

## **University of Wisconsin – Madison, Division of Extension, Eau Claire County**

The University of Wisconsin-Madison, Division of Extension is a unique partnership of counties, the U.S. Department of Agriculture, and the University of Wisconsin, working together to help people put knowledge to work. Bringing research and education directly to people reflects the vision best known as The Wisconsin Idea. The Division of Extension supports educational programs for all people including: farmers, businesses, communities, families, and youth. Extension develops and delivers programs based on local needs. Educators and coordinators serve Eau Claire County residents by providing access to University resources to engage them in transformative life-long learning, wherever they live and work, through educational programs in agriculture, community, youth, and family.

The Division of Extension completed a significant re-organization process, known as nEXT Generation, which was due to budget cuts made by the State to the University of Wisconsin System. In addition to this reorganization, Extension moved from UW-Extension to the UW-Madison campus. The county-based partnership and mission of Extension remains the same. As another part of the reorganization, counties have been aligned with an “area.” The area Eau Claire County aligns with is Area 6, which includes Chippewa and Dunn Counties. Extension educators have worked across county lines for many years. Leveraging skilled knowledge across county lines will continue, helping citizens to receive a greater value of expertise with educators and coordinators programming in their respective areas of skill and knowledge.

### **2018 Accomplishments**

#### **Agriculture Education**

- Helped coordinate the 2018 Chippewa Valley Farm-City Day event with more than 1,000 participants.
- Continue to assist in the coordination of Wisconsin Farm Technology Days to be held in Eau Claire County in July of 2020.
- 72 producers and Ag service providers attended the annual Agronomy Update sponsored by Eau Claire County UW-Extension.
- Collaborated with the Eau Claire County Land Conservation Department in teaching 47 farmers to write new nutrient management plans using the Snap Plus computer program.
- Provided pesticide applicator training to 22 area crop producers.
- Provided leadership and instructor led training for the new Youth for Quality Care of Animals (YQCA), which involves more than 100 young people from 4-H, Future Farmers of America (FFA) and other county-based youth organizations.
- Collaborated with the Chamber of Commerce in implementing Breakfast in the Valley, “the county’s dairy breakfast,” which served over 3,000 attendees.

- Collaborated with the Chippewa Valley Technical College to deliver the most recent Intuitive Cost of Production Analysis (ICPA) data to over 100 producers and students at 3 different sites.
- Provided 3 in-service meetings for more than 240 professional agronomists in the areas of seed updates and soil, water, and nutrient management.
- 71 forage producers attended field days and seminars hosted by the Chippewa Valley Forage Council and Eau Claire County Extension.
- 16 producers attended a regional Dairy to Beef Transition seminar held in Altoona.
- Have completed training and certification for over 50 local producers for BQA (Beef Quality Assurance)

### **Horticulture Education**

- Worked with surrounding counties to host a State Master Gardener Conference with over 200 participants.
- Provided research-based information on sound lawn, garden, and sustainability practices to residents as a pro-active step to create a healthy environment. Fielded horticultural inquiries from consumer and commercial clients.
- Provided leadership with the Master Gardener Volunteer Program providing 4,173 hours of volunteer work and 3,115 hours of continuing education across 53 members.
- Managed multiple community garden locations, including the Jeffers Road Community Gardens which contained around 30 renters and garden space for the Hmong elders. The teaching garden located outside the Eau Claire County Extension Office drew in community members and provided produce for the Meals on Wheels program.
- Helped promote the Green Industry (greenhouses, nurseries, tree services, lawn care companies) through a resource directory of services available for residents and other businesses.
- The youth garden at North River Fronts Park partnered with FoodWise Nutrition Educators, Master Gardner's, and Boys and Girls Club-Mary Markquart Center. Programming reached nearly 200 kids, grades 3– 5 for the garden/nutrition Kids' Garden Camp throughout the summer.

