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Details: University of Wisconsin-Extension Cooperative Extension Information Hearing May 4, 2011

(FORM UPDATED: 08/11/2010)

# WISCONSIN STATE LEGISLATURE ... PUBLIC HEARING - COMMITTEE RECORDS

## 2011-12

(session year)

## Assembly

(Assembly, Senate or Joint)

## Committee on Rural Economic Development and Rural Affairs...

### COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

### INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)  
(**ab** = Assembly Bill)                      (**ar** = Assembly Resolution)                      (**ajr** = Assembly Joint Resolution)  
(**sb** = Senate Bill)                              (**sr** = Senate Resolution)                              (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

UNIVERSITY  WISCONSIN  
COLLEGES

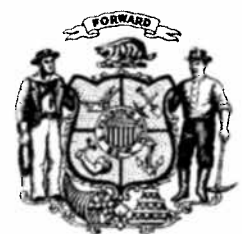
<sup>UW</sup>  
**Extension**

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# WISCONSIN STATE LEGISLATURE





Learning for life

**Mission: Access and Lifelong Learning**

Through the University of Wisconsin-Extension, all Wisconsin people can access university resources and engage in lifelong learning, wherever they live and work.

**University of Wisconsin-Extension overview**

- Provides educational opportunities and access to university research and knowledge to more than 1 million Wisconsin adults, youth and children each year
- Programming delivered through the 26 University of Wisconsin campuses, 72 county offices, the statewide networks of Wisconsin Public Radio and Wisconsin Public Television, distance-learning meeting and learning technologies, the Intranet, publications and other venues
- Supported by county, state, federal and tribal governments; student fees; program revenue; gifts, grants and contracts with public- and private-sector partners

In 2008, UW-Extension leveraged \$73 million in state general purpose revenue (GPR) to bring in \$96 million in program revenue, \$27 million in federal funds and \$20 million in county funds. An additional \$3.7 million was provided by the Corporation for Public Broadcasting.

- Nationally recognized, award-winning model for community outreach
- Comprised of four divisions (outlined below): 1) Broadcasting and Media Innovations; 2) Continuing Education, Outreach and E-Learning; 3) Cooperative Extension; 4) Division of Entrepreneurship and Economic Development

**1) Broadcasting and Media Innovations division**

Through Instructional Communications Systems, Wisconsin Public Radio and Wisconsin Public Television, UW-Extension's Broadcasting and Media Innovations division extends the reach of the university into classrooms, businesses, homes and vehicles to provide information for people to enhance their lives, careers and communities.

**Major units:** Instructional Communications Systems, Wisconsin Public Radio, Wisconsin Public Television, National Center for Outreach

**Instructional Communications Systems (ICS):**

- Provides cost-effective meetings through audio, video and Web technologies. Clients save on travel and lodging costs and time.
- Clients include the University of Wisconsin System, state agencies, local governments and nonprofit organizations.
- 450+ audio, video and Web conferences per week
- 203,700+ interactive conference hours in 2008

**Wisconsin Public Radio (WPR):**

- Statewide reach:
  - 18 Ideas Network stations, 13 NPR News & Classical Music Network stations

- Regional bureaus in Eau Claire, Green Bay, La Crosse, Milwaukee, Superior and Wausau
- Informative, diverse programming:
  - 60+ hours/week of locally produced programming (statewide news, call-in programs, political forums and debates)
  - 36+ hours/week of NPR news programming
  - 50+ hours/week of locally produced music programming (classical, folk, jazz, blues, Native American, African)
- Listener support:
  - 400,000+ listeners/week
  - 40,000+ contributors

#### **Wisconsin Public Television (WPT):**

- Statewide reach:
  - Six stations in Green Bay, La Crosse, Park Falls, Madison, Menomonie and Wausau and six translators reach audiences across the state.
- Educational and informational programming:
  - WPT brings public-affairs, culture, arts, history, news and children's programs to audiences throughout the state.
  - WPT partners with the Wisconsin Educational Communications Board to provide curriculum-focused and standards-based instructional television programming and Web resources with the potential to reach more than 1 million K-12 students and 65,000 educators in public, private and charter schools.
  - Through non-broadcast community partner outreach, WPT addresses reading readiness for preschool children, child care, health care and other critical issues.
- National leader in using cutting-edge technology to reach ever-wider audiences:
  - Datacasting for K-12 schools and higher education
  - Multicasting separate program streams using digital channels
  - Online program delivery and streaming
- Viewer support:
  - 500,000+ viewers/week
  - 60,000 households support WPT through annual donations
  - Almost 4,000 volunteers provide 20,000+ hours of volunteer service/year

## **2) Continuing Education, Outreach and E-Learning (CEOEL) division**

Through partnerships with all 26 University of Wisconsin campuses, leading-edge technology and targeted informational efforts, UW-Extension's Continuing Education, Outreach and E-Learning division increases access to UW courses, programs and resources for underserved populations, including first-generation college students, students of color, and nontraditional and adult students.

**Major units:** Continuing Education, UW Higher Education Location Program (HELP), Independent Learning, School for Workers

- A sampling of CEOEL services currently available:
  - HELP (Higher Education Location Program) provides information to prospective students and their parents and high school counselors about University of Wisconsin campuses and programs.  
32,900 HELP contacts in 2008
  - Electronic Application (Eapp) provides students with a single portal from which to apply to all University of Wisconsin institutions. Ninety percent of students use Eapp to apply to the campus(es) of their choice.  
151,000 online applications to UW institutions in 2008
- Leading-edge projects currently in development:
  - An electronic "access panel" will create a single point of entry into University of Wisconsin resources for nontraditional students, with special emphasis on returning military personnel.
  - New degrees in partnership with University of Wisconsin campuses:

Sustainable Management (baccalaureate degree to be awarded by UW-Parkside, UW-River Falls, UW-Stout, UW-Superior)

Technical Education [Science, Technology, Engineering and Math (STEM) baccalaureate degree to be awarded by UW-Parkside, UW-Platteville, UW-Stout]

STEM for Educators (alternative licensure to be awarded by UW-Oshkosh in collaboration with multiple UW Colleges institutions)

- 435,247 individuals benefit from CEOEL services/year

### 3) Cooperative Extension division

Cooperative Extension extends the knowledge and resources of the University of Wisconsin to people where they live and work. Cooperative Extension delivers county-based educational programming tailored to meet community-determined needs.

**Major units:** Agriculture and Natural Resources; Community, Natural Resource and Economic Development; Family Living Programs; 4-H and Youth Development; Wisconsin Geological and Natural History Survey; Wisconsin Rural Leadership Program

- Cooperative Extension works with local, county, state and federal partners to offer educational programs addressing the needs of individuals, families and communities.
- Cooperative Extension steps forward with education, information and resources when Wisconsin residents face tough challenges. Issues for which Cooperative Extension educators provide expertise include:
  - Energy conservation for businesses and homes
  - Spring 2008 flooding in 30 counties declared federal disaster areas
  - Mortgage foreclosures
  - Military deployments and their effects on families and children
  - Inspiring youth to explore careers in science, technology, engineering and math
  - Childhood obesity
  - Food security
  - Emerald ash borer disease
  - Chronic wasting disease in whitetail deer
  - Development of both adult and youth leaders with the skills to assist communities in solving difficult 21<sup>st</sup>-century problems
- 1.1 million+ teaching contacts in calendar year 2007

### 4) Division of Entrepreneurship and Economic Development (DEED)

UW-Extension's Division of Entrepreneurship and Economic Development provides assistance for starting and developing small businesses.

**Major units:** 12 Small Business Development Centers (SBDCs) on the UW four-year campuses, including four specialty centers; Wisconsin Entrepreneurs' Network (WEN)

- SBDCs provide business counseling and training assistance to existing and aspiring entrepreneurs through a wide variety of programs including:
  - Entrepreneurial Training Program (ETP) provides business owners with expert guidance through business-plan development.
  - Peer-to-peer learning groups
- Specialty programs serve a statewide client base and include:
  - Center for Advanced Technology and Innovation uses technology transfer to connect entrepreneurs with "unused" technology from large companies.
  - Center for Innovation and Development helps small businesses with prototype development.
  - Wisconsin Business AnswerLine provides entrepreneurs with easy access to the resources of the Wisconsin SBDC network.

- Wisconsin Innovation Service Center specializes in new product and invention assessments and market expansion opportunities.
- 2008 statistics for the SBDCs and the four specialty centers:
  - 4,396 counseling clients assisted
  - 9,458 training attendees
  - 522 training events
- Wisconsin Entrepreneurs' Network (WEN) resources include:
  - Access to expertise and resources within the state, including business advisors with hands-on business experience and a minority business counselor for Southeastern Wisconsin
  - Inventors and Entrepreneurs (I & E) Clubs provide an environment for inventors to come together to think creatively, develop their ideas, weigh the risks and meet other would-be entrepreneurs.
  - Grants that can be accessed via a convenient online system:
    - Early Planning Grant: Up to \$3,000 for hiring an independent third party to develop a business plan
    - Technology Assistance Grant: Up to \$3,000 for hiring the services of an independent third-party provider towards obtaining seed, early-stage or research-and-development funding for high-technology businesses
  - Up to two hours of pro bono legal assistance for start-up businesses

**For more information about the University of Wisconsin-Extension:**

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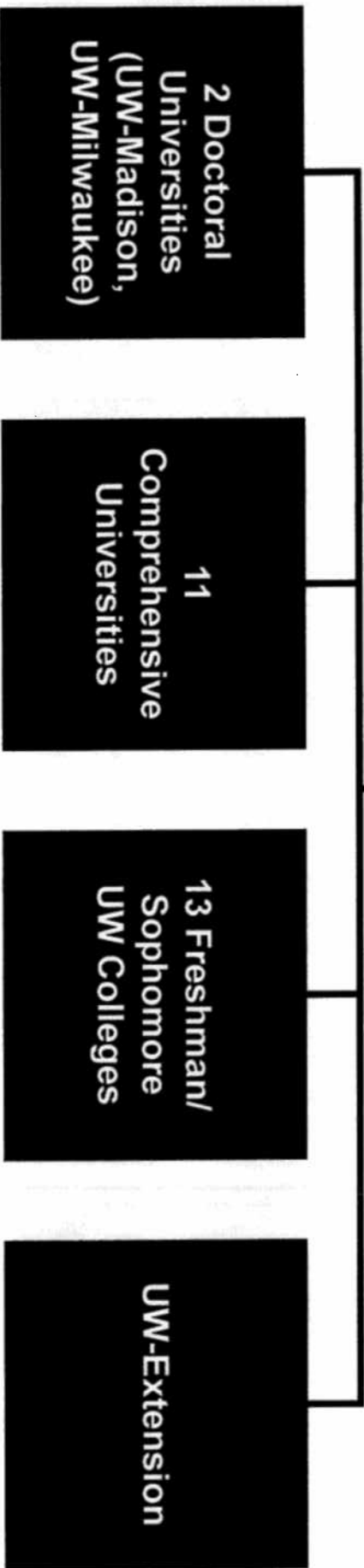
[www.uwex.edu](http://www.uwex.edu)



# UW System Structure

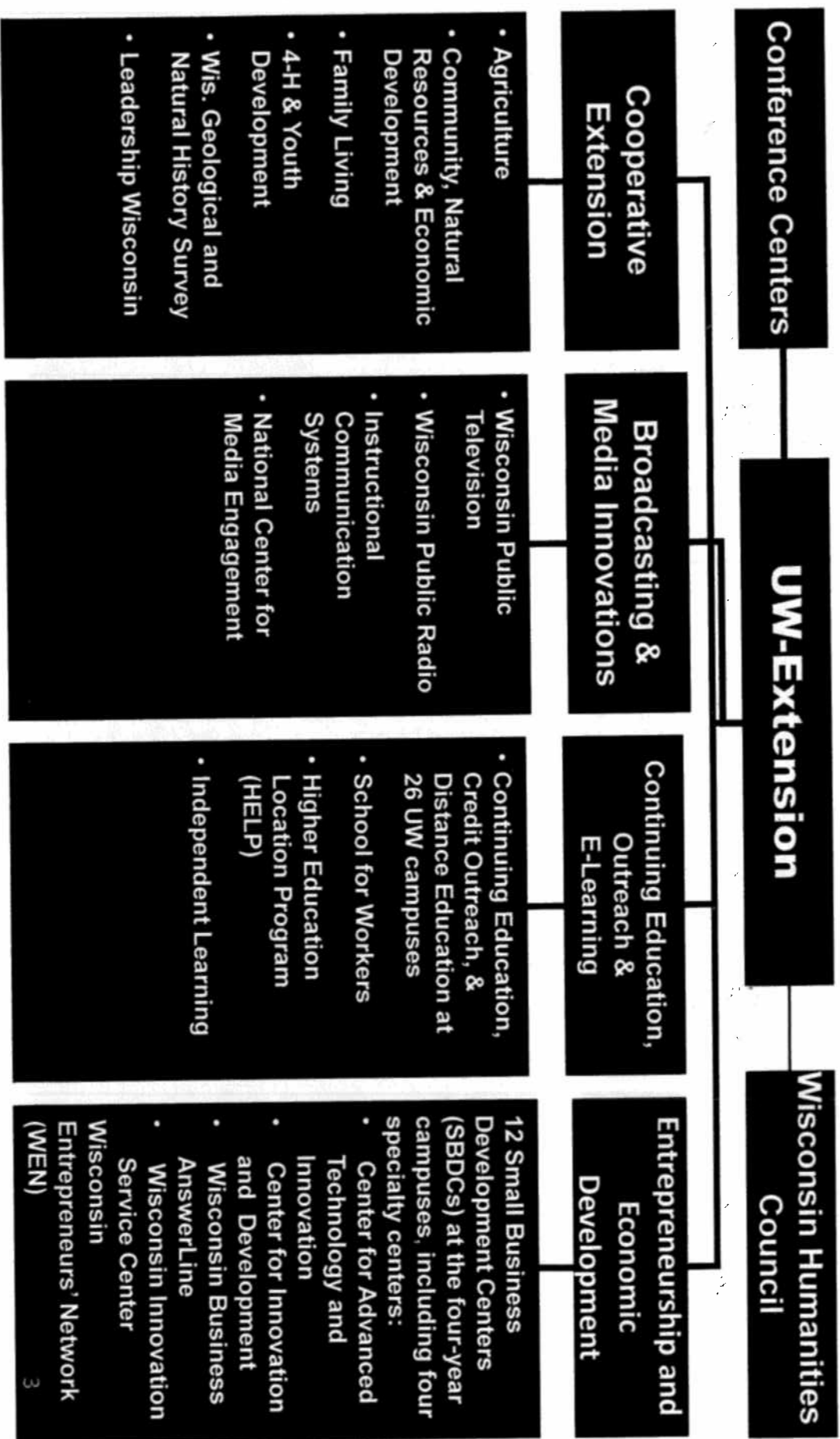
University of Wisconsin Board of Regents

