

2010 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 Cooperative Extension applies university knowledge and research to meet the needs of citizens and communities. As Wisconsin grows more ethnically diverse, this diversity both enhances and challenges communities. Extension partners with state, regional, and 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 Cooperative 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 Cooperative 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 Cooperative Extension plan includes 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. The nine Wisconsin Cooperative Extension planned programs for 2010-2014 are:

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

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

Year	Extension		Research	
	1862	1890	1862	1890
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
2014	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 Cooperative Extension curricula and publications are peer reviewed by research and extension faculty, government or industry colleagues and professionals as appropriate to the content, purpose and intended audience. Translations are also reviewed for cultural appropriateness. Scholarly peer review and cultural review assure the quality and relevance of educational materials and outreach scholarship.

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

III. Evaluation of Multis & Joint Activities

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

The University of Wisconsin-Extension Cooperative Extension 2010-2014 federal plan of work outlines nine planned programs from among Wisconsin Cooperative Extension'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)?

UW-Extension Cooperative Extension 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 during 2007 and 2008 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 2010-2014 plans that follow. Directors of Wisconsin Cooperative Extension'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

- Other (Meeting specifically with non-traditional groups)
- Survey of the general public
- Survey of traditional stakeholder individuals
- Targeted invitation to non-traditional stakeholder groups
- Survey of traditional stakeholder groups
- Targeted invitation to non-traditional stakeholder individuals
- Targeted invitation to traditional stakeholder individuals
- Use of media to announce public meetings and listening sessions
- Targeted invitation to selected individuals from general public

Brief explanation.

University of Wisconsin-Extension Cooperative Extension initiates a multi-year planning process every five years. UW-Extension Cooperative 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 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

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

Brief explanation.

Stakeholder identification and involvement were key components of the UW-Extension Cooperative Extension 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 Cooperative 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 specifically with non-traditional groups
- Survey specifically with non-traditional individuals
- Meeting with traditional Stakeholder groups
- Meeting with invited selected individuals from the general public
- Meeting with traditional Stakeholder individuals
- Survey of traditional Stakeholder individuals
- Survey of selected individuals from the general public
- Survey of the general public
- Meeting with the general public (open meeting advertised to all)
- Meeting specifically with non-traditional individuals

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

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

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 as well as statewide federal 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	Aging in Our Communities
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.

Wisconsin's dynamic Cooperative Extension Dairy Team responds quickly with research-based educational programming to help dairy businesses succeed. Through six 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, Babcock Institute for International Dairy Research and Development, 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--Dairy Replacements, Feeding and Nutrition Milk Quality, Hispanic Labor, Modernization and Reproduction/Genetics--forms local, statewide and multi-state partnerships to address priorities identified in the 2007-2008 statewide needs assessment. Heart of the Farm: Women in Agriculture and Annie's Project provide valued business management and entrepreneurship education and peer networking for one of the hardest to reach rural audiences--dairy farm women.

To increase profitability, productivity and quality of life among Wisconsin dairy farmers and rural communities, Cooperative Extension campus and county faculty and staff provide timely unbiased education and technical assistance on developing a successful business or farm succession plan, low-cost dairy retrofit parlors, reproductive and genetic technologies, agricultural and labor laws, research-based best management practices, bilingual production and herdsmanship training for Spanish-speaking workers, entrepreneurship for women farm owners through presentations on farms and in class, dairy meetings, field days, farm tours and pasture walks, workshops, conferences and teleconferences, peer networking and mentoring; 4-H animal science projects, community clubs and junior fairs, 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 Wisconsin's largest agriculture sector. Among aging dairy operators (68%), many are weighing whether to expand and modernize their business (73%) or exit farming (27%). Most are watching production costs go through the roof and seeking new ways to stay profitable. These include 33,000 women who are sole owners or who work full-time with a partner and make financial decisions.

Feeding and nutrition remain paramount to sustaining high productivity, herd health and profitability. Cost increases of both purchased and home-grown feeds have been unprecedented. The threat of sustained high feed costs is a major concern for dairy producers and agribusiness professionals who urgently need educational materials, decision tools and training on calculating income over feed costs and alternative feed ingredients. After feed costs, raising dairy calves and replacement heifers is their next highest expense. Yet this major component in profitability is often overlooked, since the replacement herd generates no income. Minimizing death losses and disease through best management practices can save hundreds of dollars per replacement animal raised.

Mastitis is the most costly dairy cow disease, reducing protein in milk, cheesemaker yields, shelf life, palatability, and dairy farm income. Treating mastitis and discarding the milk--or culling the cow from the herd--can cost farmers dearly. High quality milk is visually appealing, free of adulteration and meets specific quality standards for somatic cell count and bacteria that signal disease. Commercial buyers consider milk containing less than 200,000 somatic cells per milliliter (SCC/ml) "good" quality and pay premiums for lower bulk tank SCC.

UW-Madison dairy science research indicates that dry pasture lanes and watering areas, clean, dry bedding, a clean milking environment, facilities and walkways all improve milk quality. This means the people who keep a dairy clean also reduce bulk tank SCC. Although best practices have been known for more than a decade, dairy producers need comprehensive support—including bilingual dairy worker training—in establishing standard herd management practices. Spanish-speaking dairy workers increasingly accomplish daily tasks of cow care, milking and feeding, reproductive care and calf management. Dairy operators need to understand human resource management and cultural differences. Spanish-speaking workers with limited reading ability need to learn modern production and herdsman skills.

Most dairy farms with fewer than 200 cows (81%) still milk in old-fashioned tie/stall barns using inefficient labor-intensive feeding, milking, and manure handling systems. As these farms struggle with business decisions, they need timely education on costs, productivity, profitability and regulatory requirements of options available. Changes may include building confinement housing, adopting managed intensive rotational grazing or organic systems, building or remodeling a low-cost milking parlor. Guiding dairy farmers through informed decision-making allows them to expand their business, enhance profitability, and improve their quality of life.

