

University of Wisconsin – Extension (UWEX) 2017 Annual Report

2017 Highlights: Please provide a summary of the most exciting accomplishments of your department from 2017. What are you most proud of? Brag about it.

Community Development

- Sauk Prairie Market Analysis: In collaboration with Bill Ryan and Kristin Runge, UWEX Specialists, Erickson designed and facilitated a market analysis for Sauk Prairie. This project represents a community-led initiative whereby local business and community leaders were actively involved in the research and analysis. They met regularly over six months to review and interpret data gathered as part of the market analysis. Following the completion of the project Erickson and Ryan presented the market analysis research and recommendations at the annual Sauk Prairie Economic Outlook. This high profile event typically attracts over 100 local business and community leaders.
- Design Reedsburg: Erickson worked extensively with a local community design team comprised of over 20 diverse stakeholders to complete the requirements for the process. This included soliciting over 35 letters of support from community and business leaders, raising nearly \$9000 to support the visit, assembling all community planning documents, compelling nearly 1000 area residents to complete a community survey, and partnering with both private and public schools to incorporate youth involvement at the primary, middle school and high school levels. The local community design team also coordinated the three-day visit from the Wisconsin Design Team. This included identifying and coordinating with over 20 local host families, organizing three focus groups (millennials, seniors, and business leaders), designing a bus/walking tour of the Reedsburg area, coordinating 20 mini-presentations from community and business leaders, and actively marketing and promoting a kick off community potluck.

Over 100 residents attended both the Friday evening community potluck and the Saturday Wisconsin Design Team presentation. Following the weekend, I facilitated local design team meetings, and they identified six project themes based on the Wisconsin Design Team's recommendations. I worked to build the leadership capacity of the overall project leader and six project team leaders by helping them to build a consistent structure and process for implementation. To date a number of community members have stepped up to make a difference. This includes a new trail marking system in the community forest property, the City of Reedsburg has allocated \$2,000 annually over the next five years focused on beautification, and conversations are underway to offer free Wi-Fi in the downtown. One of the Wisconsin Design Team's most significant recommendations included rerouting a state highway to avoid the downtown. This recommendation helped underscore and support a similar plan that the City of Reedsburg was discussing.

Because the Design Reedsburg process was so highly valued, the program was featured as one of the key strategies in Sauk County's "Making a Place Plan". As a result, the County is in the process of hiring a community liaison to implement placemaking countywide. This will include staff and funding for efforts like Design Reedsburg throughout Sauk County.

- Sauk County Rail Economic Impact Update: In 2016, the Pink Lady Rail Transit Commission (PLRTC) requested that UWEX conduct a five-year follow up to their 2010 study. Erickson collaborated with Steve Deller, UWEX Specialist, to complete the analysis, and the findings were significant. Erickson shared the findings with the PLRTC, the Wisconsin River Rail Transit Commission, and the Sauk County Economic Development Committee.
- Organizational Development: Throughout 2017 Erickson was asked to facilitate numerous organizational development and planning processes designed to strengthen organizations including: Sauk County Department Heads, Sauk Prairie Healthcare Foundation, Baraboo Fire Department, the Baraboo Area Chamber of Commerce's economic summit, Baraboo Economic Development Commission, and the Sauk County Conservation Network.
- 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 a Milwaukee-based adolescent psychologist. As part of that event's promotion there were multiple speeches to community groups and an interview with WISC TV3. 150 people attended the event and another one is being planned for late spring 2018. McArthur has served as panel moderator that features this program at state conferences.

Horticulture Education

- The Master Gardener Program in Sauk County started in 2003. Over 280 people have been trained since that time, and there are currently 25 certified Master Gardener Volunteers (MGVs) for 2018. The UW-Extension Educator facilitating the MG Program is Horticulture Educator Phyllis Both.
- Pollinator Project Helps Bees
MGVs installed bee houses for carpenter bees and bumble bees and maintain three honey bee hives throughout the year. The hives produced over 100 pounds of honey this year. The nearby prairie for the pollinators includes two acres of native forbs and one plot of buckwheat. UWEX Horticulture Educator Phyllis Both gives tours of the area to local groups and includes information on the prairies and the pollinator project.
- Apothecary Garden Shows History
MGVs have maintained an apothecary garden at the Reedsburg Area Historical Pioneer Log Village since 2013. The garden, filled with herbs and medicinal plants, provides visitors with historical perspective to what these types of gardens were like in the past. MGVs provide both in-person educational tours and now have a fact sheet available for visitors to learn about uses of the plants. The herbs are not only for demonstrations, a local restaurant uses the herbs in their menu.
- Totally Tomato Promotes Growing Vegetables
The *Totally Tomato* project was a two-part series held at the Reedsburg Public Library. For the first part MGVs taught the basics of tomato gardening after participants purchased different varieties of tomatoes, both hybrids and heirlooms, which MGVs had planted. In the fall, participants gathered again at the library, bringing samples of the tomatoes they grew. A tomato tasting and educational discussion was held to teach participants a variety of ways to use tomatoes. The most popular activity was voting on which tomato variety tasted the best.