University of Wisconsin System





# UW<sup>WISCONSIN</sup> Extension Structure



## Mission:

*The University of Wisconsin Colleges is a multi-campus institution that prepares students for success at the baccalaureate level of education, provides the first two years of a liberal arts general education that is accessible and affordable, and advances the Wisconsin Idea by bringing the resources of the University to the people of the state and the communities that provide and support its campuses. UW Colleges is comprised of 13 campuses located in: Baraboo, Fond du Lac, Janesville, Manitowoc, Marinette, Marshfield, Menasha, Rice Lake, Richland Center, Sheboygan, Waukesha, Wausau, West Bend, and UW Colleges Online which serves the state of Wisconsin.*

## Access

- Provides **access** to an estimated 13,000 undergraduate students annually (third largest institution in the UW System).
- Has the **second largest number of undergraduate adult students** (25 years or older) in the UW System.
- Offers greater opportunity for low-income families to access higher education; **average household income is \$54,000** (fourth lowest in the UW System).
- **Serves a greater percentage of students of color** at 11 of 13 campuses than are represented in the communities.
- **Expands access** for all students statewide by using technology to deliver the full liberal arts curriculum
- **Continuing education programs serve 33,346** community members each year (second highest in the UW System).
- Serves as a community **cultural resource** providing art exhibits, theater productions, lectures, recitals and concerts.
- Provides communities with **state-of-the-art** facilities for events and meetings.

## Affordable

- **Tuition is frozen at 2006 rates and is the lowest** in the UW System (\$4,268 for 2009-10 academic year).

## Efficient

- **Counties and cities build** campus facilities and pay for their upkeep. **State furnishes** facilities and hires personnel for instruction, support and administration.
- **Lowest operating cost** per student FTE (full-time equivalent) in the state = \$7,739 per year (Average cost per student/per year: UW four-year undergraduate = \$9,031, WTCS liberal arts and science education student = \$10,140)

## Quality

- Strong general education curriculum (18 academic departments) provides the **foundation for over 200 majors**.
- Accredited to offer the **Associate of Arts & Science degree** (on campus or online), as well as Certificates in Business, Environmental Studies, International Studies and Women's Studies.
- Students may choose from **multiple bachelor's degree programs** offered on site and online in established collaborations with four-year universities.
- **20** = Average number of students per classroom (tied for lowest in the UW System).
- Qualified professors (**82% have terminal degrees** in their fields), no teaching assistants.

## Success

- Thirty-two percent of UW Colleges undergraduates are **adults** (over 21) who are more likely to remain in the state after graduation than traditional-age counterparts.
- **Student success:** Students who start with the UW Colleges and then transfer to UW four-year schools persist (81%) and graduate with baccalaureate degrees at higher rates (72%) than students who transfer from technical colleges, other four-year universities or private colleges.
- The UW **Guaranteed Transfer Program** ensures admission to the UW four-year campus of choice including UW-Madison when students are ready to move on.





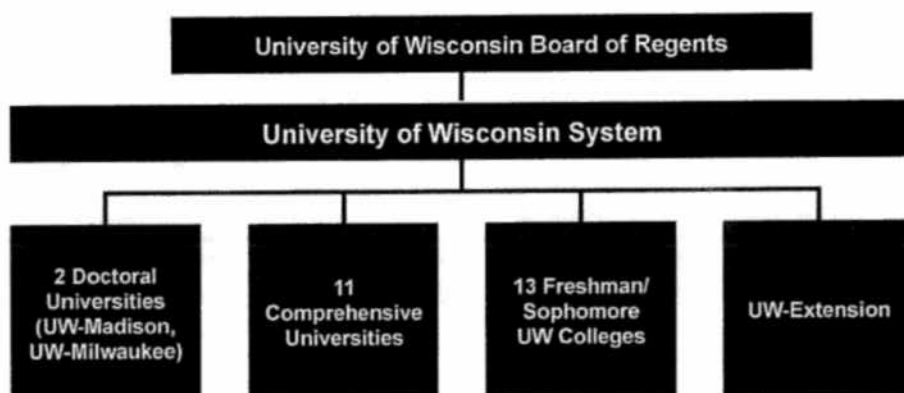
## Cooperative Extension's Candid Assessment of Rural Economic Development in Wisconsin

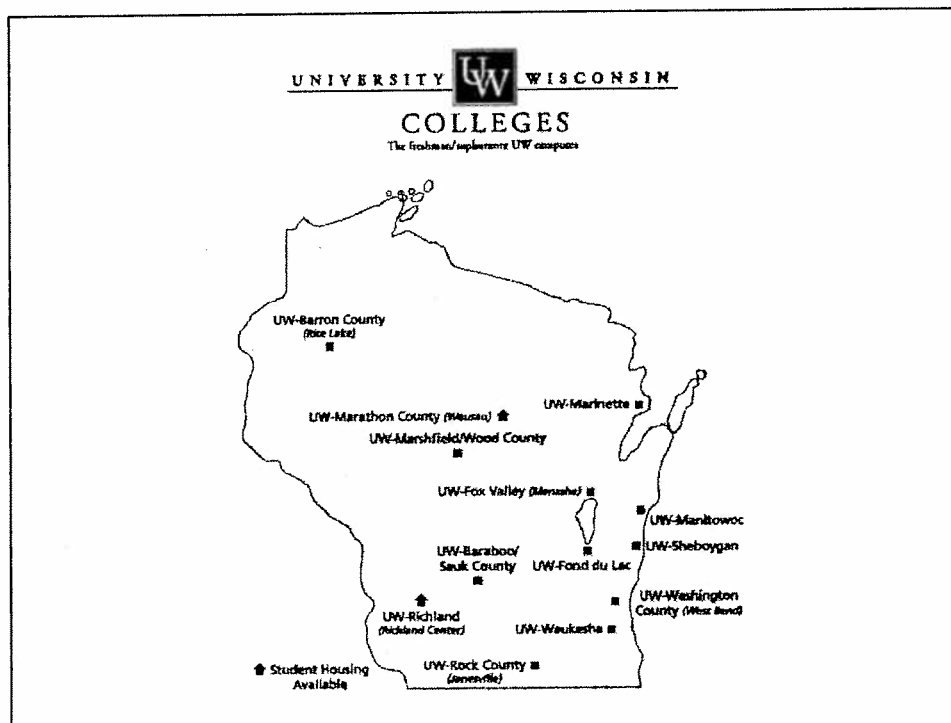
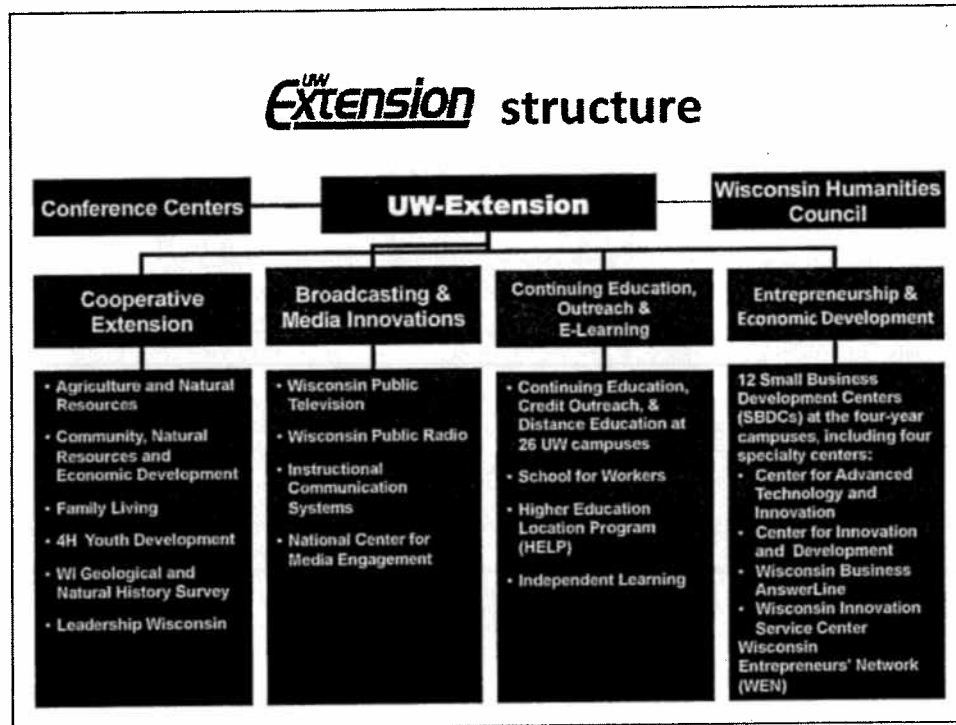
Presentation to the  
Assembly Rural Economic Development  
& Rural Affairs Committee

May 4, 2011

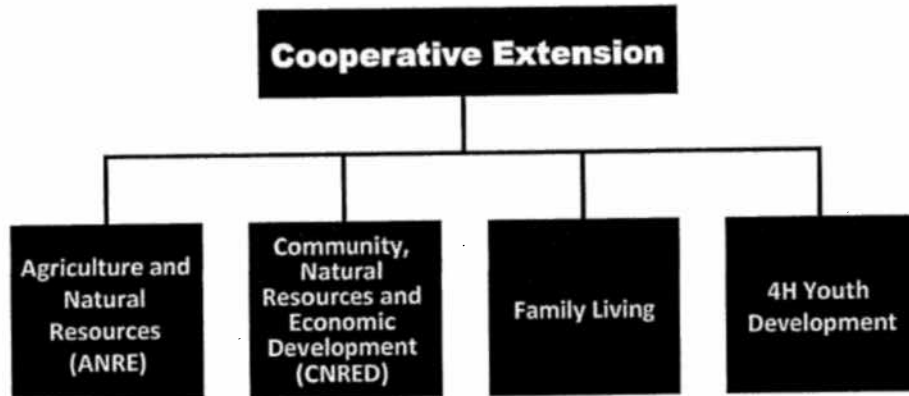


### UW System structure





## Cooperative Extension program areas



**UNV**  
**Extension**  
Cooperative Extension

## Agriculture and Natural Resources

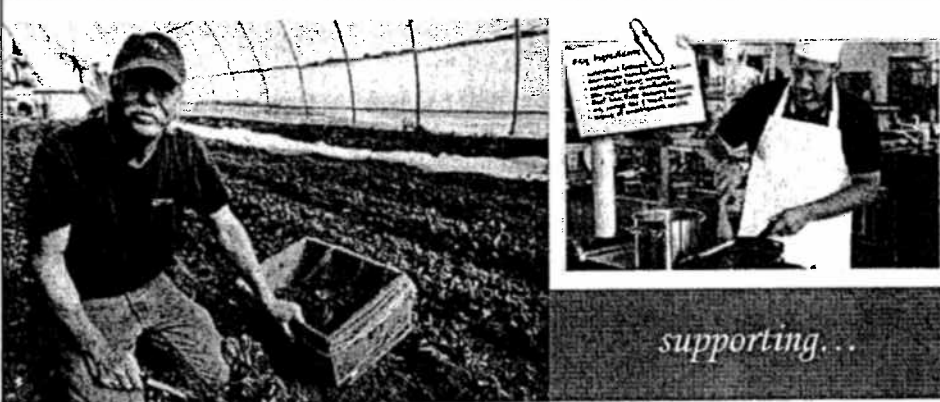


*creating...*

robust agricultural economy

**UNV**  
**Extension**  
Cooperative Extension

Agriculture and Natural Resources




*supporting...*

healthy & safe food systems

**UW**  
**Extension**  
Cooperative Extension

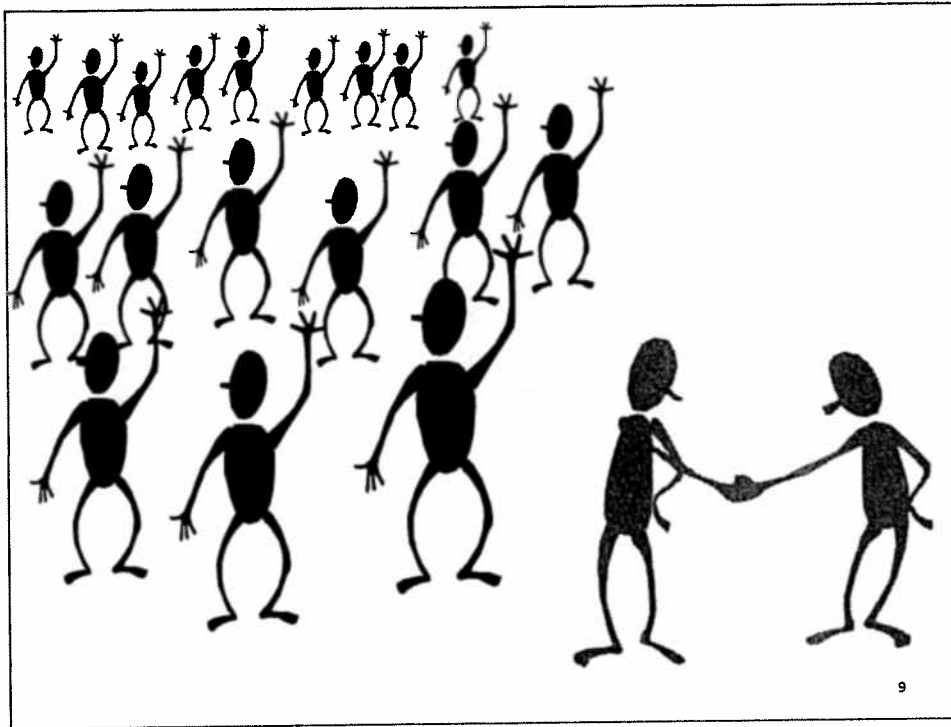
Agriculture and Natural Resources



*protecting...*

valued natural resources

**UW**  
**Extension**  
Cooperative Extension



## Community, Natural Resources and Economic Development







**Strengthening  
local  
governments**



**Leadership and  
organizational development**



**Natural resources education**



**Community  
and economic  
development**



## Connecting community assets for economic development

- Business and entrepreneurship
- Supporting local governments
- Attracting and supporting a workforce
- Building community capacity for economic development



