

Sauk County, Wisconsin

UW-Extension Annual Report

2018 Mission: We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.

Departmental Program Summary: Please insert a description of departmental programs and activities.

Community Development

- **Broadband Demand Survey**
Erickson collaborated with the Reedsburg Utility, Sauk County staff, community leaders from the Village and Town of Spring Green, UWEX Broadband and E-Commerce Center, and the UW-River Falls Survey Research Center to develop and implement a broadband demand survey. In November, a paper survey was sent to 1136 residents and 387 useable responses were received (34% response rate). The results indicated that nearly six in 10 residential respondents would subscribe to high-speed Internet service for \$70 per month. Residents also indicated that they would use the service to access medical records/services (69% likely or very likely), access educational resources (46% likely or very likely), work from home (45% likely or very likely), and start, move or grow a home-based business (20% likely or very likely). Reedsburg Utility included the survey findings in their 2018 broadband expansion grant application, but the application was unsuccessful.
- **Great Sauk Trail Interpretive Signage**
In 2018, Erickson convened a 30+ member advisory committee that outlined the purpose and goals for the Great Sauk Trail signage as well as the key messages that need to be communicated on the signage. Erickson then facilitated a small work group that created eleven signs with topics that ranged from early Ho Chunk agriculture to women that worked at BAAP during wartime to the Badger Lands as an unintended wildlife conservancy. Following a final review from the advisory committee and GSST Commission, the signs are slated to be installed along the trail in 2019.
- **Sauk County Institute of Leadership (SCIL)**
After 20 years of successful leadership programming, SCIL took a year (2017/2018) to reflect, reorganize and re-imagine the future of the program. After hours of facilitated board discussions and work groups, a new SCIL emerged. The best aspects of SCIL were retained and strengthened, but significant changes have been added. Four months into the refreshed SCIL program and the initial evaluations have exceeded expectations. Nearly every topic has received at least an average of 4.5 on a 5-point scale of value to the participants. Participants also regularly comment on their leadership growth as a result of the program.
- **Solar Sauk County**
Erickson collaborated with CPZ and the Midwest Renewable Energy Association to offer the “Solar Sauk County” program to all residents in Sauk County. The program offered educational programs and a coordinated “group buy” to offer discounts on solar panels. Participation in Solar Sauk County has exceeded expectations. MREA set a stretch goal of 200KW installed, but by the end of the program nearly 450KW were installed on 67 properties.
- **Sauk-Prairie Health, Education, Law enforcement and Psychosocial (HELP) addiction recovery program** - McArthur is the chair of the education/outreach subcommittee. The role of this subcommittee is to increase public awareness about the perils of addiction. McArthur and his

team organized a public seminar in Sauk-Prairie featuring former Green Bay Packer kicker Chester Marcol. Marcol was profoundly addicted to drugs and alcohol and shared his story of recovery that included a suicide attempt and over twenty trips to rehabilitation before it 'took.' As part of that event's promotion there were multiple speeches to community groups and an interview with WISC TV3.

Horticulture Education

- The Master Gardener Program in Sauk County started in 2003. Over 281 people have been trained since that time, and there are currently 36 certified Master Gardener Volunteers (MGVs) for 2019.
- Educate Community on Growing Tomatoes
In partnership with the Rock Springs Library, Sauk County Master Gardener Volunteers taught 26 adults and 3 children the basics of tomato gardening, specifically "Growing Non-Red Tomatoes." Red and non-red tomato seedlings were available for purchase by the participants. A tomato test garden (20 varieties) was planted at the Rock Springs Community Garden and tended by MGVs throughout the summer. In August 57 participants gathered at the Rock Springs Library for a tomato tasting and voted for their favorite tomato. This was the third year for this demonstrative program.
- Teach Kids how to Garden
MGVs worked with teachers at Tower Rock Elementary School to plan raised bed gardens for each classroom. Seven gardens were built, planted, and maintained by students and teachers, with a Master Gardener volunteers supervising the planting. The produce was harvested by the students and their families. The teachers incorporated the gardens into their classroom instruction to teach children how their food is grown. They planted, grew, harvested and ate the garden produce. The children also learned to make healthier food choices at their lunch time and at home with their families.
- Build Raised Beds for Community Gardens
In response to ongoing soil quality and flooding issues the Reedsburg Community Gardens, Master Gardener volunteers in partnership with the Technology and Engineering Education classes at the Reedsburg High School built 12 raised beds. The gardens are primarily used by apartment dwellers and senior citizens on limited or fixed incomes. Over 400 pounds of veggies were donated to the Reedsburg Food pantry. MGVs, 13 students and their teacher were involved in this project.

