

2011 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.

Wisconsin Cooperative Extension campus-based specialists and county agents conducted multi-year 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.

The 2011-2015 Wisconsin Cooperative Extension federal plan of work introduces two new interdisciplinary planned programs: Enabling Vibrant and Resilient Communities and Natural Resources for Sustainable Community and Biological Systems. Four programs reported in 2009 and previously planned for 2010 - Aging in Our Communities, Community and Economic Development Preparedness, Downtown Vitality and Community Placemaking, and Organizational Development - are now incorporated into the new planned program Enabling Vibrant and Resilient Communities. Preliminary results for the five new NIFA priority areas - Childhood Obesity, Climate Change, Food Safety, Global Food Security and Hunger, and Sustainable Energy - are reported for 2009, will be reported for 2010 and 2011, and will be planned as required for 2012-2016.

The seven Wisconsin Cooperative Extension planned programs for 2011-2015 are:

1. Dairy
2. Enabling Vibrant and Resilient Communities (incorporates previously planned programs Aging in Our Communities, Community and Economic Development Preparedness, Downtown Vitality and Community Placemaking, and Organizational Development)
3. Family Financial Education
4. Helping Youth Understand Agricultural Issues
5. Natural Resources for Sustainable Community and Biological Systems
6. Nutrient Management
7. Youth Voices in Community Action and Governance

1. Dairy

To increase profitability, productivity and quality of life among dairy farmers and rural communities, the statewide Cooperative Extension Dairy Team, Farm and Risk Management Team and interdisciplinary colleagues provide timely research-based education and technical assistance through 6 work groups, trainings close-to-home for hard-to-reach dairy farm women, presentations on farms and in class, dairy meetings, field days, farm tours and pasture walks, workshops,

conferences and teleconferences, peer networking and mentoring; 4-H dairy cattle curricula, and online for Farming through Difficult Times: <http://fyi.uwex.edu/farmfinances>

Dairy Replacements, Feeding and Nutrition: As this plan is being written, milk prices are the lowest in many years at the same time that feed costs are up due to strong corn and soybean prices. These market conditions are making it extremely challenging for most dairy producers to show a positive cash flow. From results of the recent Wisconsin Cooperative Extension Costs of Raising Dairy Replacements Study, feed cost makes up more than half the cost to raise a dairy replacement. Feed cost is the second largest cost in raising a pre-weaned calf and the largest cost in raising weaned heifers. Educational programs and materials and decision tools in the areas of feed cost and income over feed cost and alternative feed ingredients are of increased need during this time.

Modernization: As farmers struggle to decide between changing their management, infrastructure and herd size or exiting the business, interdisciplinary faculty and staff help them make informed decisions to achieve their goals through educational programs and technical assistance on specializing in a more profitable niche market such as grass-fed with managed rotational grazing, farm succession and business planning, or modernizing the dairy with a more labor efficient system such as a low-cost retrofit milking parlor or freestall barn. A 2008 survey measured how this paid off in bolstering local economies. A virtual low-cost parlor tour is available around the clock: <http://marathon.uwex.edu/ag/modern/bures/quick-tour.html>

Milk Quality: Mastitis caused by bacterial infection costs dairy farms and cheese plants dearly. A typical 100-cow herd (33% with subclinical mastitis) loses about \$4,000 per month. Severe economic pressure in the dairy industry makes it imperative that farmers make good decisions about mastitis control. Educational programs and tools that help them understand critical control points to prevent mastitis can improve milk quality and profitability: <http://www.uwex.edu/milkquality>

Hispanic Labor: Bilingual Dairy Worker Trainings are developed in English and Spanish with the UW-Madison's Babcock Institute for International Dairy Research and Development, so more dairy workers are learning calf care, reproductive care, milking, feeding and herdsmanship skills, standard best management and disease-prevention practices, animal handling and farm safety. The Dairy Partner/El Compañero newsletter reinforces trainings for 2,500 Spanish-speaking dairy employees on 550 Wisconsin farms and worldwide: <http://babcock.cals.wisc.edu/dwt/dwt.lasso>

2. Enabling Vibrant and Resilient Communities

This new plan incorporates work reported under four previously planned programs: Aging in Our Communities, Community and Economic Development Preparedness, Downtown Vitality and Community Placemaking, and Organizational Development.

Communities turn to UW-Extension Cooperative Extension to help leverage social, human, financial, physical, and natural capital to sustain and grow vibrant local and regional economies. UW-Extension teams, centers, colleagues and partners provide research-based education at both the state and community levels to address and support community and economic development, informed local government decision making, support for growing tomorrows work force, and vibrant community based organizations. A variety of educational activities are used including presentations; professional development through workshops, conferences, teleconferences and webinars; dissemination of teaching materials through websites, publications, CDs and DVDs; and facilitation and planning processes.

Program teams include community and economic development preparedness, downtown vitality and community placemaking, organizational development, strategic planning, systems thinking, sustainability, local government and finance, and others. Academic centers include the Center for Community and Economic Development, Center for Land Use Development (UW Stevens Point), Northern Center for Community Economic Development (UW Superior), Local Government Center and other state specialists associated with campus departments. Other program resources include the UW River Falls Survey Research Center, community, tribal and technical colleges, UW Colleges, other UW System campuses, the workforce development boards and the Wisconsin Department of Workforce Development, Wisconsin Department of Commerce, Wisconsin Department of Natural Resources, Wisconsin Department of Agriculture Trade and Consumer Protection, Wisconsin Association of Business Improvement Districts, Alliance for Sustainability, Focus on Energy Program, Wisconsin Counties Association, Wisconsin Towns Association, Wisconsin League of Municipalities and others.

Activities for the 2011 federal report will be drawn from the work of these statewide teams:

Aging in Our Communities

Community and Economic Development Preparedness

Community-Based Leadership Development

Downtown Vitality and Community Placemaking

Entrepreneurship

Local Government and Finance

Organizational development

System Thinking and Organizational Learning

3. Family Financial Education

Wisconsin's Cooperative Extension statewide Family Financial Education Team works with local partners to create community or regional public-private partnerships, to address specific financial education needs identified by community residents, and to provide research-tested resources, training and support for these resources, plus analysis for assessment. Campus specialists and county faculty and staff 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 are tested to refine the most successful methods of delivery and dissemination for diverse audiences. Setting up partnerships is encouraged whenever possible to ensure successful financial outcomes.

Enhancing sound financial practice: Resources such as research-based curricula and guidance on the counseling or coaching process are 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 includes training agency staff and volunteers, individual financial counseling or coaching, 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, renting or buying a house, filing taxes or beginning retirement. Timely web resources are created and shared to respond quickly to emerging needs such as *Managing Your Personal Finances in Tough Times*: <http://fyi.uwex.edu/toughtimes>

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

Enhancing youth financial literacy: Wisconsin Cooperative Extension family living educators and community partners conduct financial education reality simulations for middle and high school students. Events have different names such as *Youth Money Smart College*, *Reality Daze*, *Reality Fair*, *The Balancing Act*, *Mad City Money*, and *Money Quest*-but all feature learning about money by modeling real-life scenarios. Trained adult volunteers step into roles as loan officers, bankers, merchants, salespeople and credit counselors.