## What do we mean by “rural development”?

The process of identifying and analyzing economic issues and the creation and implementation of a set of specific policies aimed at

*enhancing the economic opportunities of community residents.*



## Growth vs. development

### GROWTH

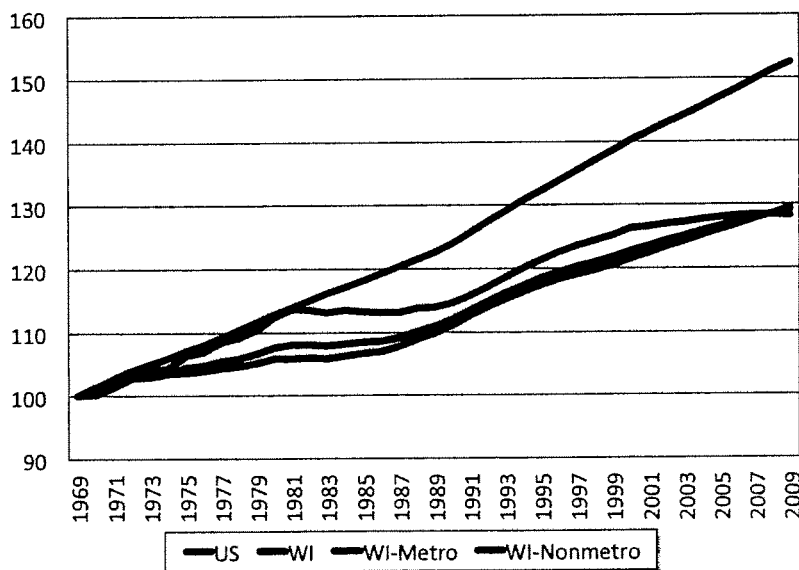
- Jobs and more jobs
- Businesses
- More residents
- Tax base
- Any growth is good
- More, more, more...

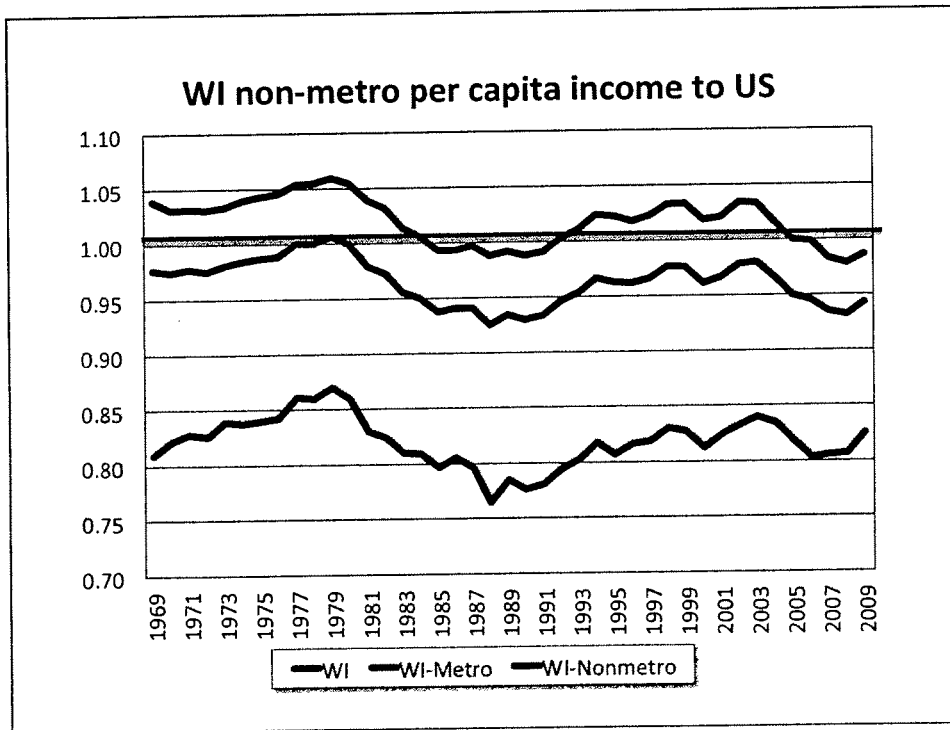
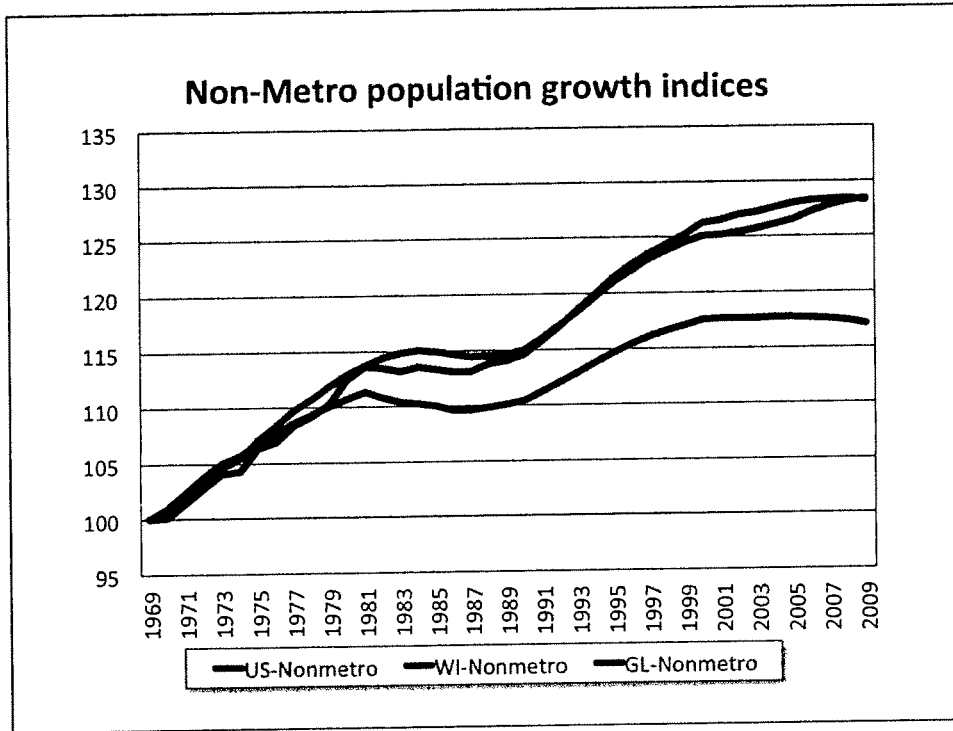
### DEVELOPMENT

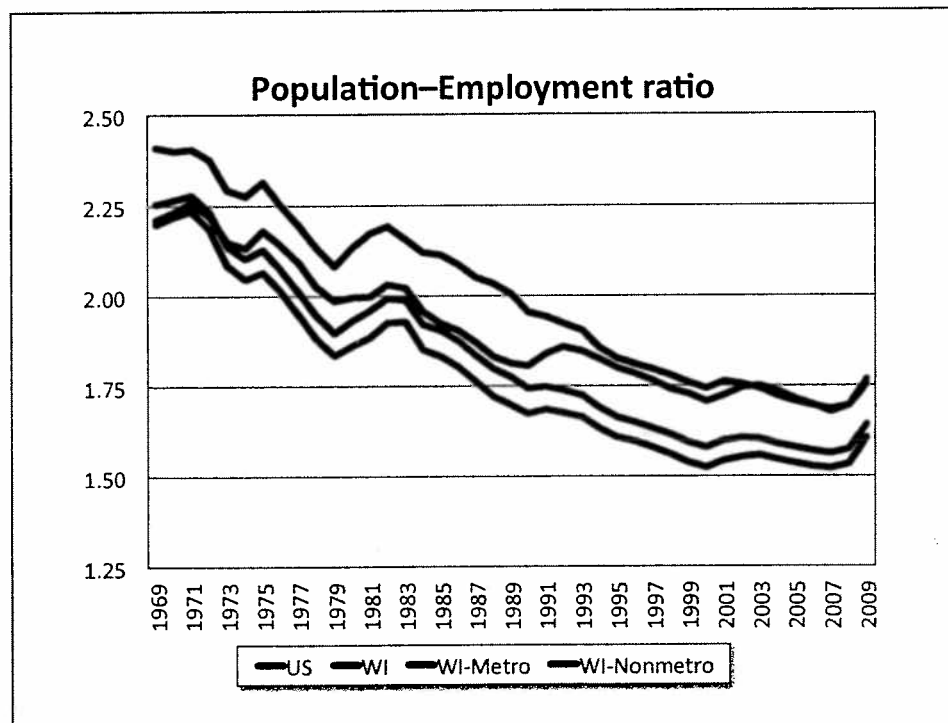
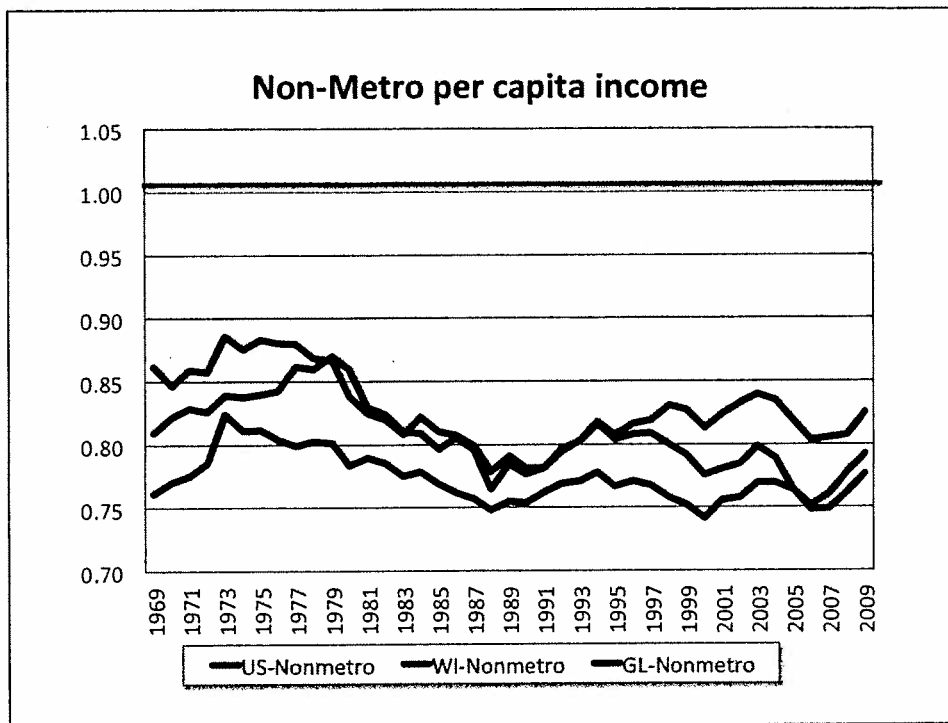
- Quality of life
- Economic security
- Economic opportunities
- Balanced growth