FoodWise Nutrition Education

- Food Tastings in Elementary Schools
Obesity is classified as a dietary disease that effects 31% of Sauk County adults (County Health Rankings). Eating habits that are learned as children often carry over into adulthood. One study in particular notes, "Thus, if children are to learn to prefer and select healthy foods, they need early, positive, repeated experiences with those foods" (Birch, et al). To help create positive experiences around fruits and vegetables (F/V), FoodWise conducted nutrition education and offered F/V samples to students in 5 elementary schools. These efforts resulted in an increased expression of children willing to make efforts to eat more F/V. We asked students (3rd grade and up) to complete a survey after the lesson on F/V. There were 85 students that answered and of those just 4% said they won't fill their plate with half F/V and 53% said they were going to either try to fill half their plate with F/V or actually intended on making half their plate F/V. Third graders and up completed a survey before the education began and after the education ended. We collected 118 pre-responses and 144 post-responses. Using pre/post surveys without

matching ID's, we found that 60% of students reported eating vegetables some days or most days on the pre assessment and 69% reported eating vegetables most days on the post assessment leaving us with a 15% change from pre to post assessment. If kids learn positive, healthful eating habits at a young age, they will likely carry those into adulthood thus helping to decrease the likelihood of developing diet-related diseases in the future.

- FoodWise Curriculum impacting more than just students

FoodWise curriculum has many great lessons designed to teach children the importance of eating many different foods, from all 5 of the food groups. Beernink, Sauk County FoodWise educator embraces the FoodWise lessons she is delivering. Lake Delton Elementary school physical education teachers did just that in Fiscal year 2018! After spending numerous weeks in the 1st, 3rd, and 5th grade classrooms learning about MyPlate, and its' role in healthy lifestyles, the teachers ordered Myplate dishes and handed them out to their students. Parents were reporting through surveys that their children were using the physical Myplate to teach family members at home what they had learned during the FoodWise nutrition lessons each week. Because of this support, Sauk County schools have shown us they understand the importance of proper nutrition and life-long healthy lifestyles that the FoodWise program teaches.

Agriculture

- Pesticide Applicator Trainings were held and educator addressed general farm/agriculture questions in a timely manner.
- Provided resources and trainings on relevant topics such as Beef Quality Assurance, Protecting Income with Dairy Revenue Insurance and updates on the Dairy Margin Protection Program.

Human Development and Relationships

- Home & Community Education (HCE) continued to benefit Sauk County residents through Wisconsin Bookworms, Lynn's Legacy, Scholarships, financial donations, and educational offerings.

4-H and Youth Development - 4-H Grows Involvement

- **Over 275 youth and adults participated in Super Saturday.** Super Saturday is a hands on project learning day. Youth and adult participants attended 4 out of 50+ different educational sessions that were offered. **Half of these sessions were taught by youth.** In order to teach these sessions, youth prepared teaching outlines, thought about developmentally appropriate activities, created and followed through with a budget, and evaluated their sessions for program improvement.
- **284 4-H members received 4-H curriculum/project books in 2017-2018.** This was the third year youth received project learning materials of their own due to financial support from Sauk County Board of Supervisors.
- The third annual New Family Event was held in 2017. **The event had 15 different hands on project tables. About 20 new 4-H members and 60 total people attended.** The 4-H Youth Development Educator led a new family orientation. The event is planned, and all activities are facilitated by youth. Youth prepare an outline, focus on developmentally appropriate activities, and develop supply list within a budget.
- **15 youth participated in the Junior Leader Council planning retreat.** Agenda items covered during the two day retreat included: Team building, defining leadership, developing goals, and project planning. Junior Leaders left the retreat with a years' plan for fun meetings, community service, fundraising, and countywide events.

4-H Grows...Leaders

- 4-H volunteers are youth and adults working together to make a difference in the lives of young people. Volunteers work with 4-H faculty to develop life skills of youth members, thus benefiting the state, employers and the economy. Volunteers have the satisfaction of contributing to the future they learn new skills that may advance their own careers.
- In 2017-2018, 14 4-H Community Clubs involved 452 youth in grades 5K - 13 as members of the 4-H program and 133 adults as certified 4-H Project and 4-H Club volunteers. Each volunteer averages 75 hours per year. According to the Independent Sector, the value of a volunteer hour is \$24.14. At a rate of \$24.14 per hour, Sauk County 4-H adult volunteer leaders have contributed \$240,797 worth of volunteer hours to Sauk County in 2017-2018.