2. Scope of the Program

- In-State Research
- In-State Extension
- Multistate Extension
- Multistate Research
- Multistate Integrated Research and Extension
- 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, productivity and quality of life among Wisconsin dairy farmers and rural communities, the UW-Extension Cooperative Extension Dairy Team, Farm and Risk Management Team and colleagues provide timely unbiased education and technical assistance in developing a successful business or farm succession plan, assessing and managing risk, evaluating new reproductive and genetic technologies, modernizing or building low-cost dairy retrofit parlors, adopting research-based best management practices, agricultural and labor laws, bilingual production and herdsman training for Spanish-speaking workers, business and entrepreneurship workshops close to home with peer networking for hard-to-reach dairy farm women, and 4-H dairy cattle curricula.

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
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
2014	23.3	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

UW-Extension Cooperative Extension interdisciplinary campus and county faculty and staff provide timely education and technical assistance on business planning, assessing and managing risks, modernizing, adopting research-based best management practices, bilingual Dairy Worker Training, business help close to home for hard-to-reach farm women through presentations on farms and in class, dairy meetings, field days, farm tours and pasture walks, workshops, conferences and teleconferences, peer networking and mentoring; 4-H animal science curricula, and dissemination of teaching materials through websites, publications, software, farm news media, exhibits, CDs and DVDs.

The Dairy Replacements Work Group conducted a follow up field survey to update a 1998 benchmark study of costs and labor efficiencies. Twenty-one county agents collected data on feeding, management, housing and labor from dairy and custom heifer growers. They found it cost an average \$1,649 to raise a dairy replacement from birth to freshening--an average \$2.32 per heifer per day--up 21% from the previous study. The work group is sharing their findings with state, regional and national colleagues, farmers and the public.

The Milk quality Work Group helps dairy producers gather local teams to assess and address specific milk quality problems such as mastitis. 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 and farm profitability. Each team meets regularly to identify problems, consider solutions, recommend standard herd management and disease-prevention practices and evaluate progress: <http://www.uwex.edu/milkquality>

The Hispanic Labor Work Group develops bilingual Dairy Worker Trainings with the UW-Madison Babcock Institute for International Dairy Research and Development on calf care, reproductive care, milking, feeding and herdsmanship skills, standard best management and disease-prevention practices, animal handling and machinery safety. The Dairy Partner/EI 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>

The Modernization Work Group helps transition farmers make informed decisions to achieve their goals through educational programs and technical assistance on specializing in a more profitable niche market such as grass-fed with managed rotational grazing, farm succession and business planning, or modernizing with a more labor efficient system such as a low-cost retrofit milking parlor or freestall barn. Heart of the Farm and Annie's Project provide farm and financial management education for women to improve their farm business decision-making whether in a partnership or on their own, and peer group support networks with other farming women 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"> ● Workshop ● Group Discussion ● Demonstrations ● Education Class ● Other 1 (Train-the-trainer) ● Other 2 (Peer networking and mentoring) ● One-on-One Intervention 	<ul style="list-style-type: none"> ● Other 2 (Publications, CD, DVD, software) ● Public Service Announcement ● Other 1 (Exhibits, farm news media) ● Newsletters ● Web sites

3. Description of targeted audience

Cooperative Extension campus and county faculty, staff and colleagues work with a variety of audiences including producers, agribusiness professionals, 4-H youth, and locally elected officials.

Cooperative Extension colleagues: UW-Extension Cooperative Extension Dairy Team Dairy Replacements, Feeding and Nutrition, Milk Quality, Hispanic Labor, Modernization and Reproduction Genetics work groups deliver statewide and multi-state educational programs working with Farm and Risk Management Team Heart of the Farm Women in Agriculture, Annie's Project, Farm Business Succession and Business Planning work groups, Nutrient Management Team, Livestock Team, Team Forage and regional grazing networks, Team Grains Organic Farming work group, 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 and Local Government Center, and researchers at UW-Madison, UW-Platteville, UW-River Falls, UW-Stevens Point, Discovery Farms and agricultural research stations.

Bilingual dairy worker training modules and cow-side exam DVD developed with the Babcock Institute for International Dairy Research and Development, UW-Madison School of Veterinary Medicine, and UW-Extension Cooperative Extension Distance/Education Digital Media help dairy and heifer producers communicate critical management and disease-prevention concepts for developing milking, reproductive care, calf management, herdsmanship 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 Association, farm news media, county land and water conservation departments, regional planning commissions, Wisconsin Department of Agriculture, Trade and Consumer Protection, Wisconsin Department of Commerce Dairy 2020, Wisconsin Farm Bureau, U.S. Department of Agriculture Natural Resources Conservation Service, USDA Farm Service Agency, AgSource Cooperative Services, Dairy Herd Improvement Association and other farm service professionals.

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

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
2010	80000	0	0	0
2011	80000	0	0	0
2012	80000	0	0	0
2013	80000	0	0	0
2014	80000	0	0	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	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	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

2010 200 **2011** : 200 **2012** : 200 **2013** 200 **2014** :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

2010 300 **2011** : 300 **2012** : 300 **2013** 300 **2014** :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

2010 : 800 **2011 :** 800 **2012 :** 800 **2013 :** 800 **2014 :** 800

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 315 - Animal Welfare, Well-Being and Protection
- 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

2010 : 0 **2011 :** 0 **2012 :** 0 **2013 :** 0 **2014 :** 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

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

Description

Appropriations changes: The Milk Money program has been a statewide milk quality improvement program offered by UW-Extension Cooperative 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. As of 2008, the new statewide Agriculture Performance Standards Education Committee reports capacity-building field trainings under Wisconsin's federally planned program Nutrient Management.