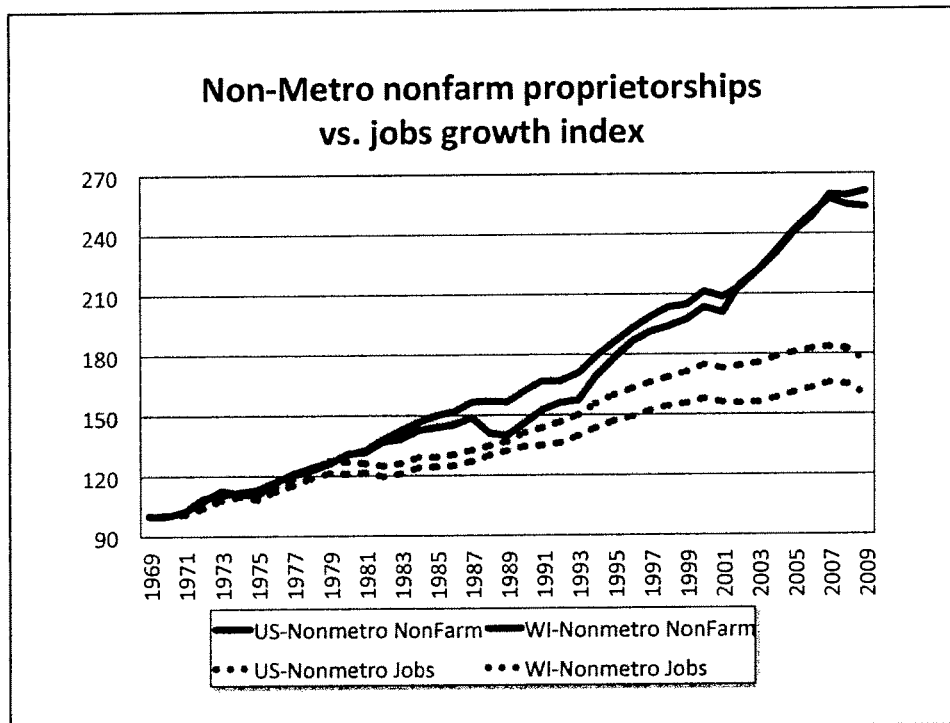
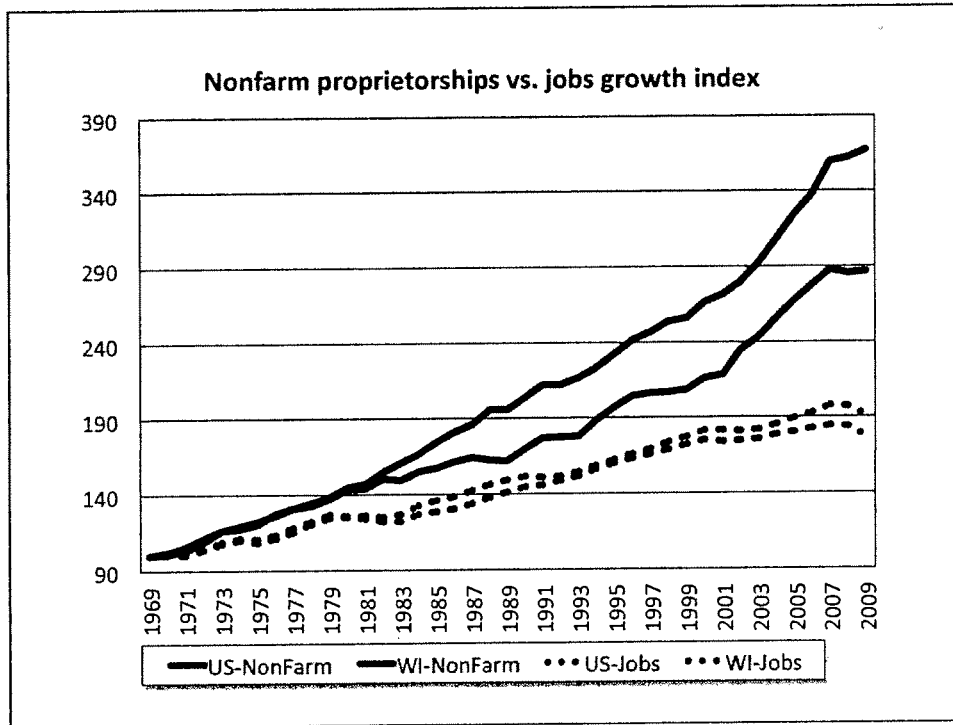


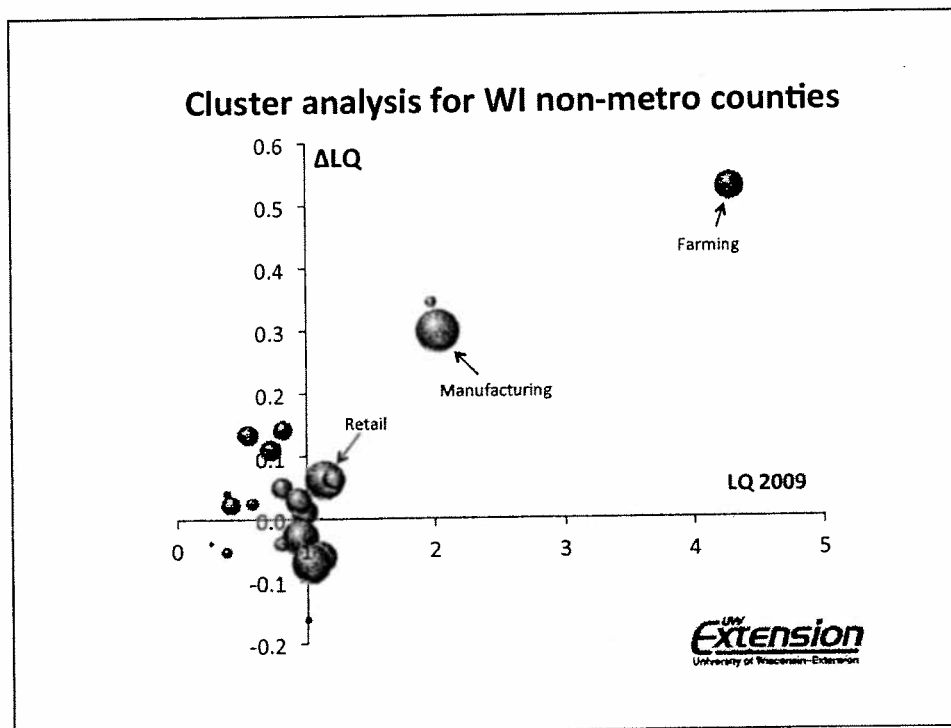
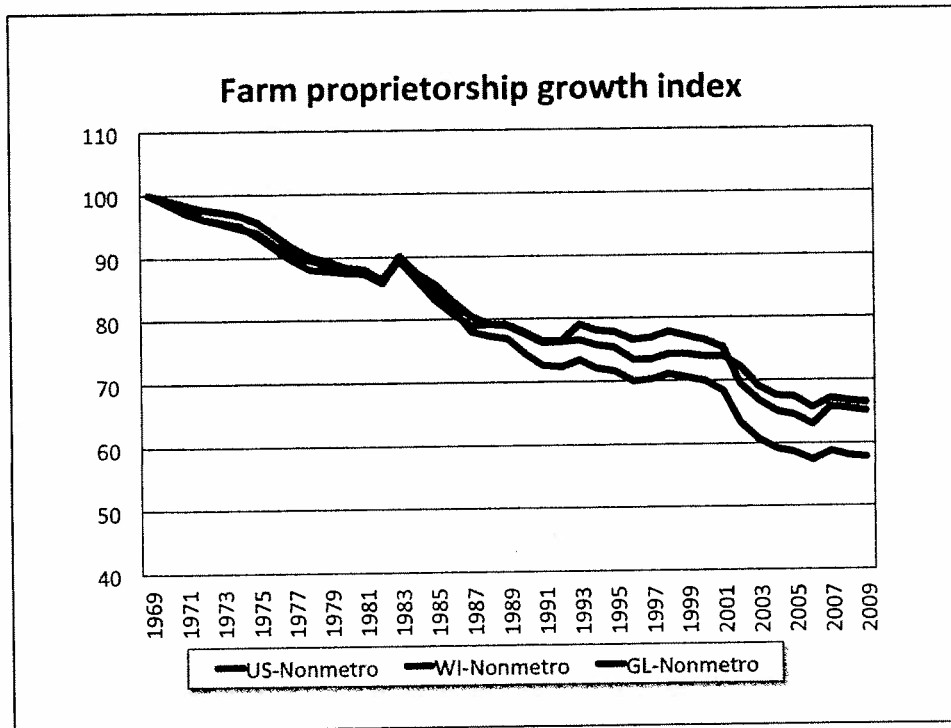
## Population growth indices



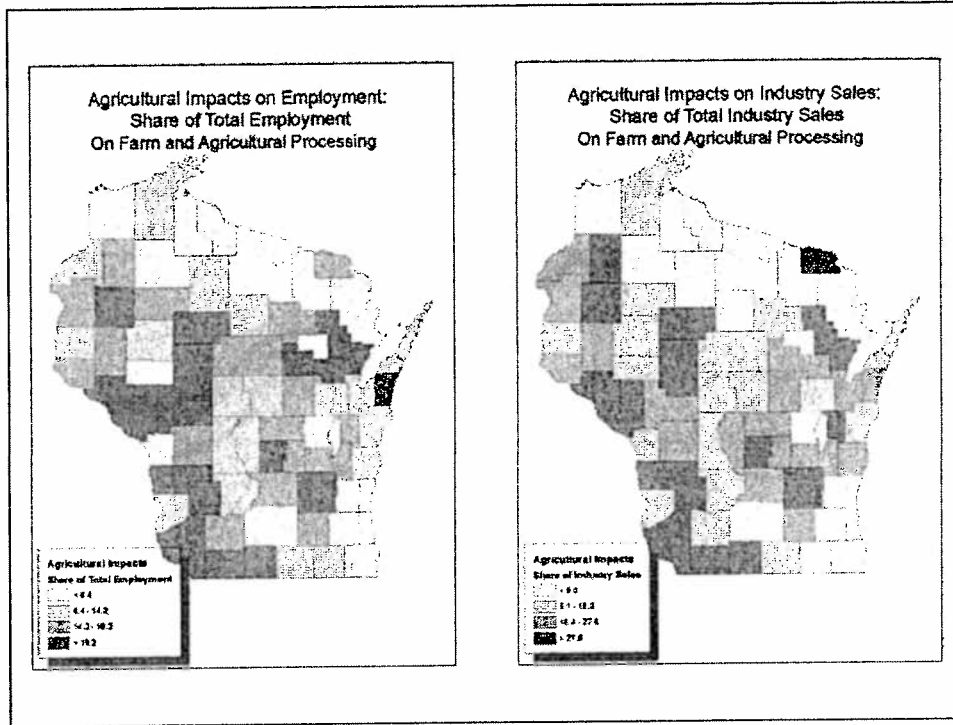












**Wisconsin Non-Metro Cluster Analysis**

	LQ 2009	Change in LQ	Percent of 2000 to 2009 Employment
<b>Strength and Growing (Cluster?)</b>			
Farm	4.274	0.528	6.4%
Manufacturing	2.025	0.299	14.6%
Forestry, Fishing and Related	1.971	0.346	0.9%
Transportation and Warehousing	1.205	0.062	3.9%
Retail	1.137	0.062	11.6%
<b>Strength and Declining (Threat?)</b>			
Accommodation and Food Services	1.109	-0.061	7.6%
State and Local Government	1.030	-0.072	11.9%
Utilities	1.004	-0.162	0.4%
<b>Weakness and Growing (Opportunity?)</b>			
Wholesale	0.810	0.143	2.8%
Administrative and Waste Services	0.543	0.135	3.1%
Finance and Insurance	0.717	0.110	3.4%
Real Estate and Rental	0.804	0.050	3.6%
Management Services	0.384	0.042	0.4%
Other Services	0.935	0.029	5.4%
Information Services	0.574	0.026	1.1%
Professional and Technical Services	0.410	0.023	2.8%
Construction	0.983	0.011	5.2%
<b>Weakness and Declining</b>			
Health Care and Social Assistance	0.947	-0.030	10.5%
Mining	0.255	-0.038	0.2%
Arts, Entertainment and Recreation	0.795	-0.039	1.7%
Private Educational Services	0.381	-0.052	0.9%

Rural Wisconsin is performing well, composed of many outstanding firms.


Agriculture is important and regaining some strength.

We need to focus on the promotion of small businesses.

We need to worry about wages paid.

Urban and professional services is important to many parts of Wisconsin.

There is an "magic bullet" — we must think long term.

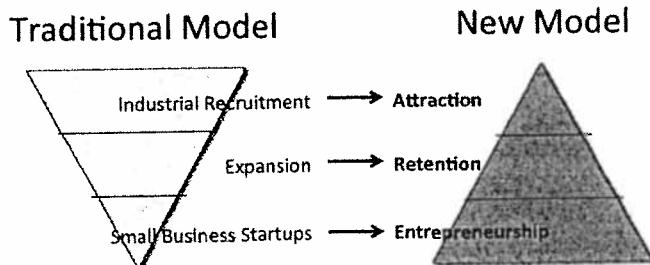


## Eras of rural economic development

	<b>Industrial Recruiting</b> 1950s to 1980s	<b>Cost Competition</b> Early 1980s to Early 1990s	<b>Regional Competitiveness</b> Early 1990s to Present
<b>Driver</b>	<ul style="list-style-type: none"> <li>Export base</li> </ul>	<ul style="list-style-type: none"> <li>Scale economies</li> </ul>	<ul style="list-style-type: none"> <li>Innovation &amp; entrepreneurship</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>Financial incentives to firms</li> <li>Industrial parks</li> </ul>	<ul style="list-style-type: none"> <li>Industrial consolidation and cost cutting</li> <li>Deregulation</li> </ul>	<ul style="list-style-type: none"> <li>Entrepreneurship</li> <li>Clusters</li> <li>Commercial research</li> </ul>
<b>Keys to Success</b>	<ul style="list-style-type: none"> <li>Government funds for subsidies and tax breaks</li> <li>Industrial Infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Health of existing Industries</li> </ul>	<ul style="list-style-type: none"> <li>Distinct regional assets such as: human capital, higher education, and amenities</li> </ul>

Mark Drabenstott, Kansas City Federal Reserve Bank and Rural Policy Research Institute (RUPRI)

## The “new normal” of rural economic development

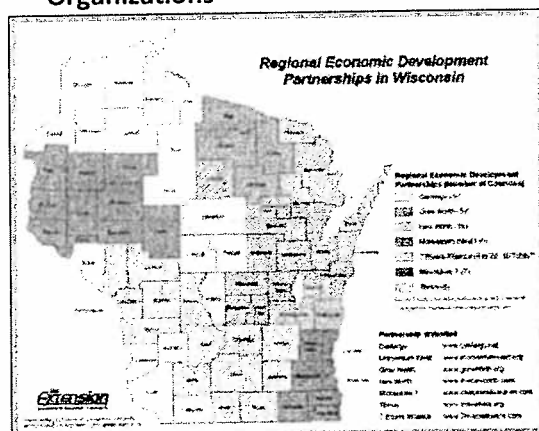


- ✓The amount of attention given to the three ingredients is reversed
- ✓The three ingredients change from narrow approaches to broad strategies
- ✓Traditional Model: Local and Competitive / New Model: Regional and Cooperative