Nearly all youth participants surveyed report that the reality event increased their confidence in making decisions that deal with money, managing money in the "real" world, and setting goals. Of those students who did not do so before the event, 100% report now tracking their spending and comparing prices when they shop: <http://www.uwex.edu/ces/pdande/evaluation/pdf/YFereport2008.pdf>

4. Helping Youth Understand Agricultural Issues

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>

5. Natural Resources for Sustainable Community and Biological Systems

Communities turn to UW-Extension Cooperative Extension to help leverage social, human, financial, physical, and natural capital to sustain community and economic vitality and to sustain the vital natural resource base that is the foundation of Wisconsin's economy and quality of life. UW-Extension teams, centers, colleagues and partners provide research-based education at both the state and community levels to address and support the vitality of communities dependent on healthy natural resource systems through informed decision making by communities, local governments, community organizations, businesses and agriculture. A variety of educational activities are used including presentations; professional development through workshops, conferences, teleconferences and webinars; dissemination of teaching materials through websites, publications, CDs and DVDs; and facilitation and planning processes.

Program teams include sustainability, aquatic invasives, forestry and wildlife, estuary and coastal waters, stormwater, volunteer monitoring, community and economic development preparedness, organizational development, strategic planning, systems thinking, local government and finance, and others. Academic centers include the Environmental Resources Center, Solid and Hazardous Waste Education Center, Extension Lakes Program, Discovery Farms, River Basin Educators, Center for Watershed Science and Education, Center for Community and Economic Development, Center for Land Use Development (UW Stevens Point), Northern Center for Community Economic Development (UW Superior), Local Government Center and other state specialists associated with campus based departments. Other program resources include the UW River Falls Survey Research Center, community, tribal and technical colleges, UW Colleges, other UW System campuses, Wisconsin Department of Administration Coastal Management Program, Wisconsin Department of Natural Resources, Wisconsin Department of Agriculture Trade and Consumer Protection, Alliance for Sustainability, Focus on Energy Program, Wisconsin Office of Energy Independence, Wisconsin Counties Association, Wisconsin Towns Association, Wisconsin League of Municipalities and others.

Activities for the 2011 federal report will be drawn from the work of these statewide teams:

Aquatic Invasives

Forestry and Wildlife

Estuary and Coastal Wetlands

Groundwater

Stormwater

Volunteer Monitoring

6. Nutrient Management

The Nutrient Management Team provides leadership for three initiatives:

1. Nutrient Management Farmer Education (NMFE): Three components - on-farm research, training and grant funding -

intertwine to reach both farmers who seek out research-based education as well as those who lack the means to do so and can benefit the most by adopting best management practices. On-farm research examines and monitors best practices with both economic and environmental benefits, such as maintaining top yields, controlling soil erosion, and managing nutrients, mainly nitrogen and phosphorus from manure including effects of melting snow to lessen environmental impacts:
<http://www.uwdiscoveryfarms.org>

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

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

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

3. Fostering professional practices, ethics and conduct among custom manure applicators: For-hire manure applicators manage about 4 billion of Wisconsin's 12 billion gallons of dairy manure each year, making them major partners in regulatory compliance. UW-Extension Cooperative Extension responded to their request for professional development with an interagency-industry collaboration to train new and existing firms. The industry now enforces professional standards under 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 pay less for insurance.

7. Youth Voices in Community Action and Governance

Campus and county faculty provide training to youth and adults, develop toolkits, curricula and resources in support of youth governance and community action.

Training youth and adults: The Youth Voices in Community Action and Governance Team and community partners 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.

In 20 extension-supported Teen Courts, 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. Trained youth jurors find this such a positive experience that some assign offenders to community service as Teen Court jurors. Compared with first-time offenders simply charged a small fine in juvenile court, far fewer of those held accountable by their peers will reappear for later offenses. While 1 of every 3 youth offenders who appear in traditional juvenile court becomes a repeat offender (33%), of those referred to Wisconsin Teen Courts, only 1 in 10 appears in court again for later offenses.

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.

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

Year	Extension		Research	
	1862	1890	1862	1890
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
2015	99.9	0.0	0.0	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 2011-2015 federal plan of work outlines seven planned programs reporting work 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

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 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 seven planned programs are specified in the individual 2011-2015 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.

New indicators used in common across the North Central Region reflect a multi-state collaboration and agreement on a core set of measurable outcomes and indicators.

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

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

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

Brief explanation.

Stakeholder identification and involvement were key components of 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

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

- Meeting specifically with non-traditional individuals
- Survey specifically with non-traditional individuals
- Meeting with invited selected individuals from the general public
- Survey of selected individuals from the general public

Brief explanation.

Input has been gathered from diverse and under-represented audiences statewide through focus groups, interviews, listening sessions and case studies of youth-adult partnerships. When appropriate, teams develop culturally sensitive educational strategies; translate 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
- To Identify Emerging Issues
- Redirect Extension Programs
- Redirect Research Programs
- In the Staff Hiring Process
- To Set Priorities

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	Youth Voices in Community Action and Governance
4	Helping Youth Understand Agricultural Issues
5	Family Financial Education
6	Enabling Vibrant and Resilient Communities
7	Natural Resources for Sustainable Community and Biological Systems

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

Dairy

2. Brief summary about Planned Program

New research from University of Wisconsin-Madison and UW-Extension Cooperative Extension shows how important agriculture is to the state's economy. Agriculture accounts for more than \$59 billion in economic activity each year, provides 354,000 jobs, and generates 10 percent of Wisconsin's total income. Milk production feeds Wisconsin's \$26 billion dairy business that adds another 0.89 job per dairy worker, supports local economies, and enables dairy processors to craft more than 600 kinds of award-winning cheeses plus hundreds of other nutritious foods (Deller and Williams, 2009). Even so, this plan is being written during the worst dairy economy in recent history, perhaps ever. With 2009 prices for their products well below the cost of production, dairy farmers at the heart of Wisconsin agriculture can no longer turn a profit. The surrounding depressed community economy creates the double whammy of no longer being able to supplement farm income with income from off-farm jobs. Rural families and businesses losing equity are facing significant issues of stress and struggling to make optimal decisions through the haze that settles over those under so much stress. If these adverse conditions persist, an alarming number of dairy producers may be forced out of business.

Agriculture and Natural Resources Extension (ANRE) and Community, Natural Resource and Economic Development (CNRED) campus and county faculty engage farmers, veterinarians, farm support businesses, colleagues, community leaders and educational partners to develop research-based educational programs that meet local needs and help rural communities sustain Wisconsin's agriculture industry. The dynamic Dairy Team responds quickly with research-based educational programming to help dairy businesses succeed. Through six statewide Dairy Team work groups and support from colleagues through Team Forage, Team Grains and the Farm and Risk Management Team backed by research at UW Madison, Platteville, River Falls and Stevens Point campuses, ANRE and CNRED educators respond quickly with timely decision-making information and resources for farming through difficult times.

To increase profitability, productivity and quality of life among Wisconsin dairy farmers and rural communities, interdisciplinary campus and county faculty and staff provide timely education and technical assistance on developing a successful business or farm succession plan, low-cost dairy retrofit parlors, raising quality dairy replacements cost-effectively, calculating income over feed costs, evaluating alternative feed ingredients, cost-saving management options, research-based best management and disease-prevention practices, bilingual calf management, herd health, reproduction and herdsman training for Spanish-speaking workers through presentations on farms and in class, workshops close to home for hard-to-reach women farm owners, dairy meetings, field days, farm tours and pasture walks, conferences and teleconferences, peer networking and mentoring, 4-H animal science projects and dairy cattle curricula, and dissemination of teaching materials through websites, publications, farm news media, CDs, DVDs and software.

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 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**

While dairying makes up Wisconsin's largest agriculture sector, dairy producers are under severe financial pressure. Milk prices are the lowest in many years at the same time that feed costs are up due to strong corn and soybean prices. These market conditions are making it impossible for most dairy producers to show a positive cash flow.