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

2. Data Collection Methods

- On-Site
- Telephone
- Structured

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

The 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.
- * Educate farmers and agricultural professionals on the impact of nutrients to groundwater and surface water resources.

To accomplish these goals, the team has organized into issues-based subgroups:

- * Education and Training
- * Demonstration and Research
- * Custom Manure Haulers
- * Emerging Management Technology, Tools and Models

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

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

The UW-Extension Cooperative Extension 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.
- * Educate farmers and agricultural professionals on the impact of nutrients to groundwater and surface water resources.

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
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
2014	11.6	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

The UW-Extension Cooperative Extension statewide Nutrient Management Team provides leadership for three initiatives:

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

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

3. Fostering professional practices, ethics and conduct among custom manure applicators: For-hire manure applicators manage about 4 billion of Wisconsin's 12 billion gallons of dairy manure each year, making them major partners in regulatory compliance. 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 Cooperative 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 (Trained volunteers) ● One-on-One Intervention ● Education Class ● Group Discussion ● Other 1 (Train-the-trainer) ● Demonstrations ● Workshop 	<ul style="list-style-type: none"> ● Other 1 (Exhibits, farm news media) ● Public Service Announcement ● Web sites ● Newsletters ● Other 2 (Publications, CD, DVD, software)

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.

UW-Extension Cooperative 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
2010	20000	0	0	0
2011	20000	0	0	0
2012	20000	0	0	0
2013	20000	0	0	0
2014	20000	0	0	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	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

2010 2000 **2011** : 2250 **2012** : 2500 **2013** 2750 **2014** :3000

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

2010 550000 **2011** : 600000 **2012** : 650000 **2013** 700000 **2014** :750000

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

2010 0 **2011** : 0 **2012** : 0 **2013** 0 **2014** :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. 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 Cooperative 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/Cooperative 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. Although many communities have completed the economic development element of comprehensive plans required by 2010, they may still need implementation strategies based on solid data and proven methods. Other communities may need a shared vision to focus efforts on building Wisconsin's New Economy. The statewide Community and Economic Development Preparedness Team, colleagues and community partners will support Cooperative Extension faculty and their programs aimed at helping communities explore economic development alternatives through transformation of a wealth of data into practical information that will help stakeholders and communities understand critical economic issues and make better informed decisions to meet priority needs. Part of program emphasis is expected to be driven by situational analysis and lessons learned that result in curriculum revision and updates supporting what UW-Extension Cooperative 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

The current economic downturn has resulted in increased job losses, declining housing markets and increased demands for services amidst intense pressure to cut back. Many communities are struggling to revise and/or develop economic development strategies to strengthen their local economies in response to the downturn. Community leaders need assistance in exploring a full range of economic development alternatives and interpreting a wealth of data and information for making informed decisions that address priority needs.

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 will 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, 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 critical need.

2. Scope of the Program

- In-State Extension
- In-State 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

Educate and partner with Wisconsin communities and local economic development entities to develop and use data resources that support informed economic development decisions and assist community leaders as they develop 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
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
2014	10.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

Communities turn to UW-Extension Cooperative Extension to help leverage social, human and natural capital to sustain and grow their economy. The statewide community and economic development preparedness team, colleagues and partners provide research-based community and economic development education including facilitation and planning, presentations, professional development offerings through workshops, conferences and teleconferences; dissemination of teaching materials through websites, news media, publications, CDs and DVDs. The team will continue to focus on five core initiatives: Building Communities; Building Regional Economies; Community Economic Development Preparedness Index (CEDPI); Economic Snapshots; and, First Impressions.

The team works with Cooperative Extension colleagues including the Sustainability Team and Energy Conservation and Renewable Energy (E-CARE) Team and Family Living Programs to develop 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, UW Stevens Point Center for Land Use Education and UW-Superior Northern Center for Community Economic Development collaborate with county faculty and staff, state urban and regional planning, national and international colleagues to research and align best practices, quality of life and other assets measurement and effective stakeholder involvement in making informed decisions to meet local needs effectively.

The team also partners with the UW-River Falls Survey Research Center, community, tribal 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.

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 ● Other 1 (Group Facilitation) ● One-on-One Intervention ● Group Discussion ● Workshop ● Other 2 (Web-based Training) 	<ul style="list-style-type: none"> ● Other 1 (Train-the-trainer) ● Other 2 (Media releases)

3. Description of targeted audience

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

V(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
2010	13000	0	0	0
2011	13000	0	0	0
2012	13000	0	0	0
2013	13000	0	0	0
2014	13000	0	0	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	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 ability to use data and information about economic, social, natural, physical, or human trends and conditions, or community strategies to address key issues of community economic development.
2	Participants, organizations and communities will have increased or leveraged resources such as funding, in-kind service or volunteers.
3	Participants, organizations and communities will have adopted best practices as a result of the Extension educational program.
4	Organizations, governmental entities, businesses and communities will create, retain, or expand sustainable community economic, social or human opportunities for people.

Outcome #1

1. Outcome Target

Participants will increase awareness, knowledge and ability to use data and information about economic, social, natural, physical, or human trends and conditions, or community strategies to address key issues of community economic development.

2. Outcome Type : Change in Knowledge Outcome Measure

2010 0 2011 :0 2012 :0 2013 0 2014 :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 or leveraged resources such as funding, in-kind service or volunteers.

2. Outcome Type : Change in Action Outcome Measure

2010 0 2011 :0 2012 :0 2013 0 2014 :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 adopted best practices as a result of the Extension educational program.

2. Outcome Type : Change in Action Outcome Measure

2010 0 2011 :0 2012 :0 2013 0 2014 :0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #4

1. Outcome Target

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

2. Outcome Type : Change in Condition Outcome Measure

2010 0 2011 :0 2012 :0 2013 0 2014 :0

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

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

Description

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

1. Evaluation Studies Planned

- {NO DATA ENTERED}

Description

2. Data Collection Methods

- {NO DATA ENTERED}

Description

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

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. At the same time, 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.