Adapted from Brian Dabson, Rural Policy Research Institute (RUPRI)

## Regions or clusters?

### Regional Economic Development Organizations



### Business Clusters

- Renewable Energy Manufacturing
- Agriculture, Dairy, and Food Processing
- Software Development
- Medical Device Manufacturing
- FIRE (Financial Services, Insurance & Real Estate)

Be Bold Wisconsin: The Wisconsin Competitiveness Study; UW-Extension Center for Community & Economic Development

## What does the evidence say?

- Economies with higher rates of entrepreneurial activity are stronger and more competitive; the correlation between the level of entrepreneurial activity and economic growth is greater than 70% (Global Entrepreneurship Monitor Project, GEM)
- An estimated 7 to 8% of all jobs are lost within the local economy each year due to the natural cycle of firms; these jobs are replaced in the following ways:
  - 55% of new jobs come from **expansion** of existing firms;
  - 45% of new jobs come from new **business startups**; and
  - 1% of new jobs come from **business relocations**
- Experts attribute nearly 70% of economic growth to entrepreneurial activity
- About 35% of the Fortune 500 companies are displaced every 3 to 4 years by more rapidly expanding firms
- Firms of fewer than 20 employees generate the majority of new jobs
- Entrepreneurial growth companies account for a significant percentage of new job creation and are the catalysts for cluster-driven economic development
- Rural communities hold great potential for entrepreneurship, but the revenues and income they offer are weaker than more populous places

Global Entrepreneurship Monitor Project; National Governor's Association; Public Forum Institute; Goetz

## Establishments by employment size

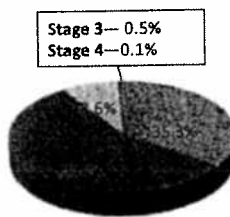
Establishment Sector



- Non-commercial
- Non-resident
- ▨ Resident

**Resident** — stand-alone businesses in the area or businesses with headquarters in the same state  
**Nonresident** — businesses that are located in the area but headquartered in a different state  
**Noncommercial** — public institutions and nonprofit organizations

Resident Firm Stage



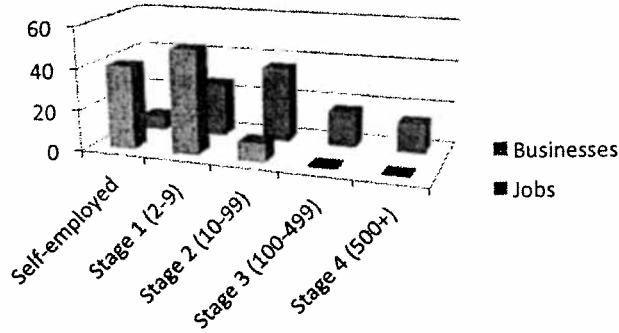
- Self-employed
- Stage 1 (2-9)
- ▨ Stage 2 (10-99)
- Stage 3 (100-499)
- ▨ Stage 4 (500+)

Wisconsin, 2008

YourEconomy.org, Edward Lowe Foundation

## Wisconsin businesses vs. jobs by size

Percent of Businesses and Jobs by Size



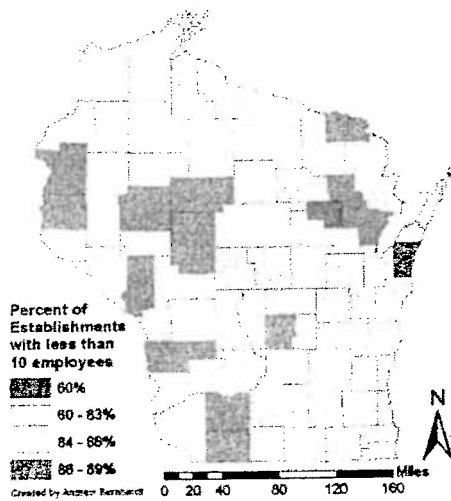
**Resident** — stand-alone businesses in the area or businesses with headquarters in the same state

- 90.8% of establishments are resident
- 68.4% of jobs are resident

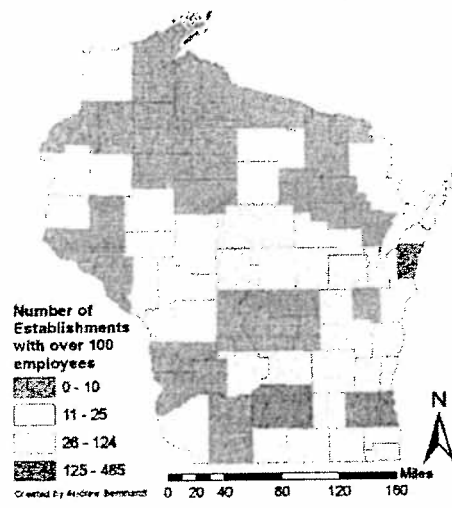
YourEconomy.org, Edward Lowe Foundation

## Establishments by employment size

Percent of Establishments:  
Self-employed – Stage 1



Number of Establishments:  
Stage 3 and 4



YourEconomy.org, Edward Lowe Foundation

## Rural economic development needs & opportunities

- **Businesses that innovate**  
Entrepreneurship & innovation, marketing, workforce development, agriculture, resource-based enterprises
- **People who excel**  
Youth, elderly, education, healthcare, leadership
- **Communities that prosper**  
Broadband access, transportation, housing, natural amenities

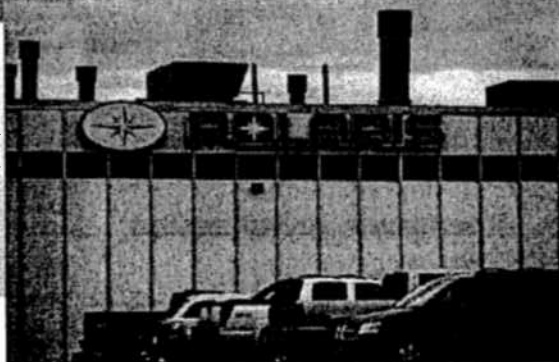


### Businesses that innovate



- **Developing businesses**
- **Identifying economic opportunities**

- **Nurturing entrepreneurs**
- **Promoting innovation**



## People who excel

- Leadership programs
- Economic development training
- Organizational development
- Workforce retention and development

## Communities that prosper

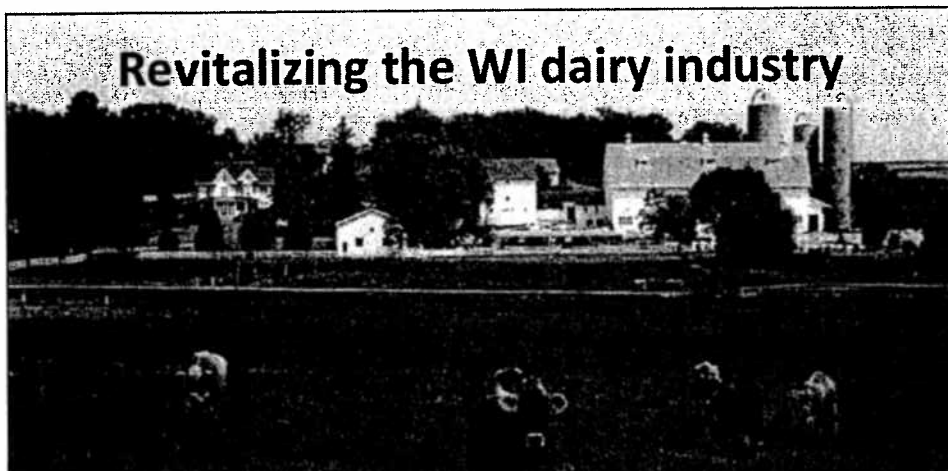


- Community preparedness
- Tourism and Recreation

- Downtown revitalization
- Community funding



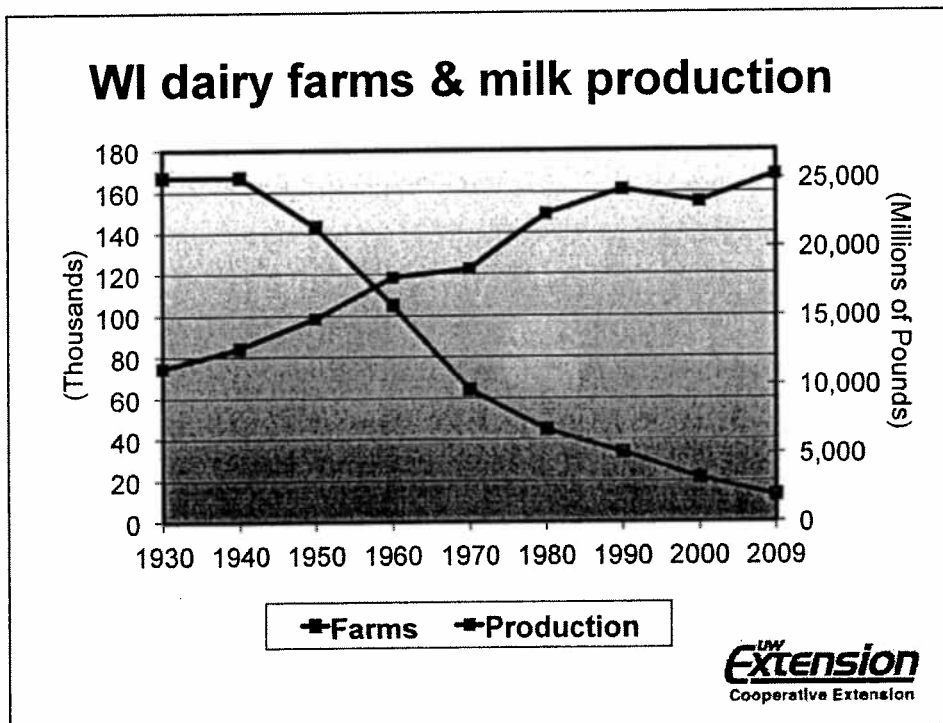
## Revitalizing the WI dairy industry



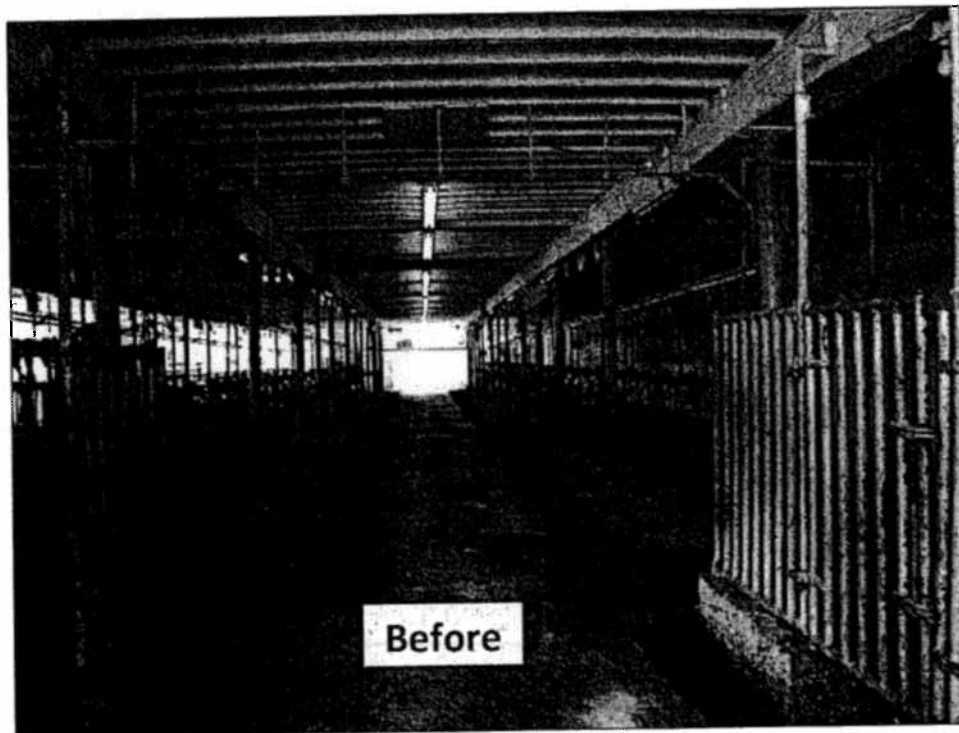
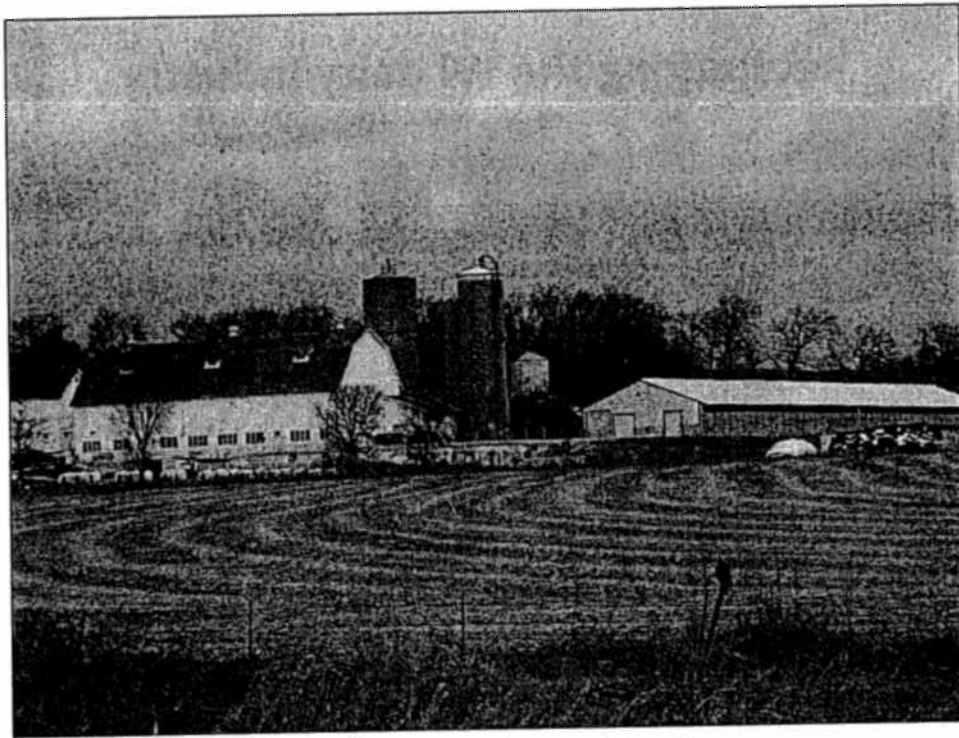
**Challenge:** Shortage of milk in the 1990s for cheese plants as a result of the decline in both dairy farm and cow numbers.