Feeding and nutrition remain paramount to sustaining high productivity, herd health and profitability. Cost increases of both purchased and homegrown 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 defined as inflammation of the mammary tissue caused by bacterial infection. Both clinical and subclinical mastitis result in financial losses. Increased treatment costs and greater cull rates, reduced milk production, reproductive performance and longevity, and lower cheese yields are well-documented losses due to mastitis (Ruegg, 2003). In Wisconsin, milk production loss due to subclinical mastitis costs about \$4 per cow per day (Rodrigues et al., 2005). Thus a typical 100 cows herd (33% with subclinical mastitis) loses about \$4,000 per month.

Severe economic pressure in the dairy industry makes it imperative that farmers make good decisions about mastitis control. Educational programs and tools that help them understand critical control points to prevent mastitis can improve profitability. The people who keep a dairy clean can also improve profitability. 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, farm safety 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. A 2008 study shows that guiding dairy farmers through informed decision-making allows them to expand their business, enhance profitability, bolster local economies and improve their quality of life.

2. Scope of the Program

- In-State Extension
- In-State Research
- Multistate 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

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 research-based education and technical assistance in developing a successful business or farm succession plan, assessing and managing risk, reducing stress, calculating income over feed costs and alternative feed ingredients, raising quality dairy replacements cost-effectively, evaluating new reproductive and genetic technologies, modernizing or building low-cost dairy retrofit parlors, adopting research-based best management and disease-prevention practices, bilingual production, herd health, farm safety and herdsmanship training for Spanish-speaking workers, business and entrepreneurship workshops close to home with peer networking for hard-to-reach dairy farm women, 4-H animal science projects and dairy cattle curricula for youth.

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
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
2015	23.3	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

To increase profitability, productivity and quality of life among dairy farmers and rural communities, the statewide Cooperative Extension Dairy Team, Farm and Risk Management Team and interdisciplinary colleagues provide timely research-based education and technical assistance through 6 work groups, trainings close-to-home for hard-to-reach dairy farm women, presentations on farms and in class, dairy meetings, field days, farm tours and pasture walks, workshops, conferences and teleconferences, peer networking and mentoring; 4-H dairy cattle curricula, and online for Farming through Difficult Times: <http://fyi.uwex.edu/farmfinances>

Dairy Replacements, Feeding and Nutrition: As this plan is being written, milk prices are the lowest in many years at the same time that feed costs are up due to strong corn and soybean prices. These market conditions are making it extremely challenging for most dairy producers to show a positive cash flow. From results of the recent Wisconsin Cooperative Extension Costs of Raising Dairy Replacements Study, feed cost makes up more than half the cost to raise a dairy replacement. Feed cost is the second largest cost in raising a pre-weaned calf and the largest cost in raising weaned heifers. Educational programs and materials and decision tools in the areas of feed cost and income over feed cost and alternative feed ingredients are of increased need during this time.

Modernization: As farmers struggle to decide between changing their management, infrastructure and herd size or exiting the business, interdisciplinary faculty and staff help them make informed decisions to achieve their goals through educational programs and technical assistance on specializing in a more profitable niche market such as grass-fed with managed rotational grazing, farm succession and business planning, or modernizing the dairy with a more labor efficient system such as a low-cost retrofit milking parlor or freestall barn. A 2008 survey measured how this paid off in bolstering local economies. A virtual low-cost parlor tour is available around the clock: <http://marathon.uwex.edu/ag/modern/bures/quick-tour.html>

Milk Quality: Mastitis caused by bacterial infection costs dairy farms and cheese plants dearly. A typical 100-cow herd (33% with subclinical mastitis) loses about \$4,000 per month. Severe economic pressure in the dairy industry makes it imperative that farmers make good decisions about mastitis control. Educational programs and tools that help them understand critical control points to prevent mastitis can improve milk quality and profitability: <http://www.uwex.edu/milkquality>

Hispanic Labor: Bilingual Dairy Worker Trainings are developed in English and Spanish with the UW-Madison's Babcock Institute for International Dairy Research and Development, so more dairy workers are learning calf care, reproductive care, milking, feeding and herdsmanship skills, standard best management and disease-prevention practices, animal handling and farm safety. The Dairy Partner/El Compañero newsletter reinforces trainings for 2,500 Spanish-speaking dairy employees on 550 Wisconsin farms and worldwide: <http://babcock.cals.wisc.edu/dwt/dwt.lasso>

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 ● Demonstrations ● Other 1 (Train-the-trainer) ● Other 2 (Peer networking and mentoring) 	<ul style="list-style-type: none"> ● Public Service Announcement ● Newsletters ● TV Media Programs ● Web sites ● Other 1 (Exhibits, farm news media, Webinar) ● Other 2 (Publications, CD, DVD, software)

3. Description of targeted audience

Wisconsin Cooperative Extension Dairy Team Dairy Replacements, Feeding and Nutrition, Milk Quality, Hispanic Labor, Modernization and Reproduction Genetics work groups deliver statewide and multi-state educational programs working with a variety of audiences including producers, agribusiness professionals, farm services, 4-H youth, and locally elected officials. Trained educational partners and volunteers make

additional teaching contacts.

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

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

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

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

V(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 Contact Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2011	80000	0	0	0
2012	80000	0	0	0
2013	80000	0	0	0
2014	80000	0	0	0
2015	80000	0	0	0

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

2011:0 2012:0 2013:0 2014:0 2015:0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0
2015	0	0	0

V(H). State Defined Outputs**1. Output Target**

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

2011:200 2012:200 2013:200 2014:200 2015:200

3. Associated Knowledge Area(s)

- 307 - Animal 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

4. Associated Institute Type(s)

- 1862 Extension

Outcome # 2

1. Outcome Target

Dairy farmers will make informed decisions about modernization.

2. Outcome Type : Change in Condition Outcome Measure

2011:300 2012:300 2013:300 2014:300 2015:300

3. Associated Knowledge Area(s)

- 307 - Animal 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

4. Associated Institute Type(s)

- 1862 Extension

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

2011:800 2012:800 2013:800 2014:800 2015:800

3. Associated Knowledge Area(s)

- 307 - Animal Management Systems
- 315 - Animal Welfare/Well-Being and Protection
- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation
- 803 - Sociological and Technological Change Affecting Individuals, Families, and Communities

4. Associated Institute Type(s)

- 1862 Extension

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

2011:0 2012:0 2013:0 2014:0 2015:0

3. Associated Knowledge Area(s)

- 307 - Animal 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

4. Associated Institute Type(s)

- 1862 Extension

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)
- Other (Newer colleagues)

Description

Economy: This plan is being written during the worst dairy economy in recent history, perhaps ever. With 2009 prices for their products well below the cost of production, dairy farmers at the heart of Wisconsin agriculture can no longer turn a profit. The surrounding depressed community economy creates the double whammy of no longer being able to supplement farm income with income from off-farm jobs. Rural families and businesses losing equity are facing significant issues of stress and struggling to make optimal decisions through the haze that settles over those under so much stress. If these adverse conditions persist, an alarming number of dairy producers may be forced out of business.

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 Cooperative 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

Description

2. Data Collection Methods

Description

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 timely educational programs and technical assistance 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 backed by research at UW Madison, Platteville, River Falls and Stevens Point campuses, Discovery Farms, Pioneer Farm and agricultural research stations. 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 colleagues, community leaders and educational partners to provide research-based education and best management practices through presentations on farms and in class, field days, farm tours and pasture walks, train-the-trainer 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 and 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 minimizes potential nutrient pollution of the state's water resources.

In Wisconsin, high nitrate-N in groundwater and phosphorus 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. Since more than one-third of Wisconsin's dairy manure is applied by for-hire applicators, educating this industry is critical to ensuring environmental protection.