### **Human Development & Relationships Education**

- Improving social emotional wellbeing of families: Partnered with WI DPI to create *Raising Caring Kids*, a free email-based resource for schools to deliver to parents and caregivers of 1st-5th graders that offers ways to build children's social and emotional learning. *Raising Caring Kids* uses 16 short articles and 5 videos to teach different social and emotional learning skills to parents of 1st-5th graders. Each article briefly describes research behind these skills, provides ideas for practicing social and emotional skills at home, and links to additional family-friendly resources. Each 1-2 minute video explores one social and emotional skill and shows how a parent might teach a child that skill. *Raising Caring Kids* was released on October 1, 2018. By December 17, 2018, 397 individuals had completed our online registration form to receive information on how to deliver *Raising Caring Kids* in their school or organization, reaching 84,210 families.
- Mental Health: In collaboration with Mental Health Matters, obtained a five-year \$1,000,000 grant to promote resilience for Chippewa Valley youth. Through the

development of a training, working towards increased capacity of youth serving professionals to build protective factors and resilience in youth. This initiative will help society through change at an individual and organizational level. In 2018, I helped coordinate and train the 15 community trainers, as well as co-author the curriculum. After the train the trainer, 93% of respondents reported feeling more prepared to present ACE information and 93% reported feeling more confident to present information on youth resilience. From September-December, we provided 5 community trainings to over 400 people. In addition to this work, provided several presentations on Question, Persuade, Refer (QPR) (Suicide Prevention) throughout the community to both adolescents and youth, as well as trained the ECASD secondary staff using the Mental Health First Aid curriculum.

- Parenting/Technology: Utilized curriculum the family living educator co-developed to help parents learn how to use technology in a positive way with their young children; disseminated information utilizing various methods of technology to engage parents in learning. Facilitated online teaching events through a Facebook series titled, Parenting...Behind the Behavior, garnering over 6,000 views. In addition to local work on digital parenting work, was awarded two national awards and presented on materials developed at a 2018 national conference.
- Building Community Capacity: In collaboration with the Eau Claire County BRAIN (Brain Research Awareness Integration Network) Team, developed a conference to better help community professionals understand trauma and addiction. The event had over 200 people in attendance and 98% of attendees reported that the conference contributed to their ability to work more effectively with children and families in the community.

#### **4-H Program & Youth Development Education**

- Hosted a Tri County Drama and Cultural Arts Festival at Eleva-Strum High School with 255 participants
- In conjunction with Blugold Beginnings held a National Youth Science Day, where teams were led hands on science activities in area Elementary schools and reached over 1000 children
- Children in the community came together to learn about 4-H in our community for Discovery Day which hosted 64 participants
- Food and Clothing Review was held in our office as a pre-fair event to showcase children's crafting and cooking skills with over 30 participants
- All new club members and families came together at the Extension office to provide a detailed overview with nearly 25 children

#### **FoodWise Program**

- Taught nutrition education to 8,687 direct teaching contacts totaling 1,723 unique adult and youth learners, Pamela .88%FTE, Joy 100% FTE.
- In six schools with over 50% free and reduced lunch participation, 1st, 3<sup>rd</sup>, and 5th grade classroom learners were taught multiple lessons. Nutrition information sent home with 1250 parent handouts. Parents reported children were eating more fruits and vegetables and were more willing to try new foods.

- Market Match incentive program at the Downtown Farmers Market served 432 unique individuals. Slight decrease from 437 in 2017 but the average number of visits to the market increased. Also, the number of tokens purchased increased from 11,892-13,149. The initial 2018 goal of completing 100 evaluations of EBT/Market Match participants was far surpassed to 285 evaluations completed. This was accomplished with a partnership of UW Professor Eric Jamelske and his research students.
- Partnered with Eau Claire, Chippewa and Dunn County Health Coalitions to build healthy retail. Coalition members worked with 7 food retailers in the Chippewa Valley. FNV campaign continued with digital ads. Tri-County Coalition garnered another WI Department of Health Services C-Store grant of \$12,000 to increase healthy food options at four Eau Claire, two Dunn County, and 1 Chippewa County locations. This was the second year to receive funding to support local C-Stores in offering healthy food options (2017 received \$8,000 for C-Stores). Also, this collaborative was selected for a regional HealthTIDE rally around supporting local food systems.