The recent economic downturn creates pressure, not only on downtown and neighborhood districts, but also on local

governments, as they seek to maintain basic services during times of severe revenue reductions. This creates an increasing demand for UW-Extension Cooperative Extension education about revenue generation alternatives for local governments, such as an increasingly popular funding mechanism known as Business Improvement Districts (BIDs). Wisconsin Act 184 gives municipalities - cities, villages and towns the power to establish one or more Business Improvement District within their community, and an assessment method allowing business properties within that geographic area to contribute to programs aimed at promoting, managing, maintaining and developing that district.

2. Scope of the Program

- In-State Research
- In-State Extension
- 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 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.

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
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
2014	5.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

The UW-Extension Cooperative Extension 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, and CDs and DVDs. Major activities include:

Business Improvement District Education: The community planning and design specialist with the Center for Community and Economic Development (CCED) and the 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, and collaborators. The learning community includes: downtown economic development professionals, entrepreneurs, chambers of commerce, main street organizations, business improvement districts, Small Business Development Center counselors, and business leaders from across the country.
<http://www.uwex.edu/ces/cced/downtowns/innovative>

Comprehensive Downtown Market Analysis: CCED specialists and county Community Resource Development (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 Cooperative 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 ● Workshop ● Group Discussion ● One-on-One Intervention 	<ul style="list-style-type: none"> ● Other 1 (On-line interactive resources) ● Web sites

3. Description of targeted audience

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

UW-Extension Cooperative Extension colleagues 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, UW River Falls Survey Research Center, the Association of Natural Resource Extension Professionals, the 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 officials, as well as 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, county boards of supervisors, downtown business associations, business improvement districts, service groups, city planners, consulting firms, city and tribal chambers of commerce, planning and zoning departments, and county economic development corporations. The team also collaborates with the Wisconsin Towns Association, League of Wisconsin Municipalities, Wisconsin Counties Association, 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 planning commissions, and community, tribal and technical colleges.

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.

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
2010	1000	0	0	0
2011	1000	0	0	0
2012	1000	0	0	0
2013	1000	0	0	0
2014	1000	0	0	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	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 ability to use data and information about economic, social or human conditions, or community strategies to address key issues of downtown and business district revitalization.
2	Participants, organizations and communities will have increased or leveraged resources such as funding, in-kind service or volunteers.
3	Participants, organizations and communities will adopt best practices as a result of the Extension educational program.
4	Organizations, governmental entities, businesses and communities will create, retain, or expand sustainable downtown or business district economic, social or human opportunities for people.

Outcome #1

1. Outcome Target

Participants will increase awareness, knowledge and ability to use data and information about economic, social or human conditions, or community strategies to address key issues of downtown and business district revitalization.

2. Outcome Type : Change in Knowledge Outcome Measure

2010 0 2011 : 0 2012 : 0 2013 0 2014 : 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 or leveraged resources such as funding, in-kind service or volunteers.

2. Outcome Type : Change in Action Outcome Measure

2010 0 2011 : 0 2012 : 0 2013 0 2014 : 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 adopt best practices as a result of the Extension educational program.

2. Outcome Type : Change in Action Outcome Measure

2010 0 2011 : 0 2012 : 0 2013 0 2014 : 0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #4

1. Outcome Target

Organizations, governmental entities, businesses and communities will create, retain, or expand sustainable downtown or business district economic, social or human opportunities for people.

2. Outcome Type : Change in Condition Outcome Measure

2010 0 2011 : 0 2012 : 0 2013 0 2014 : 0

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

Description

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

1. Evaluation Studies Planned

- {NO DATA ENTERED}

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 Downtown Vitality and Community Placemaking Team 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 statewide 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 Cooperative Extension strengths in training citizens for government service, youth-adult partnerships, and positive youth-development.

Interdisciplinary campus and county faculty, staff and trained volunteers provide 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.

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 UW-Extension Cooperative 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, Cooperative 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.) How Many Youth Experience Each Asset. Retrieved from <http://www.search-institute.org/research/assets/assetfreq>

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 Extension
- In-State Research
- 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 ultimate goal of Youth Voices in Community Action and Governance is 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
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
2014	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.

UW-Extension Cooperative 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"> ● Workshop ● Education Class ● Group Discussion ● Other 2 (Trained volunteers) ● Other 1 (Train-the-trainer) 	<ul style="list-style-type: none"> ● Public Service Announcement ● Other 2 (Publications) ● Other 1 (Exhibits) ● Newsletters ● Web sites

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	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 who 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 who 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

2010 :1000 **2011 :** 1000 **2012 :** 1000 **2013 :**1000 **2014 :**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 Condition Outcome Measure

2010 : 0 **2011 :** 0 **2012 :** 0 **2013 :** 0 **2014 :** 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

2010 : 0 **2011 :** 0 **2012 :** 0 **2013 :** 0 **2014 :** 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

2010 : 0 **2011 :** 0 **2012 :** 0 **2013 :** 0 **2014 :** 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

- Government Regulations
- Public Policy changes

Description

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

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

Description

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

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

Backed by UW-Extension Cooperative Extension campus specialists at the University of Wisconsin-Madison, UW-Platteville and UW-River Falls, interdisciplinary county faculty, staff and trained volunteers provide age-appropriate research-based educational programs and Develop toolkits, curricula and resources in support of helping youth understand agricultural issues, training and engaging a new agricultural workforce. Educational programs are tested for participant age and ability. Youth interested in agriculture learn the latest in safe tractor and machinery operation, animal handling and crop production safety, Meat Animal Quality Assurance standards, ethics and best practices. Others including Spanish-speaking and high-risk youth learn how Wisconsin agriculture affects their daily lives and opportunities among the many conservation and agricultural careers. Youth experienced in 4-H projects engage in healthy and positive use of time, gain self-confidence, take on leadership roles, improve their life skills and contribute to rural communities.