2. Scope of the Program

- In-State Extension
- In-State Research
- Multistate 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 and 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
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
2015	11.6	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

The Nutrient Management Team provides leadership for three initiatives:

1. Nutrient Management Farmer Education (NMFE): Three components - on-farm research, training and grant funding - intertwine to reach both farmers who seek out research-based education as well as those who lack the means to do so and can benefit the most by adopting best management practices. On-farm research examines and monitors best practices with both economic and environmental benefits, such as maintaining top yields, controlling soil erosion, and managing nutrients, mainly nitrogen and phosphorus from manure including effects of melting snow to lessen environmental impacts:
<http://www.uwdiscoveryfarms.org>

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

counties had received in-depth NMFE training. An estimated 80% of these developed a nutrient management plan that meets all local, state and federal regulations.

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

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

3. Fostering professional practices, ethics and conduct among custom manure applicators: For-hire manure applicators manage about 4 billion of Wisconsin's 12 billion gallons of dairy manure each year, making them major partners in regulatory compliance. UW-Extension Cooperative Extension responded to their request for professional development with an interagency-industry collaboration to train new and existing firms. The industry now enforces professional standards under 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 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"> ● Education Class ● Workshop ● Group Discussion ● One-on-One Intervention ● Demonstrations ● Other 1 (Train-the-trainer) ● Other 2 (Trained volunteers) 	<ul style="list-style-type: none"> ● Public Service Announcement ● Newsletters ● Web sites ● Other 1 (Exhibits, farm news media) ● Other 2 (Publications, CD, DVD, software)

3. Description of targeted audience

Wisconsin Cooperative Extension Nutrient Management Team issues-based subgroups deliver statewide and multi-state educational programs and technical assistance working with a variety of audiences including colleagues, producers, commercial applicators, manure and fertilizer dealers, agency professionals, locally elected officials 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 Cooperative Extension for training by conservationists. Trained educational partners and volunteers make additional teaching contacts.

UW-Extension Cooperative Extension colleagues are connected by email ListServ, online newsletters and shared resources such as statewide WisLine webinars, eXtension and the national Extension Disaster Education Network (EDEN) to quickly address critical timely issues such as catastrophic manure spills, sudden snowmelt and flooding. Interdisciplinary colleagues and other professionals in this network include Dairy Team, Team Forage, Team Grains, Emerging Agricultural Markets Team, Agriculture and Natural Resources Extension and Community, Natural Resource and Economic Development county educators and state specialists in the UW-Madison departments of Dairy Science, Animal Science, Soil Science, Agronomy, Agricultural and Applied Economics, Biological Systems Engineering, Environmental Sciences, Nutrient and Pest Management Program, agricultural research stations, Discovery Farms, Environmental Resources Center, Local Government Center, UW-Platteville Pioneer Farm, UW-River Falls, UW-Stevens Point Groundwater Information Center and

USDA Dairy Forage Research Center, 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 Stewardship Initiative (CSI), 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 Contact Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2011	20000	0	0	0
2012	20000	0	0	0
2013	20000	0	0	0
2014	20000	0	0	0
2015	20000	0	0	0

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

2011:0 2012:0 2013:0 2014:0 2015:0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0
2015	0	0	0

V(H). State Defined Outputs

1. Output Target

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

2011:2250 2012:2500 2013:2750 2014:3000 2015:3250

3. Associated Knowledge Area(s)

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

4. Associated Institute Type(s)

- 1862 Extension

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

2011:600000 2012:650000 2013:700000 2014:750000 2015:800000

3. Associated Knowledge Area(s)

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

4. Associated Institute Type(s)

- 1862 Extension

Outcome # 3

1. Outcome Target

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

2. Outcome Type : Change in Condition Outcome Measure

2011:0 2012:0 2013:0 2014:0 2015:0

3. Associated Knowledge Area(s)

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

4. Associated Institute Type(s)

- 1862 Extension

Outcome # 4

1. Outcome Target

Wisconsin agricultural professionals will develop skills and build professional credibility.

2. Outcome Type : Change in Condition Outcome Measure

2011:0	2012:0	2013:0	2014:0	2015:0
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3. Associated Knowledge Area(s)

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

4. Associated Institute Type(s)

- 1862 Extension

Outcome # 5

1. Outcome Target

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

2. Outcome Type : Change in Action Outcome Measure

2011:50	2012:50	2013:50	2014:50	2015:50
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3. Associated Knowledge Area(s)

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

4. Associated Institute Type(s)

- 1862 Extension

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

Economy: This plan is being written during the worst dairy economy in recent history, perhaps ever. With 2009 prices for their products well below the cost of production, dairy farmers at the heart of Wisconsin agriculture can no longer turn a profit. The surrounding depressed community economy creates the double whammy of no longer being able to supplement farm income with income from off-farm jobs. Rural families and businesses losing equity are facing significant issues of stress and struggling to make optimal decisions through the haze that settles over those under so much stress. If these adverse conditions persist, an alarming number of dairy producers may be forced out of business.

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. Work of this group continues to result in long-term nutrient management impacts including county zoning ordinances that align with the Wisconsin Livestock Facilities Siting Law and uniform standards for compliance. Since 2008, the renamed statewide Agriculture Performance Standards Education Committee now 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

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

Description

Individual agents and specialists will be responsible for most logistics regarding methods, tools, and timelines. Issues-based subgroups will take responsibility for developing evaluation materials and conducting evaluations for Nutrient Management Team-initiated activities that cross county lines. Pre and post-workshop evaluations will be given and analyzed to measure the success of 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. Nutrient Management Team members will continue to modify and improve efficiencies of the NMFE curriculum evaluation process, conduct and report NMFE evaluation results.

To measure long-term impacts, UW-Extension Cooperative Extension Environmental Resources Center (ERC) evaluation specialists will monitor effectiveness of training and farmer adoption of nutrient management plans and report results. Pre-training data collected from participants in 2008 will be followed up in 2011.

For expanded educational and training programs and Nutrient Management Farmer Education Training (formerly MALWEG), evaluators will use a new data collection instrument for assessing nutrient application practices of farmers. They will also continue to improve the system for processing data into usable project-level reports.

For statewide evaluation and assessment, ERC evaluation specialists will refine the Wisconsin nutrient management planning evaluation framework through continued discussion among agency staff and stakeholders.

For SNAP-Plus nutrient management planning software, ERC evaluation specialists will continue to employ data collection mechanisms in view of long-term evaluation objectives.

2. Data Collection Methods

- Telephone
- On-Site
- Structured

Description

Longer-term evaluation fits with the second nutrient management goal to evaluate adoption of nutrient management practices on Wisconsin farms. ERC evaluation studies conducted with Nutrient Management Team members will focus on

farmers who participate in projects funded by the Multi-Agency Land and Water Education Grant (MALWEG) program (renamed Nutrient Management Farmer Education Training Grant

Program as of 2009). This evaluation involves two related efforts:

1. Summarize findings from older projects using an older methodology. Previous nutrient management plans referred to this as the Farm Practices Inventory (FPI). This was conducted with participants in Nutrient Management Farmer Education courses, comparing trained participants' responses with their original FPI responses.
2. Use a new method (data collection tool) to get more detailed information about farmer nutrient management practices before they participate in the program and then again two years after completing the courses. The 2-year window allows them time to change their practices. ERC evaluation specialists started using the new instrument with Fall 2008 participants, and will gather change data from those same participants in spring 2011.

V(A). Planned Program (Summary)

Program # 3

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 and government bodies to promote youth and adults working together in positions of shared responsibility to make decisions and take actions that strengthen organizations, communities and our democratic society. Involving youth in governance builds on University of Wisconsin Cooperative Extension strengths in training citizens for government service, lifelong learning, youth-adult partnership, and positive youth-development.