**Response:** Established SW WI Dairy Modernization Task Force, UW-Extension Dairy Modernization Team, Dairy 2020, and Investment Tax Credits for dairy modernization for family farms.

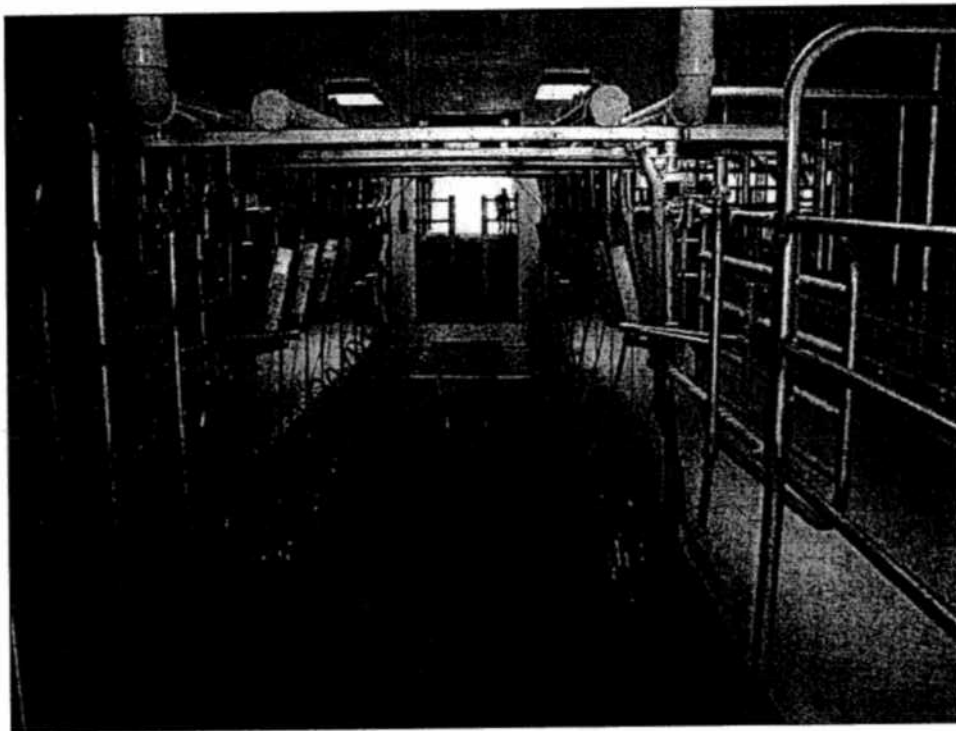
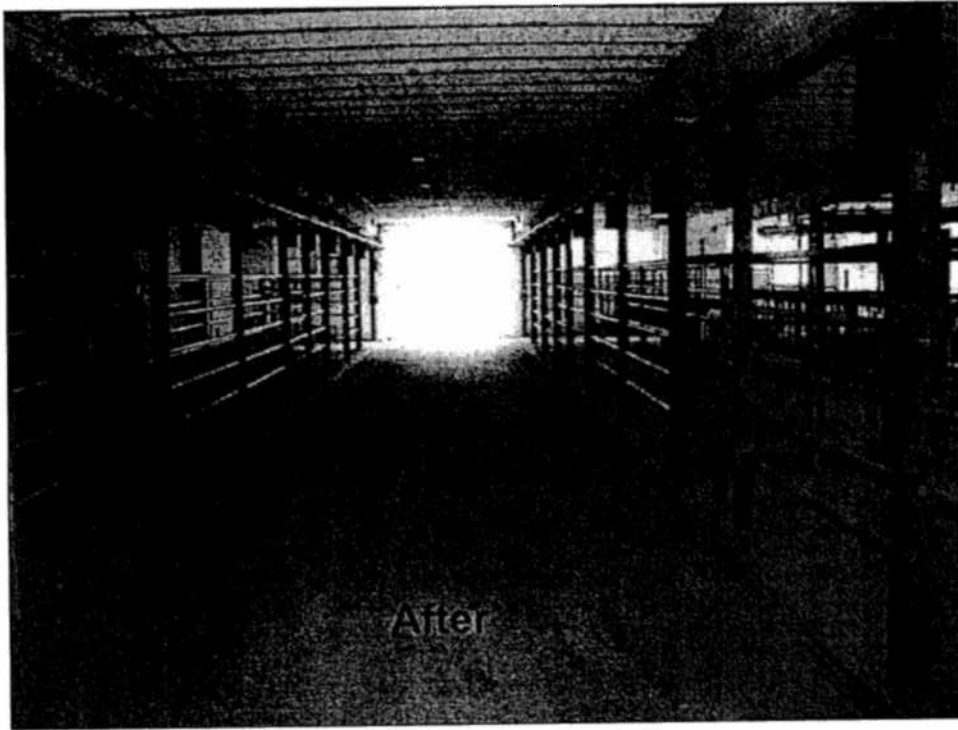
**Results:** Starting in 2006 the trends were reversed; cows were added and milk production per cow increased across the state.







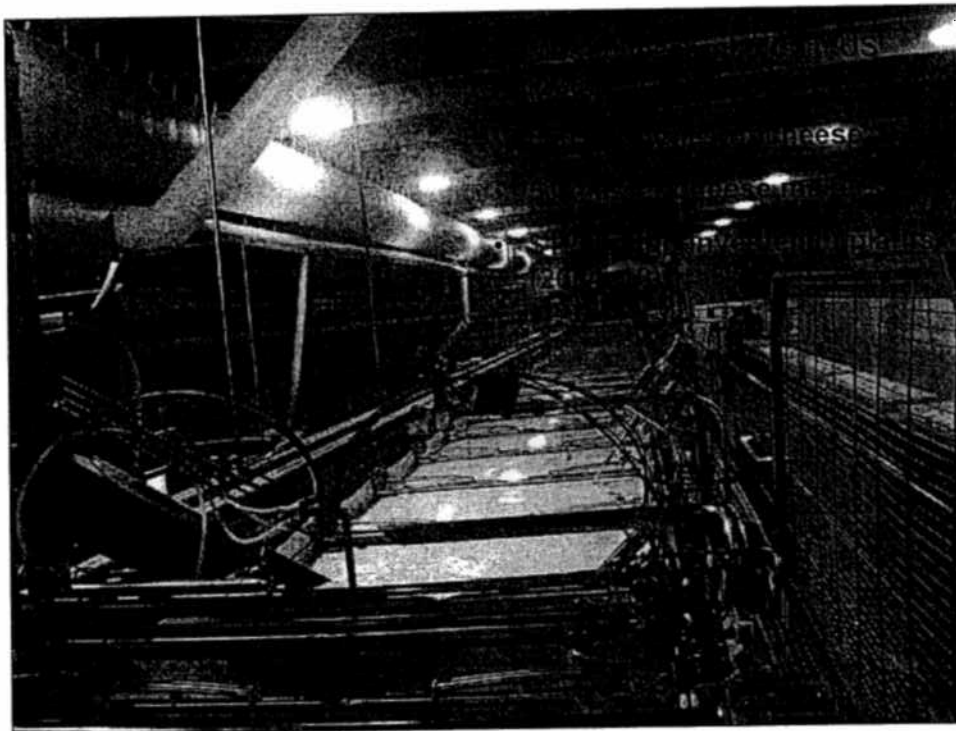
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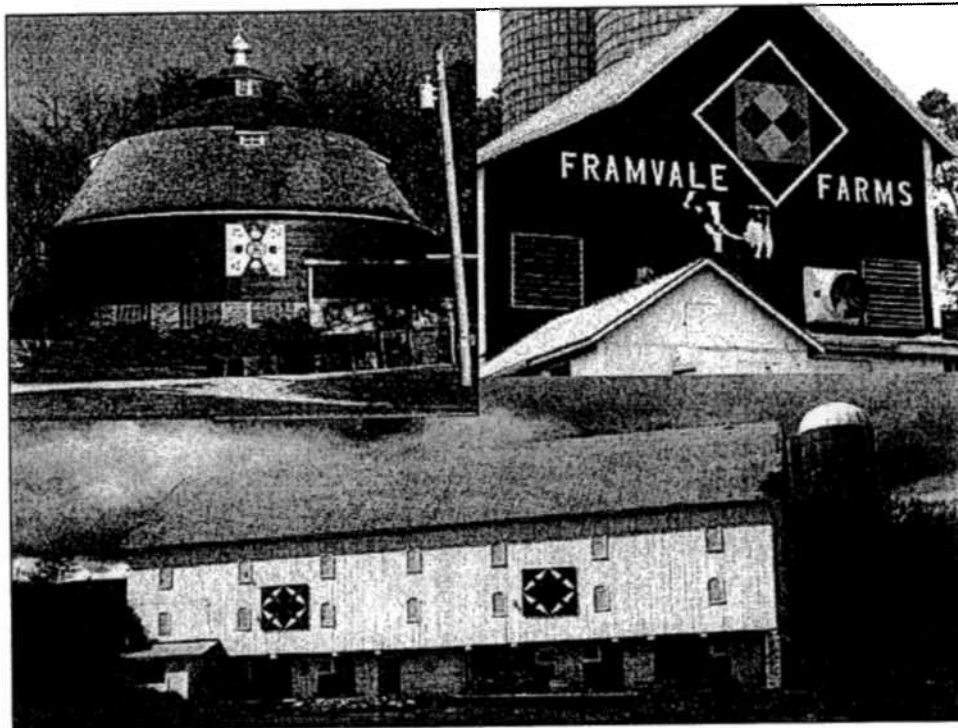
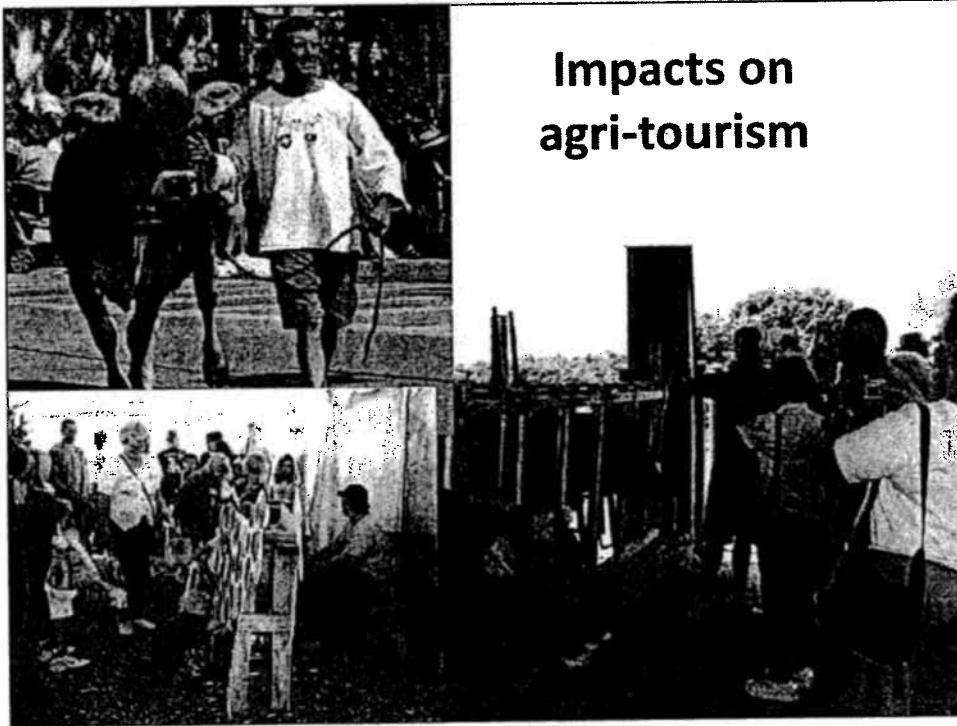


## Dairy modernization impacts

	Pre Modernization	Post Modernization	Change
Average herd size	82	203	+121
Average production per cow (lbs)	20,245	21,684	+1,439
Annual milk production per farm (lbs)	1,660,090	4,401,852	+2,741,762
Annual hours of labor per cow	51.8	26.0	25.8
Milk cows / FTE	35	50	15

**Extension**  
Cooperative Extension







**Can Cooperative Extension  
be a resource for  
you and your constituents?**

Assembly Rural Economic  
Development & Rural Affairs  
Committee





UNIVERSITY OF WISCONSIN - EXTENSION  
COOPERATIVE EXTENSION

# Cooperative Extension — Growing a strong Wisconsin

we TEACH, learn, LEAD & serve...



# From the deans

Dear Friends,

We all seek information from a variety of sources, including friends, neighbors, family, libraries, computer searches, etc., to help us make decisions. Imagine an organization you can contact in person and on-line to give you 24/7 access to information that cuts through complicated data, customized for your own use. Cooperative Extension—a division of the University of Wisconsin-Extension and part of University of Wisconsin System—does just that.

To address issues faced by individuals, families, businesses, and communities, Cooperative Extension serves as a portal to educational resources from the University of Wisconsin. Our county and campus network is available for you to access information to inform, develop and carry out important decisions.