FoodWise Nutrition Education

- Food Tastings in Elementary Schools
Obesity is classified as a dietary disease that affects 33% 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 at six SC 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. They were asked how often they'll fill half of their plates with F/V. 576 students answered and of those just 7% said they won't fill their plate with half F/V and 59% 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. Using pre/post surveys without matching ID's, we found that there was an average increase of 3.7% students that reported eating F/V every day from pre to post survey. 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 has many great lessons designed to teach children the importance of eating many different foods, from all 5 of the food groups. In 1st grade Beernink talks with the children about trying new foods, and how to overcome the barriers that many of her students face. Since these lessons have been discussed, teachers at many of the participating elementary schools have reported that they notice their students trying the new offered food each week at lunch time. They have also noticed that since our lessons, their students are eager and excited to try "two little bites" of any new food that is presented to them. One special example came in a 3rd grade classroom where a foreign exchange student from Japan came to visit, with him, he brought edamame beans. The teacher in that class was happy to report back to me that every single student that day willingly tried this new food, as well as talked about the importance of trying new foods. Beernink feels that these positive results are a step in the right direction towards fighting childhood obesity.

Agriculture (20% position in 2017)

- Pesticide Applicator Trainings were held and educator addressed general farm/agriculture questions in a timely manner; provided resources as requested.

Family Living (Vacant in 2017)

- 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...Generosity - 4-H members are 4 times more likely to give back to their communities through community service, and/or service learning.
 - 8 out of the 16 4-H Clubs in Sauk County reported being engaged in 32 club based Community Service activities
 - 2268 total hours of Community Service were reported by 8 4-H Clubs
 - 1543 hours reported from 202 4-H members
 - 725 hours reported from 48 adults
 - On average, Sauk County 4-H members are donating 7.6 hours of community service per year to Sauk County.
 - On average, adults in the Sauk County 4-H program are donating 15 hours to community service activities per year to Sauk County.
 - Examples of Club based Community Service Activities:
 - Road-side clean-up
 - Making and sending cards (senior citizens [living facilities, Meals on Wheels] and veterans)
 - Food Pantries and Food Insecurity Programs(food drives, stocking shelves, making cards and holiday baskets)
 - Helping others (senior living facilities-plays, music, and engagement with residents; homeless awareness events; donations for local holiday food and toy drives).
- 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 2016-2017, 16 4-H Community Clubs involved 517 youth in grades 5K - 13 as members of the 4-H program and 141 adults as certified 4-H Project and 4-H Club volunteers. Each volunteer averages 75 hours per year. At a rate of \$20.25 per hour, Sauk County 4-H adult volunteer leaders have contributed **\$214,144** worth of volunteer hours to Sauk County in 2016-2017 4-H Year. In 2016-2017

 - **23 volunteers** completed Volunteer Orientation to become NEWLY recognized 4-H 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.

2017 Goals Review

2017 GOALS REVIEW

OBJECTIVE	WAS THIS OBJECTIVE REACHED IN 2017?
	Yes or No (If no, please provide comment)
At least twenty (20) emerging county leaders will attend nine (9), day long educational sessions designed to enhance their leadership abilities. Each session will feature Sauk County leaders and will focus on local issues. The CNRED Agent will continue to work with the SCIL Board of Directors to improve programming content and delivery as well as measuring impacts.	Yes
The CNRED Agent will work with Sauk County leadership to develop and implement a placemaking in Sauk County.	Yes, in progress

