design, and evaluation will enable the interdisciplinary Organizational Development Team to engage non-profit, government, and quasi-governmental organizations effectively.

2. Type(s) of methods to be used to reach direct and indirect contacts

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> ● Workshop ● One-on-One Intervention ● Group Discussion ● Education Class 	<ul style="list-style-type: none"> ● Other 2 () ● Other 1 ()

3. Description of targeted audience

The interdisciplinary organizational development team and Community-Based Leadership Team work with a variety of audiences including leaders of non-profit, government, and quasi-governmental organizations; boards of directors; county boards of supervisors; town boards and city councils, general membership of organizations in integrated leadership programs. In 2007, 18,776 adults were reached through direct educational methods.

Extension colleagues and other professionals: The statewide Organizational Development and Community-Based

Leadership teams work with the Community Planning and Plan Implementation, and other Community, Natural Resource and Economic Development teams; UW-Stevens Point Center for Land Use Education, Family Living programs including Family Caregiving, Affordable Housing and Poverty and Food Insecurity teams; and individual county community development, agriculture, family living and 4-H youth development educators supporting organizational development education, building capacity among leaders of non-profit organizations, and building capacity for inter-governmental cooperation.

Community partners include civic leaders, public officials, 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, Hospice, Humane Society, labor forums and labor market service providers, Wisconsin Women’s Business Initiative Corporation, League of Women Voters, minority associations, students, retired teachers, school districts, school boards, community and technical colleges, post-secondary educators, Wisconsin Counties Association, Wisconsin Towns Association, League of Wisconsin Municipalities, Wisconsin Alliance of Cities, Wisconsin Taxpayers Alliance, Wisconsin Farm Bureau Federation, Wisconsin Milk Marketing Board, Wisconsin Department of Administration Intergovernmental Relations Division, Department of Agriculture, Trade and Consumer Protection, and the Department of Commerce.

Communicating Across the Generations: States from Virginia to Texas and California are using this peer-reviewed UW-Extension curriculum revised in 2007 to educate on generational diversity. Program participants including staff of the Wisconsin Department of Corrections, Department of Workforce Development, Department of Public Instruction and Wisconsin Employee Trust Funds, Wisconsin Indianhead Technical College students, American Indian tribes, UW-Extension faculty and staff, the Wisconsin Rural Leadership Program, private sector businesses and community organizations have found Communicating Across the Generations relevant and meaningful in meeting the generational diversity challenge.

Ultimate beneficiaries include leaders of community-based organizations, volunteer planning commissioners, economic development corporation volunteers, employers, workers, teachers, students, parents, 4-H youth and adult volunteers.

V(G). Planned Program (Outputs)

1. Standard output measures

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

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2009	18000	0	0	0
2010	18000	0	0	0
2011	18000	0	0	0
2012	18000	0	0	0
2013	18000	0	0	0

2. (Standard Research Target) Number of Patent Applications Submitted

Expected Patent Applications

2009 :0 2010 :0 2011 :0 2012 :0 2013 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

V(H). State Defined Outputs

1. Output Target

- {NO DATA ENTERED}

{NO DATA ENTERED}

{NO DATA ENTERED}

{NO DATA ENTERED}

{NO DATA ENTERED}

{NO DATA ENTERED}

V(I). State Defined Outcome

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 Target

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. Outcome Type : Change in Knowledge Outcome Measure

2009 0 2010 : 0 2011 : 0 2012 0 2013 : 0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 805 - Community Institutions, Health, and Social Services

Outcome #2

1. Outcome Target

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

2. Outcome Type : Change in Condition Outcome Measure

2009 0 2010 : 0 2011 : 0 2012 0 2013 : 0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 805 - Community Institutions, Health, and Social Services

Outcome #3

1. Outcome Target

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

2. Outcome Type : Change in Condition Outcome Measure

2009 0 2010 : 0 2011 : 0 2012 0 2013 : 0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 805 - Community Institutions, Health, and Social Services

Outcome #4

1. Outcome Target

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.

2. Outcome Type : Change in Action Outcome Measure

2009 0 2010 : 0 2011 : 0 2012 0 2013 : 0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 805 - Community Institutions, Health, and Social Services

Outcome #5

1. Outcome Target

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

2. Outcome Type : Change in Condition Outcome Measure

2009 0	2010 :0	2011 :0	2012 0	2013 :0
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3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 805 - Community Institutions, Health, and Social Services

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- During (during program)
- Before-After (before and after program)

Description

Evaluation specialists will work with members of the Organizational Development Team to determine appropriate evaluation studies.

2. Data Collection Methods

- On-Site

Description

Evaluation specialists will work with members of the Organizational Development Team to determine appropriate methodologies.