### **2019 Future Opportunities**

#### **Agriculture Education**

- Continue to support and see the growth of “non-traditional” agriculture (niche markets) in Eau Claire County. This includes but is not limited to Meat and Milking Goats and Sheep, Farm to Market Produce (Community Supported Agriculture-CSA’s), and different forms of Agriculture Tourism.
- Continue to work with the Eau Claire County Land and Water Conservation Department to increase the number of functional and active Nutrient Management Plans.
- With the average age of farmers in Eau Claire County continuing to increase, coupled with cyclically low grain and milk prices, the need for programming and advice regarding generational transfer and enterprise analysis has become critical.
- Develop, organize and deliver a Regional program centered on Animal Well-Being and Care.

#### **Community Development**

- Initiate the first shared community development educator between Chippewa, Dunn, and Eau Claire Counties
- Educator develops plan of work based on highest and greatest community development need in each county and between counties. This includes exploring organizational developments, examining role for education in community food systems, and heavy emphasis on relationship building during this year
- Continue facilitator role for Ag Ordinance Special Review Committee
- Continue involvement in existing community/county initiative (e.g., Housing Task Force & Clear Vision planning team)

### **Horticulture Program**

- Initiate the first shared horticulture program between Chippewa, Dunn, Eau Claire, and Polk Counties
- Program coordinator develops plan of work based on highest and greatest horticulture needs in each county and between counties
- Provide educational leadership with extensive Master Gardener Program, a value of over \$90,000 in volunteer hours and contributions within Eau Claire County.
- Be responsive to emerging issues such as emerald ash borer, jumping worms, small crop production, and increasing educational opportunities with underserved members of the community.
- Cover a wide range of specialties and expertise from soil to trees, water quality to plant health, and every insect in-between.
- Bring the research results of the University to the residents of Eau Claire County to use in their own yards, gardens, and communities.

### **Human Development & Relationships Education**

- Assess baseline data around kindergarten readiness in the Chippewa Valley and begin to assess current programming's effectiveness on impacting school readiness.
- Continue evaluation project utilizing the Raising Caring Kids curriculum in partnership with Locust Lane Elementary and WI- DPI. Distribute results statewide.
- Explore innovative and relevant ways to reach parents through digital education.
- Continue collaboration within community coalitions to help strengthen families and build community capacity.
- Provide education to youth serving professionals on adverse childhood experience and how to help build protective factors in youth to increase mental wellness.
- Reach traditionally underserved populations through outreach education.

### **4-H Program**

- Partner with UW- Eau Claire Blugold Beginnings to expand access to Science, Technology, Engineering, Arts and Math (STEAM) curriculum through the implementation of camps, project meetings and work sessions. Use grants and sponsorships to purchase five robots and launch a Robotics Project and Robotics team.
- Expand access to 4-H in the Hmong and Latino communities through creation of clubs and programming.
- Offer diversity training for 4-H club Adult Leaders, to better serve the community and area around the club.
- Offer leader trainings to develop positive leadership skills in adult leader and aid in creating youth and adult partnerships.
- Reintroduce afterschool programming in Eau Claire, Fall Creek and Augusta schools. Conduct programming at the Boys and Girls Club afterschool and during the summer

## **FoodWise Program**

- Healthy Food Retail, in partnership with Eau Claire Healthy Communities, Challenge Chippewa, and Eat Well Dunn County, will continue to work with statewide group healthTIDE to expand their initiatives and apply for grant opportunities for healthy retail work in the Chippewa Valley.
- Expand our Strong Bodies program, look to add one more location, offer an advanced class as needed.
- Expand our Eau Claire EBT/Market Match program in funding support. Currently working with a new partner, Luginbill Children's Foundation, to provide support in accepting donations for Market Match from local funders and those seeking tax deductible donations. Will continue to create sustainability in our Market Match program, reach all SNAP participants in partnering with agencies for state mailers, distributing posters and bookmarks about the program throughout the county, and analyzing evaluations to make our program better.
- Share experiences within our tri-county area to strengthen programming impact and reporting; work with more agencies across counties that endeavor to create healthy communities and reduce food insecurity.