We invite you to learn more about us online at [www.yourcountyextensionoffice.org](http://www.yourcountyextensionoffice.org), where you can connect with the Cooperative Extension office in your county.

Regards,

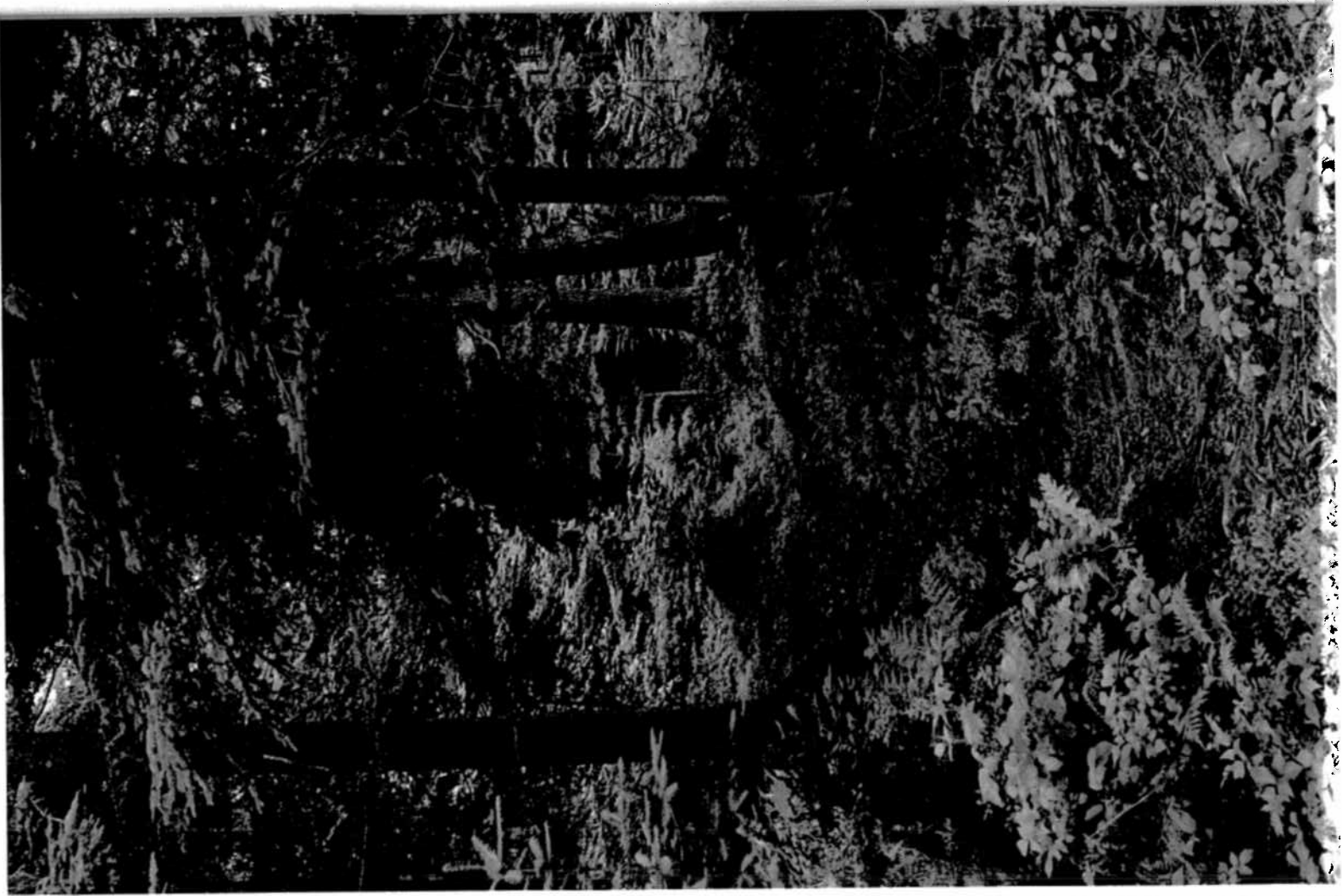
*Richard M. Klemme*

Richard M. Klemme  
Dean and Director



*Yvonne R. Horton*

Yvonne R. Horton  
Associate Dean and Associate Director





# Our purpose

WE TEACH, LEARN, LEAD AND SERVE, CONNECTING PEOPLE WITH THE UNIVERSITY OF WISCONSIN, AND ENGAGING WITH THEM IN TRANSFORMING LIVES AND COMMUNITIES.

WE OFFER TIMELY ACCESS TO UNIVERSITY RESEARCH AND KNOWLEDGE THROUGH EDUCATIONAL COLLEAGUES IN 72 COUNTY OFFICES, ON FIVE 4-YEAR CAMPUSES AND WITHIN THREE TRIBAL NATIONS.

WE WORK WITH LOCAL, STATE AND FEDERAL PARTNERS TO OFFER EDUCATIONAL PROGRAMS THAT ADDRESS THE IMPORTANT ISSUES OF INDIVIDUALS, FAMILIES, BUSINESSES, AND COMMUNITIES.



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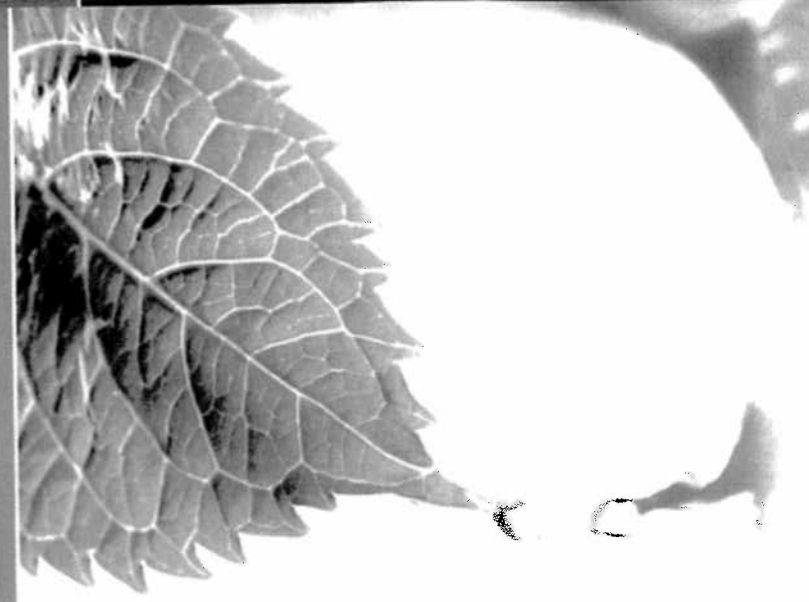
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## Our vision

TO BE A THRIVING, WELL-KNOWN AND SOUGHT-OUT  
EDUCATIONAL RESOURCE THAT REFLECTS THE RICH  
DIVERSITY OF THE STATE.



## Our values

COOPERATIVE EXTENSION, AS AN ORGANIZATION, STRIVES  
TO LIVE BY FIVE CORE VALUES:

- COMMUNITY
- DISCOVERY
- INCLUSIVENESS
- RELATIONSHIPS
- RESPECT

OUR EDUCATIONAL PROGRAM AREAS DEMONSTRATE HOW  
THESE FUNDAMENTAL PRINCIPLES BECOME REALITY  
THROUGH THE WORK THAT WE ARE DOING FOR WISCONSIN  
RESIDENTS. THE FOLLOWING SECTIONS PROVIDE EXAMPLES  
FROM EACH AREA.



# Community

COOPERATIVE EXTENSION LISTENS TO, LEARNS FROM  
AND RESPECTS LOCAL KNOWLEDGE. WE VALUE OUR  
PARTNERSHIPS AND BELIEVE COMMUNITY VOICES ARE  
CRITICAL TO SUCCESS.

## Families

Listening to local voices and responding with education, resources and partnerships that strengthen families and communities is key to our educational programs. Across the state, Cooperative Extension colleagues team up with community partners to provide information about important issues for families, such as effective parenting. One example:

- Cooperative Extension offices in 61 counties coordinate with nearly 90 hospitals, health departments and dozens of businesses and civic clubs to distribute three educational newsletters developed in partnership with our UW-Madison Extension colleagues—*Preparing to Parent*, *Parenting the First Year* and *Parenting the Second and Third Years*, all available in English and Spanish. These newsletters have reached more than 570,000 Wisconsin families in the past two decades.

<http://parenting.uwex.edu>

## Youth

4-H community clubs are the fundamental model for 4-H Youth Development programming, a way to give young people direct experience with democracy by encouraging group decision-making and self-governance. 4-H community clubs and the 4-H project learning model deliver the key elements researchers prescribe for healthy youth development: belonging, mastery, independence and generosity. Finding one's role in society can begin with service to others. For example, 775 youth are involved in 25 4-H community clubs in Fond du Lac County with adult volunteers. Almost every club completes a service project to benefit the community. 4-H club service projects include bringing animals to nursing

homes and visiting on holidays, cleaning up bike trails and parks, planting trees and tending gardens for community beautification.

[www.uwex.edu/ces/4h/clubs/index.cfm](http://www.uwex.edu/ces/4h/clubs/index.cfm)



## Horticulture

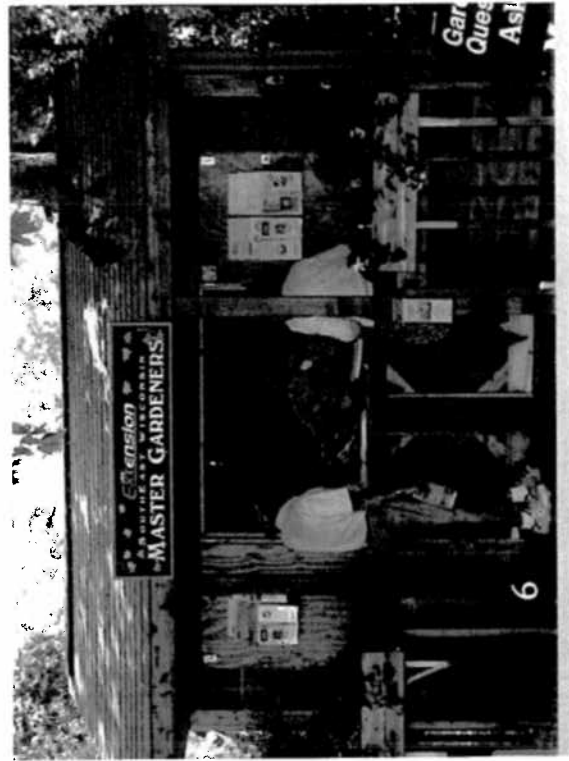
The Agriculture and Natural Resources Master Gardener Program connects people in the community with resources and research-based information to help people better understand horticulture and their environment. Across the state Master Gardener volunteers using educational resources provided by UW-Madison faculty and academic staff work more than 200,000 hours annually in a wide variety of community service projects to share their knowledge about plants.

**It's been fun and very rewarding to teach others about the various aspects of gardening and to be around others who are so excited about it.**

—Barbara Havas,  
Master Gardener



Milwaukee and Waukesha county Master Gardener volunteers, who served more than 30,000 residents in 2009, plan and nurture the Heritage Garden and the Butterfly Habitat Garden in the Milwaukee County Zoo. These kid-friendly exhibits encourage children to experience vegetable gardening related to their ethnic heritage and to learn about plants and habitat elements needed to attract butterflies. Thirty-five volunteers serve 1,600 hours annually tending the gardens and interacting with zoo visitors young and old.



## Communities and businesses

Cities throughout Wisconsin and across the country are experiencing economic leakage from downtowns to outlying locations. As a result of intense competition from large discount stores and regional shopping centers, many small city downtowns face high vacancy rates and a poor business mix.

Cooperative Extension's Center for Community and Economic Development (CCED) and UW campus faculty provide expert educational services and technical assistance to Wisconsin's downtown revitalization and economic development professionals. [www.uwex.edu/ces/cced/](http://www.uwex.edu/ces/cced/)

- The "Revitalizing Wisconsin's Downtowns" webinar series was attended by 175 community and business leaders at webinar sites. Participants reported that they valued the professional relationships that have developed at local sites.
- Almost 40,000 page-views are recorded annually for the monthly e-newsletter "Downtown Economics" and articles directly related to the downtown economy in difficult economic times.



- The "Innovative Downtown Business Clearinghouse," a web-based catalog of examples of businesses that are drawing people back downtown, receives more than 20,000 page views annually. Website visitors use this resource to identify realistic business expansion and recruitment opportunities for their downtown districts.

- CCED faculty and staff have assisted over 50 cities in the state, including Main Street and non-Main Street communities from Milwaukee to New Holstein to Superior, in assembling information on their local markets to support downtown economic development.
- Working with Extension county educators, CCED has assisted local study groups in each community in their efforts to gather meaningful data that supports business retention, expansion and recruitment.

# Discovery

WE PROMOTE LIFELONG LEARNING. UNBIASED TRANSFORMATIONAL EDUCATION AND SCHOLARSHIP. WE INTEGRATE UNIVERSITY RESEARCH WITH COMMUNITY-BASED KNOWLEDGE TO EXPLORE NEW SOLUTIONS AND THEIR PRACTICAL APPLICATION. WE ENCOURAGE INNOVATION IN TEACHING, RESEARCH AND OUTREACH TO SERVE THE PUBLIC GOOD.



## Natural disaster response

The Wisconsin Geological and Natural History Survey and county Cooperative Extension colleagues responded when groundwater flooding inundated homes in the Town of Spring Green. WGNHS scientists developed a geologic framework and groundwater flow model to explain why the area flooded, why the flooding persisted, and how frequently such flooding has occurred in the past. The information they provided was instrumental in designing remedies and in persuading the Federal Emergency Management Agency to take the lead on buying out 28 damaged homes. The price of the buyout: \$5.37 million. WGNHS scientists continue to work on models to answer questions about groundwater flooding and supply.