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
315	Animal Welfare, Well-Being and Protection	30%			
806	Youth Development	70%			
	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. Each

year, Wisconsin children from preschool through high school are seriously or fatally injured. Tractors and other machines are involved in the majority of incidents resulting in injury or death on farms. Federal child labor laws require specific training relating to tractor and machinery operation for youth ages 14 to 15 working on farms other than those of their parents. Wisconsin law also requires such training for youth 12 to 16 years old who operate tractors or other farm machines on public roads.

A wholesome food supply has become a major concern for consumers. As youth learn about even the most basic animal and food production principles and skills, this issue must be at the forefront. The producer must be able to assure a quality and wholesome product. Since the pork industry initiated a quality assurance program, 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.

2. Scope of the Program

- Multistate Extension
- Multistate Integrated Research and Extension
- Integrated Research and Extension
- 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 engage in healthy and positive use of time, take on leadership roles, improve their life skills and contribute to rural communities, building a competent, well-trained agricultural workforce for the future.

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
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
2014	7.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

Backed by Cooperative Extension campus specialists at the University of Wisconsin-Madison, UW-Platteville and UW-River Falls, interdisciplinary county faculty, staff and trained volunteers provide age-appropriate research-based educational programs and Develop toolkits, curricula and resources in support of helping youth understand agricultural issues, training and engaging a new agricultural workforce. Educational programs are tested for participant age and ability. Youth interested in

agriculture learn the latest in safe tractor and machinery operation, animal handling and crop production safety, Meat Animal Quality Assurance standards, ethics and best practices. Others including Spanish-speaking and high-risk youth learn how Wisconsin agriculture affects their daily lives and opportunities among the many conservation and agricultural careers.

Developing safety skills and a well-trained agricultural workforce, educational programs are conducted by partnerships of UW-Extension Cooperative Extension county faculty and staff, agricultural education instructors and trained volunteers. Cooperative Extension-supported Wisconsin Safe Operation of Tractor and Machinery Certification education has resulted in thousands of youth successfully completing certification programs. <http://www.wiscash.uwex.edu/Pages/TMC/Youthcertification.htm>

Animal Science is the largest Wisconsin 4-H Youth Development program with the most participants. UW-Extension offers 24 animal science projects statewide, supported by research-based educational materials tailored to the participant's age, skills and reading level. Teams of campus and county faculty provide four Area Animal Science Days and specific trainings identified as priorities by participating youth and their families. Through their project experience, youth gain assets such as taking responsibility, understanding economic implications, and making good use of recreational time. They build life skills of communication, organization, decision-making and problem-solving to become informed and articulate spokespersons for their interests and futures in agriculture: <http://www.uwex.edu/ces/4h/events/animalscience.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"> ● One-on-One Intervention ● Workshop ● Group Discussion ● Education Class ● Other 2 (Trained volunteers) ● Demonstrations ● Other 1 (Train-the-trainer) 	<ul style="list-style-type: none"> ● Other 2 (Farm news media, publications) ● Other 1 (Exhibits) ● Newsletters ● Web sites ● Public Service Announcement

3. Description of targeted audience

The interdisciplinary Helping Youth Understand Agricultural Issues Team provides research-based education, resources and capacity-building support to colleagues, educational partners, youth and adult volunteers. Trained volunteers and educational partners such as Future Farmers of America and Boys and Girls Clubs make additional teaching contacts.

UW-Extension Cooperative Extension colleagues include 4-H Youth Development and Agriculture and Natural Resources Extension county faculty and staff, Community, Natural Resource and Economic Development and basin educators, campus specialists at the UW-Madison College of Agricultural and Life Sciences and School of Veterinary Medicine, UW-Platteville and UW-River Falls, 4-H program advisors and counterparts nationwide.

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

Ultimate beneficiaries include 4-H club, project and fair participants, elementary, middle and high school students, youth at risk behaviorally or academically, Spanish-speaking youth, their peers, families 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
2010	20000	0	60000	0
2011	20000	0	60000	0
2012	20000	0	60000	0
2013	20000	0	60000	0
2014	20000	0	60000	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Community partners such as Future Farmers of America, Boys and Girls Clubs and trained 4-H volunteers make additional teaching contacts to those projected in the standard outputs table.

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

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 in agriculture-related projects will develop life skills such as organization and communication, and engage in positive use of time.
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

2010 0 **2011** : 0 **2012** : 0 **2013** 0 **2014** : 0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 806 - Youth Development

Outcome #2

1. Outcome Target

Participants in agriculture-related projects will develop life skills such as organization and communication, and engage in positive use of time.

2. Outcome Type : Change in Action Outcome Measure

2010 3000 **2011** : 3000 **2012** : 3000 **2013** 3000 **2014** :3000

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 315 - Animal Welfare, Well-Being and Protection
- 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

2010 300 **2011** : 300 **2012** : 300 **2013** 300 **2014** :300

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 315 - Animal Welfare, Well-Being and Protection
- 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

2010 0 **2011** : 0 **2012** : 0 **2013** 0 **2014** : 0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 315 - Animal Welfare, Well-Being and Protection
- 806 - Youth Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

- Public Policy changes
- Government Regulations

Description

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 specialists will work with members of the Helping Youth Understand Agricultural Issues Team to determine appropriate evaluation studies.

2. Data Collection Methods

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

Description

Evaluation specialists will work with members of the Helping Youth Understand Agricultural Issues Team to determine appropriate evaluation methods.