In 2017-2018

- **11** adults become new 4-H adult leaders.
- **25 Club Leaders and Countywide Project Leaders** attended quarterly meeting which focused on curriculum usage, best practices for effective club meetings, chartering process and creating social capital.
- **10 volunteers** completed Project Leader Training. After completion of the training, leaders receive a complete set of 4-H project curriculum to teach and lead project meetings for their 4-H Club or for countywide project work.

2018 Goals Review

2018 GOALS REVIEW

OBJECTIVE	WAS THIS OBJECTIVE REACHED IN 2018?
	Yes or No (If no, please provide comment)
At least 15 farmers will be visited on-farm by UW-Extension agricultural engineers and receive technical assistance with construction projects. This could include resources on dairy modernization practices.	.50 FTE Ag Educator position was filled in October 2018. Goal objectives have begun to be addressed.
Improve farm business profitability and lifestyles through informed decision-making including strategic planning; financial management; business agreements; beginning farmer programs; dairy and grain price risk management; human resource management; farm succession and retirement planning.	.50 FTE Ag Educator position was filled in October 2018. Goal objectives have begun to be addressed.
Work with communities, residents and farmers to assess opportunities for developing a sustainable bio-economy (i.e. wood energy, on-farm energy conservation, anaerobic digestion)	.50 FTE Ag Educator position was filled in October 2018. Goal objectives have begun to be addressed.
Respond to emerging issues affecting agriculture including droughts, floods, animal and plant diseases.	.50 FTE Ag Educator position was filled in October 2018. Goal objectives have begun to be addressed.
At least 50 farmers will attend a pesticide applicator certification training that will permit them to use and handle pesticides.	Yes
At least 20 new Master Gardeners will become certified through an extensive training program. Master Gardeners are volunteers that educate the public about gardening and natural resources. Annually the Sauk County Master Gardener donates over 900 hours of community service to Sauk County.	Fall class canceled due to lack of registrations; will offer in 2019.

2018 GOALS REVIEW

OBJECTIVE	WAS THIS OBJECTIVE REACHED IN 2018?
	Yes or No (If no, please provide comment)
Develop and implement educational programs/resources related to horticulture including plant selection/cultivation, plant/insect identification and disease diagnostics. This includes developing a "Million Pollinator Garden" designed to demonstrate the importance of pollinators.	Yes
Continue to develop and coordinate community gardens in Prairie du Sac and Reedsburg.	Yes
Develop and facilitate organizational development processes (i.e. strategic planning) for organizations and local units of government as requested.	Yes
Partner with Sauk County leadership to implement a placemaking initiative in Sauk County. This includes continued support for Design Reedsburg's revitalization efforts.	Yes
Partner with MadREP and the Urban League to develop and strengthen diversity and inclusivity initiatives to bolster economic development throughout the region. This includes conducting an annual workforce diversity survey and developing best practices/tools to increase workforce diversity.	Yes
Support the Great Sauk State Trail development and expansion efforts. This could include outlining planning processes, developing processes to incorporate public input on trail decisions and support for the Friend's group.	Yes
Partner with local governments and economic development entities as needed to address community issues. Past initiatives have included retail market analyses, downtown revitalization, community marketing efforts, etc.	Yes
Promote Sauk County's natural and culture resources. Distribute Sauk County maps featuring natural and heritage tourism resources and Baraboo River recreational water maps.	Yes
Conduct economic impact assessments of key sectors (i.e. Sauk County rail line, natural resource nonprofits) as needed. The purpose of the analyses is to provide objective information for decision makers.	Yes
Develop a curriculum for recruiters to encourage more women to run for local elected office.	Yes
Develop and implement a statewide webinar series for local government officials on current issues, priorities, and strategies.	Yes
Partner to conduct an annual rural well water testing program. Participants will test their well water and attend an educational program designed to help them interpret their results and options to address potential issues.	Yes