**"Without the Survey's scientific expertise in groundwater hydrology, we would never have been able to help the people in the town of Spring Green. They were the key to our being able to determine where and how frequently groundwater flooding will take place."**

*—Roxanne Gray, hazard mitigation officer for Wisconsin Emergency Management*

## Quality of life

Discovering new ways to use university knowledge to improve life for Wisconsin families is an ongoing commitment for Cooperative Extension. Family Living university- and county-based coalitions include current research about families in the design of their educational programs. For example:

- Current scientific guidelines on food safety and healthy eating support recommendations in nutrition education lessons.
- Recent findings about consumers' spending behaviors shape classes on family financial management.
- Data about the impact of parental conflict on children provides a framework for education geared to divorcing or separating couples. Co-parenting programs for divorcing parents can be found throughout the state. An annual total of 1,500 parents in 22 Wisconsin counties attended Cooperative Extension parenting programs for divorcing parents in the past several years.

**"I think the Extension workshop really makes you face reality—the realities of divorce and that the children are the most important issue."**

*—Grant County participant in Family Living Co-parenting program*

### Dairy modernization

Keeping Wisconsin's \$26.5 billion dairy industry profitable and competitive is critical to economic development in Wisconsin. In many cases, staying competitive means replacing aging barns and outdated milking equipment with new structures and technology.

[www.uwex.edu/ces/ag/teams/dairy/](http://www.uwex.edu/ces/ag/teams/dairy/)

- The Agriculture and Natural Resources Dairy Team provides research-based advice about modernization options and management practices to approximately 300 dairy farmers annually. These new facilities are increasing profitability and easing the back-breaking labor of milking cows. A 2008 sample survey of 99 farmers receiving modernization assistance from Cooperative Extension showed a total annual milk income increase

of \$45.3 million and an average labor reduction of 2,436 hours per farm each year.



### Science, technology, engineering and math

U.S. corporations operating in a high-tech world economy need problem solvers, innovators, inventors and expert communicators now more than ever. Research shows that youth who have positive experiences with science, technology, engineering and math (STEM)-related projects are more likely to pursue education and careers in math, science and engineering. 4-H in Wisconsin has increased the STEM programs available to youth, such as robotics clubs, alternative energy exploration and engineering projects. In 2009, nearly 100 youth in Bayfield County had an opportunity to gain first-hand experience in engineering and alternative energy. Through the multi-state Power of Wind partnership, they learned how to design and build wind turbines to generate electricity.

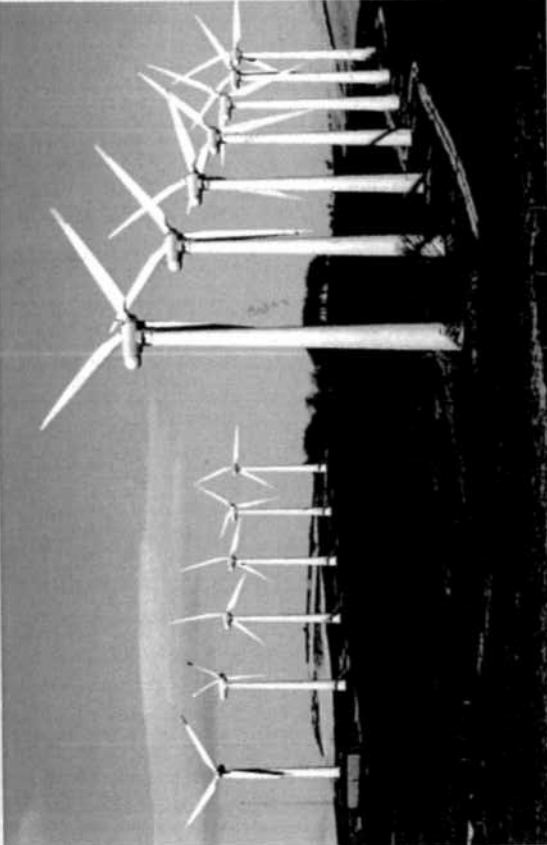
[www.uwex.edu/ces/4h/set/index.cfm](http://www.uwex.edu/ces/4h/set/index.cfm)

### Bioenergy

To meet the needs identified by innovative businesses and communities in northwestern Wisconsin struggling to overcome energy and land-use related challenges, Cooperative Extension staff in the counties and on our UW campuses developed a program to identify and address bioenergy related issues. They used \$16,250 in UW-Extension grants to leverage an additional \$50,000 in federal and private sector support for the program titled: *Earth, Wind and Fire: Preparing for Bioenergy Opportunities in Wisconsin*.

As a result:

- Project partners designed and organized forums, tours, conferences, and strategic planning sessions in northwestern Wisconsin reaching over 600 individuals, businesses, and community leaders.
- More than 300 participants attended four bioenergy forums in Rice Lake, Ashland, Chippewa Falls, and New Richmond and increased their awareness, knowledge, and networking of local renewable energy options and community energy planning.
- Bus tours and mobile learning workshops were held throughout the region showcasing renewable energy options including solar, wind, bioenergy, geothermal and hydro-electric technologies.



# Inclusiveness

WE RECOGNIZE, APPRECIATE AND HONOR THE DIFFERENCES, SIMILARITIES AND CONTRIBUTIONS OF ALL PEOPLE AND COMMUNITIES. WE WORK TO ENSURE EQUITY, JUSTICE AND FAIRNESS.

## Leadership

One way Cooperative Extension's Leadership Wisconsin program develops leaders is by exposing learners to cultural and social differences through global seminars. The International Seminar is a key component of the intensive two-year leadership training experience. These experiences enhance understanding between cultures through exposure to new and different perspectives on the histories, governments, economics, challenges and strengths significant in shaping the realities of different international communities. More than 500 leaders have been to one of many international destinations, including India, Costa Rica, Nicaragua, Poland, Mexico, Russia, Chile, Argentina, Brazil and China. Through these first-hand experiences, leaders return to their communities, businesses and nonprofit organizations with greater self-awareness and more global insights and resources to meet the challenges they face.

[www.LeadershipWisconsin.org](http://www.LeadershipWisconsin.org)

**"What a phenomenal experience! The program creates an incredible public space to debate and discuss issues in a very respectful yet challenging forum. I do not know of any other place where I have experienced such a great diversity of people tackling such a diversity of issues in so many ways. The people we have met have been incredibly inspiring."**

—Dennis Deery,

Leadership Wisconsin Group X,  
Owner, Irish Rose Consulting,  
Menominee



## Hispanic labor education

Dairy producers who have updated their barns and milking facilities and added more cows to their herds need reliable employees who have been trained in modern dairy practices. Many dairy workers working on Wisconsin farms are from Mexico and Central America and may not speak much English. The Agriculture and Natural Resources program area works to promote inclusiveness and understanding across cultures.

[www.uwex.edu/ces/dairymod/index.cfm](http://www.uwex.edu/ces/dairymod/index.cfm)

- The Hispanic Labor workgroup of Cooperative Extension's Dairy Team developed training modules

in Spanish and English. These modules cover milk quality and mastitis, reproduction, and other topics. Teaching materials include instructions on how to conduct training meetings as well as slides, handouts, certificates of completion, and evaluation forms. A bilingual newsletter that reinforces the trainings is distributed to farms in eastern Wisconsin and posted on the UW-Extension Fond du Lac web site.

*—Wisconsin dairy producer*  
 is distributed to farms in eastern Wisconsin and posted on the UW-Extension Fond du Lac web site.

[fyi.uwex.edu/dairypartner/elcompanero/index/](http://fyi.uwex.edu/dairypartner/elcompanero/index/)



## Cultural issues

As Wisconsin's population grows more diverse, Family Living colleges work to promote inclusiveness and understanding across cultures in a variety of ways. For example:

- Family Living's Wisconsin Nutrition Education Program (WNEP) classes are designed to meet the specific cultural needs of diverse audiences. WNEP educators reach residents from many diverse cultural groups. During fiscal year 2008-2009, WNEP programs were offered in 68 Wisconsin counties. Educators made nearly 400,000 educational contacts during that time. People of color comprised 24 percent of all participants; 11 percent were African American; three percent Asian; and seven Native American; and seven percent other races. In addition, 14 percent of the participants identified themselves as Hispanic or Latino.

- Cooperative Extension works in partnership with three tribal nations, Lac Courte Oreilles, Lac du Flambeau and Menominee, on educational issues such as business development, entrepreneurship, leadership development, natural resources and nutrition education.

By recognizing and ensuring that the needs of people from diverse backgrounds are addressed in its educational and community-based programs, Family Living promotes a culture of inclusiveness that respects all people.

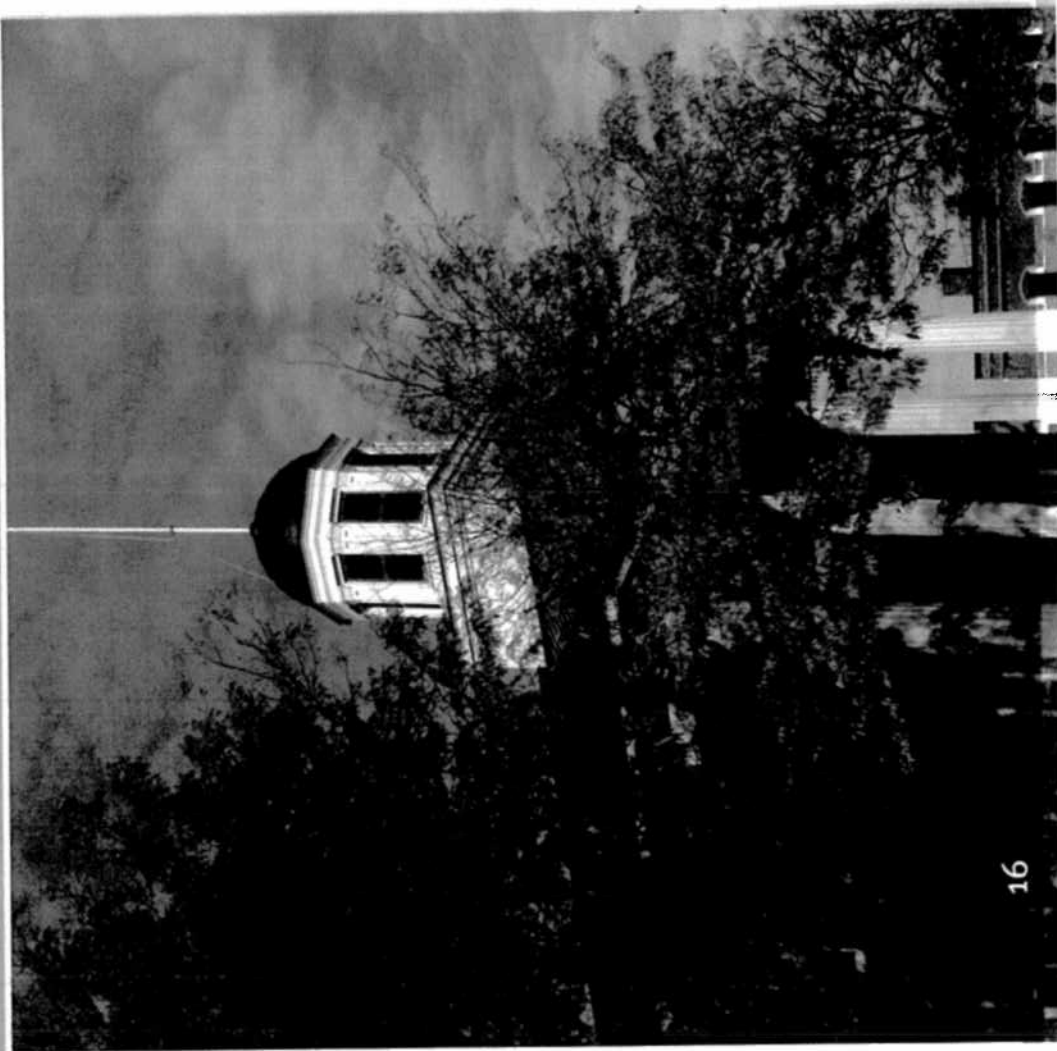
*"I learned that I don't have to spend a lot of money just to get what I need to eat."  
 —Waukesha County participant in Cooperative Extension nutrition education program*





# Relationships

WE FOSTER POSITIVE RELATIONSHIPS THROUGH HONESTY,  
OPEN COMMUNICATION AND ACCOUNTABILITY.



## Education for local elected officials

The Local Government Center in Community, Natural Resource and Economic Development nurtures strong partnerships with the Wisconsin Counties Association, the League of Wisconsin Municipalities and the Wisconsin Towns Association. These partnerships strengthen the capacity of local elected officials throughout Wisconsin.

<http://lgc.uwex.edu/>

- In the past two years, the Local Government Center worked with more than 3,600 elected officials at workshops.
- In the past year, the center hosted 31 phone teleconferences attended by more than 3,000 elected officials.
- Ninety percent of 2010 County Officials Workshop participants rated presentations by Cooperative Extension staff as "very good" or "excellent."

**"I will be more effective because I have a better understanding of the roles, rules and processes."**

—Kenosha County Supervisor  
after completing the County Officials Workshop

## Life skills

Relationships—between individuals, family members, community partners and organizations—are at the heart of Family Living Programs.

- Cooperative Extension educators work to enhance relationships in families with the aid of research that shows how couples can improve their communication skills.
- Parenting education programs strengthen the bonds between parents and young children.

Solid relationships with community partners are an integral part of Family Living Programs' effectiveness. For example:

- Family Living and 4-H youth development county educators, in partnership with campus-based staff, collaborate with local financial institutions, such as banks and credit unions, to hold "reality events," in which youth learn to make real-life financial decisions. Of the more than 500 young people who have participated in these events, 88 percent rated the program as helpful or very helpful. Partners, young people and educators all place a high value on these events as they open doors for a new generation of financially literate adults.