## **Additional Projects/Activities**

Continue transitionary steps into UW-Madison, most are statewide efforts that have impact with local Extension staff

- a. Rebranding efforts
- b. Transition to new email addresses
- c. Align governance structures (faculty and academic staff) in alliance with UW-Madison governance structures
- d. Continue to integrate to institutes (formerly known as program areas. For example: Family Living Program is now either Health and Well Being Institute or Human Development and Relationship Institute)

<b>Ensure Financial Stability</b>	<b>Innovate and adapt</b>	<b>Improve Collaboration</b>
<p><b>4-H Program</b></p> <ul style="list-style-type: none"> <li>• Research grant and donation opportunities to develop outreach programming, specifically in STEM.</li> <li>• Secure donations and financial support for 4-H Youth Development programming to support in and out of state trip opportunities for youth.</li> </ul>	<p><b>4-H Program</b></p> <ul style="list-style-type: none"> <li>• Develop new methods to reach underserved and underrepresented populations with youth development programs</li> <li>• Apply national research to local needs assessments to develop, implement, and evaluate youth development programs at a county level</li> </ul>	<p><b>4-H Program</b></p> <ul style="list-style-type: none"> <li>• Partner with community organizations to avoid duplication in youth development programming</li> <li>• Partner with counties in the new UWEX area to provide across-county line programming that develops working relationships among 4-H members and families.</li> </ul>
<p><b>Human Development &amp; Relationship Education</b></p> <ul style="list-style-type: none"> <li>• Focus on prevention, knowing that is our best return on investment of dollars</li> <li>• Being a good steward of funding and writing grants to support programming initiatives</li> <li>• Helping other community non-profit organizations with strategic planning and support to ensure quality programming to support local families</li> </ul>	<p><b>Human Development &amp; Relationship Education</b></p> <ul style="list-style-type: none"> <li>• Responsive to citizens needs by leading needs assessments and implementing plans based on citizens input.</li> <li>• Using innovate approaches to education through the use of digital media, micro-learning videos and social media to meet parents where they are.</li> <li>• Working on system change through the lens of mental wellness.</li> </ul>	<p><b>Human Development &amp; Relationship Education</b></p> <ul style="list-style-type: none"> <li>• Facilitating change through improved coordination and collaboration of groups working on improving behavioral and mental health.</li> <li>• Offering professional development (BRAIN conference, Raising Caring Kids, Eau Claire Healthy Communities, Child Care Director’s Retreats) to foster networking and information sharing to better serve children and families in the community.</li> </ul>
<p><b>FoodWise</b></p> <ul style="list-style-type: none"> <li>• Market Match at Downtown Farmers Market</li> <li>• Food resource management classes with SNAP participants to save money when purchasing food.</li> </ul>	<p><b>FoodWise</b></p> <ul style="list-style-type: none"> <li>• Use ecological model to expand Policy, Systems and Environmental (PSE) changes affecting behavioral outcomes.</li> <li>• Utilize our new Program Evaluation and Recording System (PEARS) in FoodWise to illustrate outcomes and identify trends.</li> </ul>	<p><b>FoodWise</b></p> <ul style="list-style-type: none"> <li>• Market Match at Downtown Farmers Market. Build relationships with private donors, EC City and regional DHS Great Rivers Consortium to garner funds for program sustainability.</li> <li>• Partner with Eau Claire, Chippewa and Dunn County Health Coalitions to build healthy retail</li> <li>• Work with statewide group, healthTIDE, to bring initiatives and added funding opportunities to the Chippewa Valley.</li> </ul>
<p><b>Agriculture Education</b></p> <ul style="list-style-type: none"> <li>• Assisted Land Conservation to assure \$50,000 in Nutrient Management Cost-share funds to participating farmers and landowners.</li> </ul>	<p><b>Agriculture Education</b></p> <ul style="list-style-type: none"> <li>• Continued to assist farmers to accept the computer software program SnapPlus for Nutrient Management planning which is a switch from years of paper record keeping.</li> </ul>	<p><b>Agriculture Education</b></p> <ul style="list-style-type: none"> <li>• Collaborate with ECC Land Conservation Nutrient Management Planning efforts with farmers</li> <li>• Collaborate with Komro Equipment and J &amp; D Manufacturing to improve in the design and installation of ventilation systems in livestock facilities</li> </ul>