Interdisciplinary campus and county faculty, staff and trained volunteers provide research-based educational resources and training for 4-H programs, community partners, and government bodies that create meaningful roles for young people to contribute to public decisions and participate in shared governance with adults. This includes engaging youth in community decision-making and governance, participatory democracy and juvenile justice; 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 (Benson et al., 1999).

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." Citizenship is also one of the three national 4-H mission mandates, which targets connecting youth to their communities and leaders so that they understand their role in civic affairs and are able to expand their role in decision-making processes.

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, UW-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

Benson, Peter L., Scales, Peter, Roehlkepartain, Eugene (1999). *A Fragile Foundation: The State of Developmental Assets among American Youth*. Minneapolis: Search Institute.

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http://4-h.org/programs_mission_mandates/citizenship.html.

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

Zeldin, Shepherd, Camino, Linda and Calvert, Matthew (2003). *Toward an Understanding of Youth in Community Governance: Policy Priorities and Research Directions*. Social Policy Report.

2. Scope of the Program

- 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 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
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
2015	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 20 extension-supported Teen Courts, 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. Trained youth jurors find this such a positive experience that some assign offenders to community service as Teen Court jurors. Compared with first-time offenders simply charged a small fine in juvenile court, far fewer of those held accountable by their peers will reappear for later offenses. While 1 of every 3 youth offenders who appear in traditional juvenile court becomes a repeat offender (33%), of those referred to Wisconsin Teen Courts, only 1 in 10 appears in court again for later offenses.

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

3. Description of targeted audience

The statewide interdisciplinary Youth Voices in Community Action and Governance Team provides research-based education, resources and capacity-building support to colleagues, youth and adult volunteers, community partners and leaders. Trained volunteers, community and educational partners make additional teaching contacts.

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

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

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

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

Ultimate beneficiaries include library patrons, teens using drop-in centers, skaters, dancers, hikers, triathletes, 4-H club and fair participants, after-school program participants, their parents and parents' employers, first-time juvenile offenders, their 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 Contact Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2011	5000	0	5000	0
2012	5000	0	5000	0

	Direct Contact Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2013	5000	0	5000	0
2014	5000	0	5000	0
2015	5000	0	5000	0

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

2011:0 2012:0 2013:0 2014:0 2015:0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0
2015	0	0	0

V(H). State Defined Outputs

1. Output Target

V(I). State Defined Outcome

O. No.	Outcome Name
1	Young people work in local groups in partnership with adults to make decisions with consequences for the organization, community or public.
2	Skilled and experienced youth and adults are prepared and available for community decision-making and leadership roles.
3	Communities, organizations, coalitions, and programs are strengthened by the involvement of youth in decision-making and action.

Outcome # 1**1. Outcome Target**

Young people work in local groups in partnership with adults to make decisions with consequences for the organization, community or public.

2. Outcome Type : Change in Action Outcome Measure

2011:1000 2012:1000 2013:1000 2014:1000 2015:1000

3. Associated Knowledge Area(s)

- 806 - Youth Development

4. Associated Institute Type(s)

- 1862 Extension

Outcome # 2**1. Outcome Target**

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

2. Outcome Type : Change in Action Outcome Measure

2011:0 2012:0 2013:0 2014:0 2015:0

3. Associated Knowledge Area(s)

- 806 - Youth Development

4. Associated Institute Type(s)

- 1862 Extension

Outcome # 3**1. Outcome Target**

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

2. Outcome Type : Change in Condition Outcome Measure

2011:0 2012:0 2013:0 2014:0 2015:0

3. Associated Knowledge Area(s)

- 806 - Youth Development

4. Associated Institute Type(s)

- 1862 Extension

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

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

Description

Wisconsin Cooperative Extension evaluation specialists and 4-H Youth Development faculty are conducting a 2010 study of youth leadership development in 4-H Youth Development programs. The 4-H Youth Development evaluation specialist is also engaged with multi-state project NCERA215: Contribution of Youth Engagement to the Development of Community Social Capital. Further evaluation studies will be designed by evaluation specialists and members of the Youth Voices in Community Action and Governance Team.

2. Data Collection Methods

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

Description

Methodology under design as of March 2010 includes a survey of 4-H youth participants and county case studies. Qualitative mapping and interview strategies are planned to pilot in 2010. The proposal has been submitted for the North Central Region pilot, and proposals for case studies and survey research are anticipated. Appropriate data collection methods will be determined by evaluation specialists and members of the Youth Voices in Community Action and Governance Team.

V(A). Planned Program (Summary)

Program # 4

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	20%			
711	Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources	20%			
806	Youth Development	60%			
	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

- In-State Extension
- 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

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
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

Year	Extension		Research	
	1862	1890	1862	1890
2015	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"> ● Education Class ● Workshop ● Group Discussion ● One-on-One Intervention ● Demonstrations ● Other 1 (Train-the-trainer) ● Other 2 (Trained volunteers) 	<ul style="list-style-type: none"> ● Public Service Announcement ● Newsletters ● Web sites ● Other 1 (Exhibits) ● Other 2 (Farm news media, publications)

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

Educational partners include older 4-H youth and alumni, parents, guardians and extended families, trained youth and adult volunteers, Wisconsin 4-H Foundation, dairy and livestock industry coaches, Wisconsin Pork Producers, Wisconsin Livestock Breeders, Wisconsin Cattlemen, Wisconsin Beef Council, Wisconsin Sheep Breeders, Purebred Dairy Cattle Association, Wisconsin Junior Holstein Association, Holstein Foundation, Wisconsin State Horse Council, Wisconsin 4-H Horse Association, 4-H horse leaders, Wisconsin International Poultry Club, fair superintendents and committees, junior fair boards, Wisconsin State Fair, World Beef Expo, 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 Contact Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2011	20000	0	60000	0
2012	20000	0	60000	0
2013	20000	0	60000	0
2014	20000	0	60000	0
2015	20000	0	60000	0

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

2011:0 2012:0 2013:0 2014:0 2015:0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
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Year	Research Target	Extension Target	Total
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0
2015	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.

2011:0

2012:0

2013:0

2014:0

2015:0

V(I). State Defined Outcome

O. No.	Outcome Name
1	Participants in agriculture-related projects will develop life skills such as organization and communication, and engage in positive use of time.
2	Participants will understand and be able to articulate the reasons for certain types of care, management and production of their projects.
3	Participants will recognize and explore career and business opportunities in Agriculture and related fields.

Outcome # 1

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

2011:3000 2012:3000 2013:3000 2014:3000 2015:3000

3. Associated Knowledge Area(s)

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

4. Associated Institute Type(s)

- 1862 Extension

Outcome # 2

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

2011:300 2012:300 2013:300 2014:300 2015:300

3. Associated Knowledge Area(s)

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

4. Associated Institute Type(s)

- 1862 Extension

Outcome # 3

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

2011:0 2012:0 2013:0 2014:0 2015:0

3. Associated Knowledge Area(s)

- 315 - Animal Welfare/Well-Being and Protection
- 711 - Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources

- 806 - Youth Development

4. Associated Institute Type(s)

- 1862 Extension

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

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

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

Description

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

Methods include observation of public exhibitions of project animals, observations and conversations with youth about the care they provide during both training meetings and public exhibition of animals such as at county, community and state fairs.

V(A). Planned Program (Summary)

Program # 5

1. Name of the Planned Program

Family Financial Education

2. Brief summary about Planned Program

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

Wisconsin's Cooperative Extension statewide Family Financial Education Team collaborates with community and regional partners using tested, research-based information and curricula to provide education and counseling on how to manage spending, plan for savings, manage financial risks, 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. Family Living Educators also plan to respond to the needs of individuals and families affected by current economic challenges, such as through community or employer-based events in support of dislocated and laid off workers or plant closings.