V(A). Planned Program (Summary)

Program #7

1. Name of the Planned Program

Aging in Our Communities

2. Brief summary about Planned Program

The UW-Extension Cooperative Extension statewide Aging in Our Communities Team (formerly Family Caregiving) works with local partners to provide research-based training and educational support for Wisconsin's diverse family caregivers, their families and communities, extension and community professionals and volunteers, and the increasing older adult population entering retirement.

Through the 2008 stakeholder needs assessment, priorities identified for 2010 include family caregiving, understanding the impacts of aging populations on communities, and financial security later in life.

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

A shrinking number of family members in a growing number of households will need to provide more care with fewer to share caregiving responsibilities as a diverse population ages. The number of adults 85 years and older has been increasing more rapidly than any other age group. According to the 2000 U.S. Census, most Wisconsin adults age 65 and older lived in the community (93%). Of those needing long-term care, nearly two-thirds (64%) depended on family and friends as their only source of help.

Few people feel prepared to be a caregiver. Caregiving can be time-consuming, physically demanding and highly stressful. Caregivers often face emotional challenges in watching a loved one decline in health, or in engaging the support of others to assist in caregiving tasks. Caregivers seeking information and help of any kind may face a bewildering maze of programs and services or find no services to meet their specific needs. A fifth of all caregivers (20%) provide 40 or more hours per week to

those needing long-term care. Caregiving can take a heavy toll on the health and well-being of caregivers. Of those who provide intensive caregiving (more than 21 hours of care a week) more than half (61%) suffer from depression.

Families and individuals may also find themselves in financial crisis when caring for a family member. The 2007 Evercare Study of Family Caregivers titled "What They Spend, What They Sacrifice" found an annual out-of-pocket expense of \$5,531 (more than 10% of the median income among caregivers surveyed). Long distance caregivers had the highest annual expenses (\$8,728). Higher levels of out-of-pocket expenses were associated with reported emotional and physical effects of caregiving. Strategies used to manage these expenses included cutting back on leisure activities (49%), and vacations (47%), reducing or stopping saving for their own future (38%), and deferring major purchases or home improvements (34%). Nearly 2 out of 5 (37%) quit their job or reduced work hours as a result of caregiving responsibilities.

Another study conducted by Ernst and Young on behalf of Americans for Secure Retirement found that almost three out of five new middle-class retirees will outlive their financial assets. From lost wages to out-of-pocket costs, the impact of caregiving is often cited in research as weighing heavily on family caregivers nearing retirement. The study estimates that middle-income workers 7 years from retirement and still caring for an aging parent will have to reduce their standard of living an average of 37 percent to minimize the likelihood of outliving their financial assets.

The 2007-2008 statewide needs assessment identified family caregiver education and support as a high priority in many Wisconsin counties. With the older adult population expected to double by 2050, there is an urgent need for UW-Extension Cooperative Extension Family Living Educators to develop and disseminate research-based educational programs that effectively address three priority needs: to improve family caregiving, understanding of Demographics and Impacts of Aging on Wisconsin Communities, and financial security later in life.

2. Scope of the Program

- In-State Extension
- Multistate Extension
- Multistate Integrated Research and Extension
- 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 strengthen family caregiving and financial security later in life, the UW-Extension Cooperative Extension statewide Aging in Our Communities Team works to develop and disseminate research-based, educational programs that address priority needs of Wisconsin's diverse aging population, their families and 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
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
2014	2.8	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

To strengthen family caregiving, understanding of the increasing aging population and financial security later in life, the UW-Extension Cooperative Extension statewide Aging in Our Communities Team (formerly Family Caregiving) works to develop and disseminate research-based, educational programs that address priority needs of Wisconsin's diverse aging population, their families and communities. Family Living Programs campus and county faculty and staff provide professional development for extension colleagues 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 and web resources.

Cooperative Extension campus and county faculty and staff work closely with caregiving professionals to provide educational programs that acknowledge and honor Wisconsin's geographic and cultural diversity. Curricula supported by the Aging in Our Communities Team 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.

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 ● Education Class ● Other 2 (Trained volunteers) ● Workshop ● Other 1 (Train-the-trainer, care managers) 	<ul style="list-style-type: none"> ● Other 1 (Exhibits) ● Web sites ● Public Service Announcement ● Other 2 (Media releases, publications) ● Newsletters

3. Description of targeted audience

The UW-Extension Cooperative Extension statewide Aging in Our Communities Team provides training and educational support for extension colleagues, educational partners, community-based professionals and volunteers, and family caregivers.

Cooperative 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.

Educational partners include: Adult Caregiving provides care to a family member, friend, or other individual, over the age of 18, who is chronically ill, disabled, aged, or frail. The caregiver provides care to an adult who is chronically ill, disabled, aged, or frail.

The care receiver is any Individual over the age of 18 who receives care from a family member, friend, or other person due to chronic illness, disability, age, or frailty. Family caregivers and care recipients are geographically, culturally, economically and socially diverse.

Ultimate beneficiaries include working caregivers and their employers, 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
2010	4000	0	0	0
2011	4000	0	0	0
2012	4000	0	0	0
2013	4000	0	0	0
2014	4000	0	0	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	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	Caregivers are better prepared to make decisions related to their caregiving roles and responsibilities.
2	UW-Extension colleagues and stakeholders will understand the impact of an increasing aging population on their communities.
3	Individuals and families are better prepared to make decisions related to financial security in later life.

Outcome #1

1. Outcome Target

Caregivers are better prepared to make decisions related to their caregiving roles and responsibilities.

2. Outcome Type : Change in Action Outcome Measure

2010 :1500 **2011** : 0 **2012** : 0 **2013** 0 **2014** :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

UW-Extension colleagues and stakeholders will understand the impact of an increasing aging population on their communities.

2. Outcome Type : Change in Knowledge Outcome Measure

2010 :3500 **2011** : 3500 **2012** : 3500 **2013** 3500 **2014** :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

Individuals and families are better prepared to make decisions related to financial security in later life.