2018 GOALS REVIEW

OBJECTIVE	WAS THIS OBJECTIVE REACHED IN 2018?
	Yes or No (If no, please provide comment)
Provide kits for Sauk County residents to have their rural well water and soil (garden and/or lawn) tested.	Yes
Advise the Sauk County 4-H Sr. Leader Association, advise countywide 4-H committees, conduct new adult volunteer orientations at least four times per year, conduct club leadership trainings, conduct project leader trainings, facilitate club leader and countywide project leader meetings and provide on-going support, guidance, development for all 4-H volunteer leaders.	Yes
At least 50 older youth will participate in a variety of leadership development programs including Jr. Leader Council, camp counselor training, club officer training, committee work, and community-wide youth leadership conferences.	Yes
Sauk County Home and Community Educational (HCE) members will strengthen their community leadership skills. HCE benefits Sauk County residents through Wisconsin Bookworms, Lynn's Legacy, scholarships, financial donations, and educational offerings.	Yes
At least 20 emerging leaders will participate in the Sauk County Institute of Leadership (SCIL). The purpose of the program is to develop civic-minded community leaders that are dedicated to a vibrant Sauk County. UWEX will partner with the SCIL Board of Directors to continue to improve programming content and delivery as well as measure impacts.	Yes
Develop and implement court ordered parenting classes and certification programs for childcare providers to keep their state licenses.	.50 FTE Human Development Educator position hired in October 2018. Goal objectives have begun to be addressed.
Partner with communities to explore effective responses to issues affecting families such as poverty, childhood obesity, child abuse prevention, financial security, and aging.	.50 FTE Human Development Educator position hired in October 2018. Goal objectives have begun to be addressed.
Serve as a catalyst for positive change by providing leadership to ensure that community systems, services, and facilities support the healthy functioning of families.	.50 FTE Human Development Educator position hired in October 2018. Goal objectives have begun to be addressed.
At least 500 youth will participate in 4-H clubs and associated activities throughout Sauk County.	4-H community clubs had 452 youth enrolled.
At least 1,200 Sauk County residents will receive nutrition education at various locations such as elementary schools, food pantries, Head Start, and summer youth programs through the FoodWise program.	FoodWise reached 965 people via direct education.

Changes / Accomplishments:

- Agriculture Educator (.5 FTE) position hired in October 2018.
- Human Development and Relationships Educator (.5 FTE) position hired in November 2018.

Statistical Summary:**OUTPUT MEASURES**

DESCRIPTION	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2016 ACTUAL	2017 ACTUAL	2018 ACTUAL
Number of client contacts made by the Sauk County Extension Community Dev. Educator. (best estimate)	2000	2000	3000	3000	3200	3200
Number of local stakeholders that actively participate in the Sauk County Institute of Leadership each year.	180	170	165	155	172	95
Number of non-profit organizations and local government participants involved in planning programs with the Community Dev. Educator.	185	200	394	423	357	207
Number homes participating in the of Sauk County well water testing program.	100	105	121	120	115	105
Number of community gardeners at the Prairie du Sac & Reedsburg locations.	30	30	50	60	25	30
Number of client contacts made by the Sauk County Horticulture program.	525	500	600	600	600	550
Total Volunteer Service Hours for Sauk County Master Gardeners.	2547	1830	2323	2384	2492	2522.5
Number of direct client contacts made by the Sauk County FoodWise program.	3291	--	2543	3000	719 unduplicated 3538 duplicated	965 unduplicated; 4067 duplicated
Number of indirect contacts made by the Sauk County FoodWise program. (indirectly via newsletter)	--	--	2594	3000	4148	9230 duplicated; 2634 unduplicated
Number of client contacts made by UW Extension 4-H Youth Development program. (best estimate)	4000	5000	6000	6000	6000	6000
Number of adults who served as certified Sauk County 4-H volunteers.	70	95	118	131	141	133

Number of youth enrolled in as members in Sauk County 4-H program.	475	485	505	517	525	452
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OUTCOME AND EFFICIENCY MEASURES

DESCRIPTION	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2016 ACTUAL	2017 ACTUAL	2018 ACTUAL
Total dollar value of the strategic planning services provided through CNRED. (Estimate based on cost of a planning consultant)	\$15,000	\$20,000	\$20,000	\$40,000	\$40,000	20,000
Percent of Sauk County Institute of Leadership (SCIL) graduates that will take on substantial new leadership roles in their communities or places of work.	96%	95%	95%	95%	95%	95%
Percent of non-profit organizations and local gov't entities that claim to make more informed decisions and take more effective actions based on Extension educational programming. (Based on annual evaluations)	90%	90%	95%	95%	95%	95%
Percent Sauk County drinking water program participants that are making more informed decisions and taking action where appropriate to improve their drinking water as a result of Extension educational programming.	92%	93%	96%	95%	95%	96%
Number of Head Start children who benefited from early literacy education through the Wisconsin Bookworms™ program (200 max. enrollments in Sauk County Head Start.)	200	200	200	200	200	204
Total dollar value of adult 4-H volunteers (based on 75 hours per year at \$24.14/hr or \$1,810.50 per volunteer.)	\$126,735	\$171,998	\$231,639	\$237,176	\$255,281	\$240,797