Community-based, audience-targeted education helps diverse individuals, families and youth 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 demonstrate specific changes in financial behaviors that represent sound financial practice such as creating and following a budget or spending plan, accessing and monitoring credit records, using appropriate banking services, saving for the future, and taking steps to limit exposure to financial risks. Wisconsin families facing bankruptcy and foreclosure learn to make sound financial decisions and get a fresh financial start.

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 or reduction in employment, 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 personal bankruptcy and foreclosure.

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

Families would benefit from increased ability to manage cash and credit not only to make ends meet day to day, but also to begin to set aside resources for emergencies and to reach future goals. While the national household savings rate increased in 2008, as this plan is written that rate is less than 3% annually: <http://www.bea.gov>

An early, clear understanding of basic principles of budgeting and saving is linked to increased household wealth later in life. Financial education can help households learn the lifelong skills of creating and using a spending and savings plan, and making strategic investment decisions. Community-based, audience-targeted education can help people obtain the skills to manage cash and credit, avoid abusive lending practices, build additional assets, protect financial resources, and take a long-term view of their financial futures.

However, access to financial education and accurate information is still limited for many youth as well as households that cannot afford or access consultations, financial service seminars, Internet service or subscriptions to media. While about half of Wisconsin schools offer personal finance, most do not require it. Further, the curricula used are not entirely consistent across programs. Evidence of the need for financial literacy among youth is seen in a 2008 Jump-Start Coalition survey that shows 52% of Wisconsin high school students fail to pass a standardized financial literacy test.

In a fall 2009 Wisconsin Cooperative Extension Family Financial Education/Affordable Housing Teams survey completed by 67 county family living educators, 88% planned to provide basic money management skills in 2010. More than half (57%) of survey respondents plan to work with county coalitions and partnerships in providing financial education. Just over half (51%) plan to provide youth financial programming, while 45% will provide credit and debt management education.

2. Scope of the Program

- In-State Extension
- Multistate Extension

V(D). Planned Program (Assumptions and Goals)**1. Assumptions made for the Program**

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

2. Ultimate goal(s) of this Program

The UW-Extension Cooperative Extension Family Financial Education Team works with 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, families and youth 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 demonstrate specific changes in financial behaviors that represent sound financial practice such as creating and following a budget or spending plan, accessing and monitoring credit records, using appropriate banking services, saving for the future, and taking steps to limit exposure to financial risks. Wisconsin families facing bankruptcy and foreclosure learn to make sound financial decisions and get a fresh financial start.

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
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
2015	12.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

Wisconsin's Cooperative Extension statewide Family Financial Education Team works with local partners to create community or regional public-private partnerships, to address specific financial education needs identified by community residents, and to provide research-tested resources, training and support for these resources, plus analysis for assessment. Campus specialists and county faculty and staff 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 are tested to refine the most successful methods of delivery and dissemination for diverse audiences. Setting up partnerships is encouraged whenever possible to ensure successful financial outcomes.

Enhancing sound financial practice: Resources such as research-based curricula and guidance on the counseling or coaching process are 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 includes training agency staff and volunteers, individual financial counseling or coaching, 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, renting or buying a house, filing taxes or beginning retirement. Timely web resources are created and shared to respond quickly to emerging needs

such as Managing Your Personal Finances in Tough Times: <http://fyi.uwex.edu/toughtimes>

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

Enhancing youth financial literacy: Wisconsin Cooperative Extension family living educators and community partners conduct financial education reality simulations for middle and high school students. Events have different names such as Youth Money Smart College, Reality Daze, Reality Fair, The Balancing Act, Mad City Money, and Money Quest-but all feature learning about money by modeling real-life scenarios. Trained adult volunteers step into roles as loan officers, bankers, merchants, salespeople and credit counselors.

Nearly all youth participants surveyed report that the reality event increased their confidence in making decisions that deal with money, managing money in the "real" world, and setting goals. Of those students who did not do so before the event, 100% report now tracking their spending and comparing prices when they shop: <http://www.uwex.edu/ces/pdande/evaluation/pdf/YFEreport2008.pdf>

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 ● Other 1 (Train-the-trainer) ● Other 2 (Group reality simulations) 	<ul style="list-style-type: none"> ● Newsletters ● Web sites ● Other 1 (Exhibits) ● Other 2 (Media releases, publications)

3. Description of targeted audience

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

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

Educational partners include banks, credit unions, financial services providers, schools, public libraries, community agencies and news media. Examples of community financial education partnerships include Money Smart Week with Wisconsin financial institutions, the Wisconsin Department of Financial Institutions Office of Financial Literacy and regional Federal Reserve Banks of both Chicago and Minneapolis, Wisconsin Housing and Economic Development Authority (WHEDA) Home Ready partnerships, Wisconsin Homeownership Preservation Education (WHPE) foreclosure education or prevention events, community-based tax preparation with Volunteer Income Tax Assistance (VITA) trained by the Internal Revenue Service, Head Start financial literacy education, and youth financial reality simulations with trained adult volunteers. Professional development partnerships include predatory lending with the Wisconsin Department of Financial Institutions, identity theft with the Wisconsin Department of Agriculture, Trade and Consumer Protection, insurance rules and regulations for Wisconsin with the Office of the Commissioner on Insurance, and unemployment benefits with the Office of Workforce Development.

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 Contact Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2011	9000	0	1500	0
2012	9000	0	1500	0
2013	9000	0	1000	0
2014	9000	0	1000	0
2015	9000	0	1000	0

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

2011:0 2012:0 2013:0 2014:0 2015:0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0
2015	0	0	0

V(H). State Defined Outputs

1. Output Target

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.

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

2011:3000 **2012:**3000 **2013:**3000 **2014:**3000 **2015:**3000

3. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

4. Associated Institute Type(s)

- 1862 Extension

Outcome # 2

1. Outcome Target

Participants will increase their use of positive financial practices.

2. Outcome Type : Change in Action Outcome Measure

2011:1500 **2012:**1500 **2013:**1500 **2014:**1500 **2015:**1500

3. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

4. Associated Institute Type(s)

- 1862 Extension

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

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 tools include the following: direct surveys, pre- and 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 surveys, internet evaluation question data banks and on-line surveys, and additional tools as needed and developed.

2. Data Collection Methods

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

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 # 6

1. Name of the Planned Program

Enabling Vibrant and Resilient Communities

2. Brief summary about Planned Program

The economic downturn since 2008 has seriously impacted families and communities in Wisconsin, forcing communities, local governments, business and downtowns to rethink community and economic development strategies. Most communities are now incorporated into comprehensive plans required by Wisconsin law as of 2010 to include economic development as one of nine elements for planning vibrant futures for communities. UW-Extension Cooperative Extension has a number of program teams as well as specialist centers that work to support the vitality and resilience of communities through locally based Extension research and education. The research and education collaboration of specialists and county faculty helps families, communities, local governments, organizations, and businesses to look at alternatives for promoting economic resilience and vibrant communities through transformation of data, information and community based processes and education into effective decision-making and strategy development.