<b><i>Agriculture and Natural Resources</i></b>			<b>Budget</b>	<b>Levy</b>	<b>FTE's</b>
			<b>\$ 66,404</b>	<b>\$60,337</b>	<b>1.24</b>
Farmers and landowners seek assistance from agricultural agents to make informed decisions related to conservation, farm modernization, farm management and environmental issues. Educational development in agriculture contributes economic activities and helps protect resources.					
<b>OUTPUTS</b>					
			<b>2016</b>	<b>2017</b>	<b>2018</b>
Number of producers assisted:			12,873	11,863	12,986
Number of workshops conducted:			38	36	39
Number of field days and demonstrations conducted:			12	11	14
Number of surveys:			15	12	14
Number of media contacts:			995,010	910,000	963,000
Number of Chippewa Valley Forage Council participants:			48	45	47
Number of youth trained and certified in tractor and machinery safety:			22	0	14
Number of certified applicators trained:			28	32	23
Number of youth trained in livestock projects:			410	354	487
<b>Performance Goal</b>	<b>Outcome Measures</b>	<b>Benchmark</b>	<b>2016</b>	<b>2017</b>	<b>YTD 2018</b>
Farmers and landowners will improve their management skills as a result of Extension trainings.	Farmers and landowners responding to surveys will indicate improved management skills as a result of Extension trainings.	28%	85%	85%	85%
Farming operations will show improved levels of crop and livestock productivity as a result of consultations with Ag educators.	Farming operations responding to surveys will report improved levels of crop productivity.	15%	85%	85%	85%
	Farming operations responding to surveys will report increased levels of livestock productivity	20%	95%	95%	95%
Ag agent will provide agriculture technologies/education as requested by producers.	Within 24-hours of receipt, Ag agent will respond to producers requests based on contact log	90%	95%	95%	95%
<b><i>Horticulture (Position Vacant)</i></b>			<b>Budget</b>	<b>Levy</b>	<b>FTE's</b>
			<b>\$22,830</b>	<b>\$17,850</b>	<b>0.49</b>
The Horticulture Program provides unbiased university-based research information to residents focusing on horticultural and natural resource educational. Through leadership and innovative programming, environmentally and socially responsible practices are implemented throughout the county.					
<b>OUTPUTS</b>					
			<b>2016</b>	<b>2017</b>	<b>2018</b>
Number of volunteer hours			3,960	3,916	Vacant
Number of publications written			6	3	
Number of surveys			2	3	
Number of volunteers			87	52	
Number of educational programs conducted			29	14	
Number of contacts reached by direct teaching			1343	312	
Total amount of grants and sponsorship dollars			\$ 4,775	\$ 500	
<b>Performance Goal</b>	<b>Outcome Measures</b>	<b>Benchmark</b>			
Provide research-based information on sound lawn, garden and sustainability practices to residents as a pro-active step to create a healthy environment.	Clients responding to interviews for surveys will indicate they found the information helpful.	90%	95%	95%	
Help promote the Green Industry (greenhouses, nurseries, tree services, lawn care companies) through a resource directory of service available for residents and other businesses.	Green Industry resource directory will be distributed annually.	Yes/No	yes	yes	