2. Outcome Type : Change in Action Outcome Measure

2010 :1400 **2011** : 1400 **2012** : 1400 **2013** :1400 **2014** :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

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

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

1. Evaluation Studies Planned

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

Description

The evaluation plan includes questions developed as part of the various Aging in Our Communities Team-supported curricula used in the program, including pre- and post-test, plus 3-month follow up email survey questions based on curricula.

This will be supplemented by post-program evaluation for faculty/partners training.

2. Data Collection Methods

- Whole population
- On-Site

Description

To evaluate change in family caregiving, family caregivers will complete evaluations connected with Aging in Our Communities Team-supported curricula and will provide feedback as requested because they have been trained in the curricula.

To evaluate how UW-Extension Cooperative Extension colleagues and stakeholders understand the impact of an increasing aging population on their communities, Pre- and post-program and conference surveys will be followed by a three-month email survey.

To evaluate change in financial security later in life, program instructors will use existing evaluations for Aging in Our Communities Team-supported curricula:

Aging Children and Aging Parents: Conversation between Generations

Protecting Your Retirement and other Financial Information for Family Caregivers

What Every Adult Child Should Know

Who Gets Grandma's Yellow Pie Plate?

This will be supplemented by post-program evaluation for faculty/partners training.

V(A). Planned Program (Summary)

Program #8

1. Name of the Planned Program

Family Financial Education

2. Brief summary about Planned Program

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

Community-based, audience-targeted education helps diverse individuals and families obtain the skills to manage cash and credit, avoid abusive lending practices, build assets, protect financial resources, and take a long-term view of their financial futures. Young people gain an early, clear understanding of basic principles of budgeting and saving linked to increased household wealth later in life. Community residents learn lifelong skills in creating and following a budget or spending plan, accessing and monitoring credit records, using appropriate banking services, saving for the future, and taking steps to limit exposure to financial risks.

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

Long-term financial security begins with establishing the ability to make ends meet. For many, just one shift in the flow of financial resources such as loss of a job, death of a breadwinner, divorce or illness can impede an individual's or family's ability to meet short-term needs and to prepare for the future. In severe circumstances, these shocks to resources can impose significant negative financial outcomes including bankruptcy and foreclosure.

After declining in the wake of the 2005 Bankruptcy Abuse Prevention Act, Wisconsin personal bankruptcy rates began to increase. The annualized bankruptcy rate in the first quarter of 2008 suggests a 28.5% increase over 2007 according to Federal Bankruptcy Courts. In the first quarter of 2008 more than 8,000 mortgage foreclosures were started statewide, up 46% over the same period in 2007 according to unduplicated county records. About 4% of Wisconsin mortgages are past due, significantly increased from a few years prior according to Mortgage Bankers Association data.

This growing problem is also related to the increase in use of personal debt and the fact that many workers live paycheck to paycheck--or worse, use consumer debt to subsidize income. The average U.S. household carried more than \$4,600 in credit

card debt in 2007 according to Federal Reserve statistics. Indications that families are struggling to build their personal savings are the increased use of unsecured debt and the low personal savings rate. While Wisconsin data are limited, the national savings rate has hovered around zero percent of household income for several years.

Financial complexity and uncertainty can leave consumers with more questions than answers when trying to make decisions about day-to-day spending, savings, investing, credit use, insurance coverage 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 as well as households that cannot afford or access consultations, Internet service or subscriptions to media. While about half of Wisconsin schools offer personal finance, the national Jump-Start Coalition for Personal Financial Literacy reports that Wisconsin students are failing the financial literacy test (55% in 2004). Recent surveys show up to a third of working families lack any bank account instead using high cost check cashing and payday loans. Immigrants, some without tax identification, make up part of this group, as do people who do not trust banks, those with limited access to banking services and others who have made mistakes in managing checking accounts.

According to 2007-2008 UW-Extension Cooperative Extension county-based needs assessments, of the 46 counties with data, 30% identified "financial security" or "financial management" as a leading priority. More than 15% specified financial literacy (separate from economic security or resilience). This indicates that at least a third of Wisconsin counties need the areas of support provided by the statewide Family Financial Education Team.

2. Scope of the Program

- Multistate Extension
- 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 UW-Extension Cooperative Extension Family Financial Education Team works with trained volunteers and local partners to help diverse individuals and families establish financial stability and security by effectively managing cash, assets, credit and risk.

Community-based, audience-targeted education helps diverse individuals and families obtain the skills to manage cash and credit, avoid abusive lending practices, build assets, protect financial resources, and take a long-term view of their financial futures. Young people gain an early, clear understanding of basic principles of budgeting and saving linked to increased household wealth later in life. Community residents learn lifelong skills in creating and following a budget or spending plan, accessing and monitoring credit records, using appropriate banking services, saving for the future, and taking steps to limit exposure to financial risks.

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
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
2014	9.7	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

The UW-Extension Cooperative Extension statewide Family Financial Education Team works with trained volunteers and local partners to create community or regional public-private partnerships, to address specific financial education needs identified by community residents, and to provide research-tested resources, training and support for these resources, and analysis for assessment.

Setting up partnerships is encouraged whenever possible to ensure successful financial outcomes. Some counties already have created these, but others may need some assistance in finding local or regional partners that work with several counties.

Resources such as research-based curricula and guidance on the counseling or coaching process will be developed or recommended for use by local faculty and staff, as well as local partnerships to provide educational programming to individuals and families on cash and credit management, savings, and additional topics. This educational programming will include training of volunteers and agency staff, individual financial counseling, workshops, presentations, newsletters, resource fairs, web-based content and tools, as well as other media appropriate for targeted populations at teachable moments such as when starting a new job, taking out a loan, buying a house, filing taxes or beginning retirement.