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

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

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

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

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
608	Community Resource Planning and Development	50%			
801	Individual and Family Resource Management	10%			
802	Human Development and Family Well-Being	10%			
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	10%			
805	Community Institutions, Health, and Social Services	20%			
	Total	100%			

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

1. Situation and priorities

The current economic downturn has resulted in increased job losses, losses in home ownership and declining housing markets, increasing risks associated with food insecurity and childhood obesity, new pressures on the economic infrastructure of downtowns and neighborhoods, increased demands for services and economic assistance, and an overall deterioration in quality of life. Workforce development, a significant priority in Wisconsin during this economic downturn, is documented to begin at an early age for children who may be impacted adversely by issues related to childhood obesity and food insecurity. This situation has created new pressures on local and regional economies, business districts, local governments (3,000 plus), neighborhood districts, school systems, and community based organizations (29,000 plus). This has resulted in increasing need and demand for UW-Extension Cooperative Extension in helping communities understand, analyze and implement approaches for community economic vibrancy and resilience and family well-being

through visioning and strategic planning, revenue generation and resource development strategies, organizational development, economic development strategies, local government education, community engagement and leadership development.

2. Scope of the Program

- In-State Extension
- In-State Research
- Multistate 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 purpose of the integrated approach of state specialists and county-based educators through teams and centers is to educate Wisconsin communities to develop and use data resources, research and education to support informed local decision making that builds vibrant and resilient communities. Communities will develop and use strategies that address local economic development needs, that build the organizational and leadership capacity of local governments, community based organizations and businesses, and that engage people, businesses, and communities in the process of revitalizing local economies and building resilience of communities into 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
2011	24.0	0.0	0.0	0.0
2012	24.0	0.0	0.0	0.0
2013	24.0	0.0	0.0	0.0
2014	24.0	0.0	0.0	0.0
2015	24.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

This new plan incorporates work reported under four previously planned programs: Aging in Our Communities, Community and Economic Development Preparedness, Downtown Vitality and Community Placemaking, and Organizational Development.

Communities turn to UW-Extension Cooperative Extension to help leverage social, human, financial, physical, and natural capital to sustain and grow vibrant local and regional economies. UW-Extension teams, centers, colleagues and partners provide research-based education at both the state and community levels to address and support community and economic development, informed local government decision making, support for growing tomorrows work force, and vibrant community based organizations. A variety of educational activities are used including presentations; professional development through workshops, conferences, teleconferences and webinars; dissemination of teaching materials through websites, publications, CDs and DVDs; and facilitation and planning processes.

Program teams include community and economic development preparedness, downtown vitality and community placemaking, organizational development, strategic planning, systems thinking, sustainability, local government and finance, and others. Academic centers include the Center for Community and Economic Development, Center for Land Use Development (UW Stevens Point), Northern Center for Community Economic Development (UW Superior), Local Government Center and other state specialists associated with campus departments. Other program resources include the UW River Falls Survey Research Center, community, tribal and technical colleges, UW Colleges, other UW System campuses, the workforce development boards and the Wisconsin Department of Workforce Development, Wisconsin Department of Commerce, Wisconsin Department of Natural Resources, Wisconsin Department of Agriculture Trade and Consumer Protection, Wisconsin Association of Business Improvement Districts, Alliance for Sustainability, Focus on Energy Program, Wisconsin Counties Association, Wisconsin Towns Association, Wisconsin League of Municipalities and others.

Activities for the 2011 federal report will be drawn from the work of these statewide teams:

Aging in Our Communities

Community and Economic Development Preparedness

Community-Based Leadership Development

Downtown Vitality and Community Placemaking

Entrepreneurship

Local Government and Finance

Organizational development

System Thinking and Organizational Learning

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 ● Other 1 (Train-the-trainer) ● Other 2 (Group Facilitation) 	<ul style="list-style-type: none"> ● Public Service Announcement ● Newsletters ● Web sites ● Other 1 (News media releases) ● Other 2 (Web-based training)

3. Description of targeted audience

Wisconsin Cooperative Extension faculty and educators reach a variety of audiences including other Cooperative Extension staff, community leaders, businesses, economic development organizations, non-profit organizations, boards of directors, county, town and city boards and councils, leadership programs and organizations or associations, tribal governments, underserved communities and audiences, local planning boards and departments, school districts, youth and families, local news media and others. Program partners are also often part of the target audience including the workforce development boards and the Wisconsin Department of Workforce Development, Wisconsin Department of Commerce, Wisconsin Department of Natural Resources, Wisconsin Department of Agriculture Trade and Consumer Protection, Wisconsin Association of Business Improvement Districts, Alliance for Sustainability, Focus on Energy Program, Wisconsin Counties Association, Wisconsin Towns Association, Wisconsin League of Municipalities, and regional planning commissions.

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 Contact Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2011	26000	0	0	0
2012	26000	0	0	0
2013	26000	0	0	0
2014	26000	0	0	0
2015	26000	0	0	0

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

2011:0 2012:0 2013:0 2014:0 2015:0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0
2015	0	0	0

V(H). State Defined Outputs

1. Output Target

V(I). State Defined Outcome

O. No.	Outcome Name
1	Participants, organizations and communities will have increased or leveraged resources.
2	Participants, organizations and communities will have adopted best practices as a result of the Extension educational program.
3	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, organizations and communities will have increased or leveraged resources.

2. Outcome Type : Change in Condition Outcome Measure

2011:0 2012:0 2013:0 2014:0 2015:0

3. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 801 - Individual and Family Resource Management
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families, and Communities
- 805 - Community Institutions, Health, and Social Services

4. Associated Institute Type(s)

- 1862 Extension

Outcome # 2

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

2011:0 2012:0 2013:0 2014:0 2015:0

3. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 801 - Individual and Family Resource Management
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families, and Communities
- 805 - Community Institutions, Health, and Social Services

4. Associated Institute Type(s)

- 1862 Extension

Outcome # 3

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

2011:0 2012:0 2013:0 2014:0 2015:0

3. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 801 - Individual and Family Resource Management
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families, and Communities
- 805 - Community Institutions, Health, and Social Services

4. Associated Institute Type(s)

- 1862 Extension

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

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

1. Evaluation Studies Planned

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

Description

Evaluation plans are preliminary. Evaluation specialists will work with Community, Natural Resource and Economic Development teams to determine appropriate evaluation studies.

2. Data Collection Methods

- Telephone
- On-Site
- Structured

Description

Evaluation methods to be used are preliminary. Evaluation specialists will work with Community, Natural Resource and Economic Development teams to determine appropriate methodologies.

V(A). Planned Program (Summary)

Program # 7

1. Name of the Planned Program

Natural Resources for Sustainable Community and Biological Systems

2. Brief summary about Planned Program

Wisconsin's communities, agricultural systems, forests, land and water resources face growing challenges in response to climate change and the need for sustainable alternative energy systems. Natural resources and agriculture are two of the required elements in comprehensive plans under Wisconsin law. As of 2010 communities and counties must have plans in place that address these resources. Since 2008 numerous communities have adopted resolutions or plans to become "eco-municipalities." UW-Extension Cooperative Extension has a number of program teams as well as specialist centers that work to support sustainable communities, address energy resource needs, and protect forest, land and water resources through locally based Extension research and education. The research and education collaboration of specialists and county faculty helps communities, local governments, organizations, agriculture and businesses to look at alternatives for promoting sustainable communities, economic vitality, and vibrant biological and agricultural systems in the face of climate change and new energy demands through transformation of data, information and community based processes and education into effective decision making and strategy development.