2017 GOALS REVIEW

OBJECTIVE	WAS THIS OBJECTIVE REACHED IN 2017?
	Yes or No (If no, please provide comment)
Partner with the Conservation, Planning and Zoning Department and UWEX specialists to develop a drinking water program. Participants will test their drinking water and attend an educational program on interpreting the results.	Yes, the program was offered in the towns of Freedom, Reedsburg and Westfield
The CNRED Agent will coordinate and facilitate organizational development processes (i.e. strategic planning) for organizations and local units of government as necessary.	Yes
The CNRED Agent will develop and coordinate programs designed to help local chambers of commerce and economic development corporations collaborate to address regional needs.	Yes
500 Sauk County residents will benefit from articles, booklets, an informational table at the Baraboo Farmers' market and calls or visits to the Sauk County UW Extension office regarding horticultural issues.	Yes
300 Sauk County residents will increase their horticultural knowledge through the annual Garden Seminar, monthly educational programs and weekly press releases.	Yes
Hold regular workshops with Sauk County Master Gardener volunteers to prep and plant the land used for the Million Pollinator Garden. Host educational sessions at the land to teach Sauk County community members about the importance of pollinators. Use the information gathers from the garden for future educational events. Garden is located at the Reedsburg Area Pioneer Log Village.	Yes
At least 1280 Sauk County residents will receive FoodWise nutrition education at various locations such as elementary schools, food pantries and summer youth programs.	719 unduplicated people; 3538 duplicated people
At least 50 farmers will attend a Pesticide Applicator Training session and will successfully complete a written exam from DATCP to receive state certification.	Yes
HCE benefits Sauk County residents through Wisconsin Bookworms, Lynn's Legacy, Scholarships, financial donations, educational offerings; the Family Living Educator serves as the HCE Advisor.	Yes, with UW-Extension administrative support the program continued in 2017 even though the FLE position was vacant.
UW Cooperative Extension partners with Central Wisconsin Community Action and the Wisconsin Dells School District to provide these meals.	Yes, with FoodWise educator support the program continued in 2017 even though the Family Living Educator position was vacant.
To develop and implement relevant and timely educational programs, the Agents must remain flexible and adaptable. Therefore at least 25% of each Agent's time is left unplanned.	Yes
At least 450 youth (K-12 and 1st year out of high school) will participate in 4-H clubs and associated activities throughout Sauk County. At least 130 certified 4-H volunteer leaders, and Sauk County UW-Extension staff members will lead activities.	Yes 525 youth members (achieved) 141 certified 4-H volunteers (achieved)
Sauk County UW-Extension 4-H Youth Development Educator will: - <ul style="list-style-type: none"> • Advise the Sauk County 4-H Sr. Leader Association throughout the year. • Facilitate new adult volunteer training and certification trainings at least four (4) times per year. 	<ul style="list-style-type: none"> • Senior Leaders – Yes • New adult leader training – offered 4

2017 GOALS REVIEW

OBJECTIVE	WAS THIS OBJECTIVE REACHED IN 2017?
	Yes or No (If no, please provide comment)
<ul style="list-style-type: none"> • Facilitate 4-H club leadership team trainings at least three (3) times per year • Host 4-H Club leader meetings at least two (2) times per year • Provide ongoing support, guidance, and management as needed for all 4-H volunteer leaders and youth members. 	<ul style="list-style-type: none"> • Club Leadership trainings – offered 3 • Club Leadership meetings – held 3 • Leader, parent meetings and member support.
Programs for 4-H and non 4-H older youth (7 - 12 grades) will be organized and facilitated by Sauk County UWEX. At least 50 older youth will participate in a variety of programs including, but not limited to, Jr. Leader Council, camp counselor training, club officer training, committee work, and community wide youth leadership conferences.	Yes
Sauk County UW-Extension staff will provide presentations and/or displays at Youth Conservation Days, Rural Safety Days, and other programs to encourage cooperation within the Sauk County government departments, community programs, school districts, and various coalitions.	Yes - The 4-H Educator participated and presented at Youth Conservation Days-reaching 400 youth, Rural Safety Days-reaching 800 youth.

Changes / Accomplishments:

Vacant positions in 2017 include: 1.0 FTE - Family Living Educator and .8 FTE – Agriculture Educator

Statistical Summary:

OUTPUT MEASURES

DESCRIPTION	2015 ACTUAL	2016 ACTUAL	2017 ACTUAL
Number of client contacts made by the Sauk County UWEX Community Development Educator.	2981	3111	3207
Number of local stakeholders that actively participate in the Sauk County Institute of Leadership each year.	165	155	172
Number of nonprofit organizations and local government participants involved in planning programs with the Community Development Educator.	394	423	357
Number homes participating in the of Sauk County well water testing program	121	120	115
Number of community gardeners at the Prairie du Sac & Reedsburg Community Gardens	50	60	25
Number of client contacts made by the Sauk County UWEX Horticulture program	600	600	600
Total Volunteer Service Hours for Sauk County Master Gardeners			2,492
Number of direct client contacts made by the Sauk County FoodWise program.	2543	3000	719 unduplicated contacts; 3538 duplicated contacts
Number of indirect contacts made by the Sauk County FoodWise program. (reached indirectly via newsletter)	2594	3000	4148

OUTPUT MEASURES

Number of client contacts made by Sauk County UW Extension 4-H Youth Development program (best estimate)	6000	6000	6000
Number of adults who served as certified Sauk County 4-H volunteers	118	131	141
Number of youth enrolled in as members in Sauk County 4-H program.	505	517	525

OUTCOME AND EFFICIENCY MEASURES

DESCRIPTION	2015 ACTUAL	2016 ACTUAL	2017 ACTUAL
Total dollar value of the strategic planning services provided through CNRED. (Estimate based on cost of a planning consultant)	\$20,000	\$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.	95%	95%	95%
Percent of nonprofit organizations and local government entities that claim to make more informed decisions and take more effective actions based on UWEX educational programming. (Based on annual evaluations)	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 UW-Extension educational programming.	95%	95%	95%
Revenue brought to Sauk County UW Family Living via FoodWise Coordinator's and Educator's salary and benefits.	\$48,700	\$78,511	\$108,641
Number of client contacts made by the Sauk County Agriculture/Natural Resources Program (best estimate)	1,700	600	200
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