Campus specialists and county faculty will collaborate to produce, revise, or review relevant new or existing educational materials on cash and credit management, such as bilingual worksheets, presentations, curricula, assessment tools, and media releases. New or existing tools and content will be tested to refine the most successful methods of delivery and dissemination for diverse audiences.

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 ● Workshop ● Other 2 (Group reality simulations) ● Other 1 (Train-the-trainer) ● One-on-One Intervention 	<ul style="list-style-type: none"> ● Other 1 (Train the trainer) ● Other 2 (Media releases)

3. Description of targeted audience

The UW-Extension Cooperative Extension statewide Family Financial Education Team targets tested research-based resources, guidance, training and support for these resources to colleagues, local partners and diverse community residents including youth.

Educational partners include banks, credit unions, financial service providers, and community agencies. Examples of community financial education partnerships include Money Smart Week (with the Wisconsin Department of Financial Institutions Office of Financial Literacy, and regional Federal Reserve Banks of both Chicago and Minneapolis), community-based tax preparation with Volunteer Income Tax Assistance (VITA) trained by the Internal Revenue Service, and youth financial events. Professional development collaborations include Insurance Rules and Regulations for Wisconsin with the state Office of the Commissioner on Insurance, Identity Theft with the Wisconsin Department of Agriculture, Trade and Consumer Protection, and Debtor Education after Bankruptcy with the Ohio State Extension Service and UW-Extension Cooperative Extension.

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
2010	9000	0	0	3000
2011	9000	0	0	3000
2012	9000	0	0	3000
2013	9000	0	0	3000
2014	9000	0	0	3000

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	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 increase their use of 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

2010 :3000 **2011** : 3000 **2012** : 3000 **2013** 3000 **2014** :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 increase their use of positive financial practices.

2. Outcome Type : Change in Action Outcome Measure

2010 :1500 **2011** : 1500 **2012** : 1500 **2013** :1500 **2014** :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

2010 :50 **2011** : 50 **2012** : 50 **2013** 50 **2014** :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

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

Description

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

1. Evaluation Studies Planned

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

Description

One-year follow up of savings practices; pre- and post-program administration of surveys administered with workshop participants; 3-month follow up of workshop participants.

2. Data Collection Methods

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

Description

Evaluation tools include the following: direct surveys, pre & post workshop surveys, end of workshop survey, reporting by county faculty and staff partners, observation during workshops, observation logs, count of participants in activities, mailed follow-up surveys, internet evaluation question data banks, on-line surveys, and additional tools as needed and developed.

V(A). Planned Program (Summary)

Program #9

1. Name of the Planned Program

Organizational Development

2. Brief summary about Planned Program

Organizational development is a capacity-building approach applied to many educational programs across all Wisconsin Cooperative Extension program areas. This approach helps participants, organizations and communities address a variety of priority issues on the basis of organizational structure, function and leadership. The interdisciplinary Organizational Development Team, colleagues and community partners focus on initiatives addressing a broad spectrum of organizational development topics.

3. Program existence : Intermediate (One to 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 Wisconsin, 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. Interdisciplinary UW-Extension Cooperative Extension campus and county faculty and staff are uniquely situated to help build capacity among organizations to address key issues.

2. Scope of the Program

- In-State Research
- Multistate Research
- Multistate Integrated Research and Extension
- Integrated Research and Extension
- Multistate Extension
- 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 Organizational development team focuses on initiatives that build the organizational and leadership capacities of Wisconsin public and non-profit 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
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
2014	12.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

The UW-Extension Cooperative Extension 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. Support across a broad spectrum of organizational development topics include education for public and non-profit organizations, group processes and dynamics, quality and performance improvement, evaluation and inquiry, and others. Blending teaching, research, facilitation, planning and design, and evaluation enables 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"> ● One-on-One Intervention ● Group Discussion ● Workshop ● Other 2 (Web-based Training) ● Other 1 (Group Facilitation) ● Education Class 	<ul style="list-style-type: none"> ● Other 2 (Media releases) ● Other 1 (Train-the-trainer)

3. Description of targeted audience

Cooperative Extension faculty and staff members reach 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, and general membership of organizations in integrated leadership programs.

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
2010	18000	0	0	0
2011	18000	0	0	0
2012	18000	0	0	0
2013	18000	0	0	0
2014	18000	0	0	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	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 increase awareness, knowledge and ability to use data and information about economic, social, natural, physical, or human conditions, or community strategies to address key issues.
2	Participants, organizations and communities increase or leverage resources such as funding, in-kind service or volunteers.
3	Participants, organizations and communities adopt best practices as a result of the Extension educational program.
4	Organizations, governmental entities, businesses and communities create, retain, or expand sustainable economic, social, natural, physical, or human opportunities for people.

Outcome #1

1. Outcome Target

Participants increase awareness, knowledge and ability to use data and information about economic, social, natural, physical, or human conditions, or community strategies to address key issues.

2. Outcome Type : Change in Knowledge Outcome Measure

2010 0 2011 : 0 2012 : 0 2013 0 2014 : 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 increase or leverage resources such as funding, in-kind service or volunteers.

2. Outcome Type : Change in Action Outcome Measure

2010 0 2011 : 0 2012 : 0 2013 0 2014 : 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 adopt best practices as a result of the Extension educational program.

2. Outcome Type : Change in Action Outcome Measure

2010 0 2011 : 0 2012 : 0 2013 0 2014 : 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

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

2. Outcome Type : Change in Condition Outcome Measure

2010 0 2011 : 0 2012 : 0 2013 0 2014 : 0

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

- Appropriations changes
- Public Policy changes
- Competing Programmatic Challenges
- Economy
- Natural Disasters (drought,weather extremes,etc.)

Description

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

1. Evaluation Studies Planned

- {NO DATA ENTERED}

Description

2. Data Collection Methods

- {NO DATA ENTERED}

Description