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

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

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

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

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
104	Protect Soil from Harmful Effects of Natural Elements	15%			
112	Watershed Protection and Management	20%			
123	Management and Sustainability of Forest Resources	10%			
135	Aquatic and Terrestrial Wildlife	15%			
405	Drainage and Irrigation Systems and Facilities	10%			
605	Natural Resource and Environmental Economics	20%			
805	Community Institutions, Health, and Social Services	10%			
	Total	100%			

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

1. Situation and priorities

Communities, local governments, schools, businesses, farmers, families and individuals have been significantly impacted by rising and unpredictable energy costs. Increasing variability in weather events causing flooding and drought episodes have had significant impacts on communities, farms, businesses and families. Water resources are now recognized as a concern both in terms of water quality and availability across Wisconsin as groundwater has dropped

significantly in many areas and lake levels in the northern forested region of Wisconsin have fallen to new lows. The threats of high nutrient levels and invasive species affect agriculture, streams, rivers, lakes, wetlands and estuaries on the Great Lakes. All of these issues have economic consequences that challenge the vitality of our communities and economic systems.

Community, Natural Resource and Economic Development (CNRED) and interdisciplinary colleagues across all program areas are positioned through program scope and breadth to look at these issues in an integrated approach that acknowledges the linkages that connect these seemingly disparate systems. This has resulted in increasing need and demand for UW-Extension Cooperative Extension in helping communities understand, analyze and implement approaches to preparing communities for a sustainable future with new energy environments and vibrant natural resource systems through research and education, visioning and strategic planning, resource management and development strategies, organizational development, sustainable economic development strategies, local government education, community engagement and leadership development.

2. Scope of the Program

- In-State Extension
- In-State Research
- Multistate 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 a 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 purpose of the integrated approach of state specialists and county-based educators through teams and centers is to educate Wisconsin communities to develop and use data resources, research and education to support informed local decision making that builds sustainable and energy sufficient communities, that manages sustainable biological, land, water, and agricultural systems and resources and that assures economic vitality that is supported through emerging opportunity in response to climate change mitigation strategies. Communities of interest and place will develop and use strategies that address natural resources and economic vitality issues, that build the organizational and leadership capacity of local governments, community based organizations, and businesses, and that engage people, businesses, and communities in the process of protecting and enhancing the natural resource base that underlies the vitality of Wisconsin communities and agriculture.

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
2011	12.0	0.0	0.0	0.0

Year	Extension		Research	
	1862	1890	1862	1890
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
2015	12.0	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, financial, physical, and natural capital to sustain community and economic vitality and to sustain the vital natural resource base that is the foundation of Wisconsin's economy and quality of life. UW-Extension teams, centers, colleagues and partners provide research-based education at both the state and community levels to address and support the vitality of communities dependent on healthy natural resource systems through informed decision making by communities, local governments, community organizations, businesses and agriculture. A variety of educational activities are used including presentations; professional development through workshops, conferences, teleconferences and webinars; dissemination of teaching materials through websites, publications, CDs and DVDs; and facilitation and planning processes.

Program teams include sustainability, aquatic invasives, forestry and wildlife, estuary and coastal waters, stormwater, volunteer monitoring, community and economic development preparedness, organizational development, strategic planning, systems thinking, local government and finance, and others. Academic centers include the Environmental Resources Center, Solid and Hazardous Waste Education Center, Extension Lakes Program, Discovery Farms, River Basin Educators, Center for Watershed Science and Education, Center for Community and Economic Development, Center for Land Use Development (UW Stevens Point), Northern Center for Community Economic Development (UW Superior), Local Government Center and other state specialists associated with campus based departments. Other program resources include the UW River Falls Survey Research Center, community, tribal and technical colleges, UW Colleges, other UW System campuses, Wisconsin Department of Administration Coastal Management Program, Wisconsin Department of Natural Resources, Wisconsin Department of Agriculture Trade and Consumer Protection, Alliance for Sustainability, Focus on Energy Program, Wisconsin Office of Energy Independence, Wisconsin Counties Association, Wisconsin Towns Association, Wisconsin League of Municipalities and others.

Activities for the 2011 federal report will be drawn from the work of these statewide teams:

Aquatic Invasives

Forestry and Wildlife

Estuary and Coastal Wetlands

Groundwater

Stormwater

Volunteer Monitoring

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 ● Other 1 (Train-the-trainer) ● Other 2 (Group facilitation) | <ul style="list-style-type: none"> ● Public Service Announcement ● Newsletters ● Web sites ● Other 1 (News media releases) ● Other 2 (Web-based training) |
|---|--|

3. Description of targeted audience

Wisconsin Cooperative Extension faculty and educators reach a variety of audiences including other Cooperative Extension staff, community leaders, businesses, agriculture, non-profit organizations, boards of directors, county, town and city boards and councils, leadership programs and organizations or associations, tribal governments, underserved communities and audiences, local planning boards and departments, youth and families, local news media and others. Program partners are also often part of the target audience including the Wisconsin Department of Natural Resources, Wisconsin Department of Agriculture Trade and Consumer Protection, USDA Natural Resource Conservation Service, Wisconsin Department of Administration, Alliance for Sustainability, Focus on Energy Program, Wisconsin Office of Energy Independence, Wisconsin Geological and Natural History Survey, Wisconsin Counties Association, Wisconsin Towns Association, Wisconsin League of Municipalities, and regional planning commissions.

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 Contact Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2011	5000	0	0	0
2012	5000	0	0	0
2013	5000	0	0	0
2014	5000	0	0	0
2015	5000	0	0	0

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

2011:0 2012:0 2013:0 2014:0 2015:0

3. Expected Peer Review Publications

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

Year	Research Target	Extension Target	Total
2015	0	0	0

V(H). State Defined Outputs

1. Output Target

V(I). State Defined Outcome

O. No.	Outcome Name
1	Participants, organizations and communities will have increased or leveraged resources.
2	Participants, organizations and communities will have adopted best practices as a result of the Extension educational program.
3	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, organizations and communities will have increased or leveraged resources.

2. Outcome Type : Change in Condition Outcome Measure

2011:0 2012:0 2013:0 2014:0 2015:0

3. Associated Knowledge Area(s)

- 104 - Protect Soil from Harmful Effects of Natural Elements
- 112 - Watershed Protection and Management
- 123 - Management and Sustainability of Forest Resources
- 135 - Aquatic and Terrestrial Wildlife
- 405 - Drainage and Irrigation Systems and Facilities
- 605 - Natural Resource and Environmental Economics
- 805 - Community Institutions, Health, and Social Services

4. Associated Institute Type(s)

- 1862 Extension

Outcome # 2

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

2011:0 2012:0 2013:0 2014:0 2015:0

3. Associated Knowledge Area(s)

- 104 - Protect Soil from Harmful Effects of Natural Elements
- 112 - Watershed Protection and Management
- 123 - Management and Sustainability of Forest Resources
- 135 - Aquatic and Terrestrial Wildlife
- 405 - Drainage and Irrigation Systems and Facilities
- 605 - Natural Resource and Environmental Economics
- 805 - Community Institutions, Health, and Social Services

4. Associated Institute Type(s)

- 1862 Extension

Outcome # 3

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

2011:0

2012:0

2013:0

2014:0

2015:0

3. Associated Knowledge Area(s)

- 104 - Protect Soil from Harmful Effects of Natural Elements
- 112 - Watershed Protection and Management
- 123 - Management and Sustainability of Forest Resources
- 135 - Aquatic and Terrestrial Wildlife
- 405 - Drainage and Irrigation Systems and Facilities
- 605 - Natural Resource and Environmental Economics
- 805 - Community Institutions, Health, and Social Services

4. Associated Institute Type(s)

- 1862 Extension

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

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

1. Evaluation Studies Planned

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

Description

Evaluation plans are preliminary. Evaluation specialists will work with Community, Natural Resource and Economic Development teams to determine appropriate evaluation studies.

2. Data Collection Methods

- Telephone
- On-Site
- Structured

Description

Evaluation methods to be used are preliminary. Evaluation specialists will work with Community, Natural Resource and Economic Development teams to determine appropriate methodologies.