<i>Human Development &amp; Relationships</i>			<b>Budget</b>	<b>Levy</b>	<b>FTE's</b>
			<b>\$55,391</b>	<b>\$50,056</b>	<b>1.24</b>
Human Development and relationships provide statewide leadership to promote education, resources and partnerships that create an environment where families and their communities can thrive.					
<b>OUTPUTS</b>					
			<b>2016</b>	<b>2017</b>	<b>2018</b>
Number of educational programs conducted:			19	9	26
Number of conference presentations:			4	5	4
Number of professional development programs:			7	6	17
Number of community meetings:			45	56	92
Number of people reached by direct teachings:			363	440	605
Applied research conducted and disseminated:			0	1	0
Total amount of grants received in community (co-authored):			\$4,000	\$200,000	\$233,000
Number of TV, newspaper, radio, website, fact sheets for media contacts:				16	10
<b>Performance Goal</b>	<b>Outcome Measures</b>	<b>Benchmark</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Connect community partners through coordination, collaboration, networking, research and education to strengthen families.	Participants responding to surveys will indicated improved connectivity and coordination among community groups that work with children and families.	80%	98%	93%	93%
Improve family resiliency and well-being in the areas of: mental health/social emotional development, positive parenting practices or healthy lifestyles	Participants responding to surveys will indicated they have enhanced skills or became aware of new resources as a result of attending workshops or educational programs.	85%	97%	97%	98%



<b>FoodWise</b>			<b>Budget</b>	<b>Levy</b>	<b>FTE's</b>
			<b>\$ 24,798</b>	<b>\$ 22,232</b>	<b>3.12</b>
FoodWise is a partnership program between Federal, State and County governments and community-based organizations. FoodWise staff teaches low-income residents how to make healthy food choices, handle their food safely, manage food dollars and improve food security. FoodWise educators and Coordinators salaries totalling \$168,000 are Federally Grant Funded and do not affect the Levy or EC County Budget totals.					
<b>OUTPUTS</b>					
			<b>2016</b>	<b>2017</b>	<b>2018</b>
Number of classes taught:			597	400	538
Number of professional conference /staff trainings attended:			11	14	6
Number of coalition, task force and group meetings attended:			58	72	73
Number of educational contacts to direct learners:			8,384	9,500	8687
Number of non-duplicated direct learners:			1,758	1,161	1,250
Total amount of grants			\$257,178	\$239,124	\$168,000
<b>Performance Goal</b>	<b>Outcome Measures</b>	<b>Benchmark</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
After a series of classes, low-income participants will report behavioral changes that reflect USDA MyPlate principles.	After participating in FoodWise series, at least 30% of individuals will report behavioral changes that reflect MyPlate principles. (changes measured include: willingness to taste new foods, parents report that their child asked them to buy a fruit or vegetable, or they are offering more fruits or vegetables, and increased fruit, vegetable or whole grain consumption)	50%			78%
FoodWise participants completing post-lesson surveys will express and intent to adopt (or continue) at least one food resource management strategy.	At least 50% of FoodWise participants completing post-lesson surveys will express and intent to adopt (or continue) at least one food resource management strategy such as shopping with a list or comparing unit pricing.	50%			68%
ECC SNAP households will utilize the EC Downtown Farmers Market, Market Match incentive program to increase access to fresh food for their family.	5% of unique ECC SNAP households (308 households) will utilize the EC Downtown Farmers Market, Market Match incentive program to increase access to fresh food for their family.	5%  (308 households)			432
<b>Community Development</b>			<b>Budget</b>	<b>Levy</b>	<b>FTE's</b>
			<b>\$ 28,706</b>	<b>\$ 21,750</b>	<b>0.58</b>
The community development programming is affiliated with the Extension Institute of Community Development that provides educational programming to assist leaders, communities, and organizations to realize their fullest potential. Educators work with communities to build the vitality that enhances their quality of life and enriches the lives of their residents. Community development educators educate in leadership development, organizational development, food systems, community economic development, local government education and much more as determined by the residents and communities. Currently, the community educator is conducting a community needs assessment that will determine programming areas and Plan of Work, from which performance goals, objectives, and outcomes will be derived.					
<b>TOTALS</b>			<b>Budget</b>	<b>Levy</b>	<b>FTE's</b>
			<b>\$ 303,351</b>	<b>\$ 272,413</b>	<b>8.07</b>