



SHEBOYGAN COUNTY

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Extension, Sheboygan County-University of Wisconsin-Madison

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Honorable Members of the Sheboygan County Board and County Administrator Adam Payne,

I am pleased to submit the 2019 Annual Report for Extension, Sheboygan County, University of Wisconsin-Madison. Our goal is to provide quality educational programs to empower the people of Sheboygan County to gain knowledge, build capacity, strengthen collaboration and develop relationships with key partners in the community.

Highlights of the various educational outcomes in 2019 include: Providing technical assistance to Greenbush, Glenbeulah, Mosel, Rhine, Waldo, Scott, Lima, Holland, and Adell for the required 10-year update to their comprehensive plans, participants of the FoodWise classes stated they intend to spend their FoodShare dollars more wisely by using food resource management strategies, and a Parliamentary Procedure Workshop was successfully implemented with numerous groups participating.

I want to thank the County Board and County Administrator for your collaboration and support.

Respectfully Submitted,

Cindy Sarkady

Mission Statement and Summary of Responsibilities

Through Extension, Sheboygan County, University of Wisconsin-Madison, the people of Sheboygan County and beyond can solve their most pressing issues and uncover their most promising opportunities through hundreds of programs and initiatives.

Fundamental to this mission are Extension, Sheboygan County, University of Wisconsin-Madison's partnerships with Sheboygan County government, UW Green Bay, Sheboygan campus, and other public and private organizations. Extension, Sheboygan County, University of Wisconsin-Madison's wide-ranging initiatives impact 15,262 Sheboygan County residences directly and indirectly every year by providing access to University resources and engaging people in learning, and transforming their lives wherever they live and work.

Summary of responsibilities include the following:

- Supporting personal growth, professional success and organizational effectiveness through formal and informal learning.
- Addressing the changing needs of the state and community by conducting, applying, and conveying relevant university research.
- Integrating a scholarly approach to outreach into Sheboygan County focusing on Youth Development, Growth Management, Human Development & Relationships, Nutrition, and Agricultural education.
- Addressing the specific educational needs of underserved populations in our community.
- Empowering area residents to make informed decisions, become more self-sufficient, improve their lives and add value to the communities in which they live.

Goals and Objectives Achieved in 2019

- While there has been an abundance of anecdotal information regarding the benefits of cover crops, there has been little University of Wisconsin research to evaluate the benefits of cover crops on: soil health, nutrient scavenging, nutrient recycling, erosion control, water quality and crop production benefits. On-farm research has been a focus in recent years to help address questions around resource protection and crop profitability.
- Educational programs provided a platform for building cover crop agronomic capacity among NRCS, County Conservation Department staff and area farmers. Fifty farmers used cover crops for the first time during the past year. Approximately 400 farmers attended educational programs in crop profitability and resource protection. Educational programs included the following: Cover Crop Strategies after Short Season Crops, Cover Crops and Soil Health, Sheboygan River Progressive Farmers' Field, Management Practices to Keep Nutrients in the Field and Out of the Tile Lines - Tile Drainage on Agricultural Lands, and an Agronomy Day Program.
- The Sheboygan County 4-H Youth Development Program has partnered with Seton Catholic and Jefferson Elementary Schools. These schools are located in Census Tract 2.01 in the City of Sheboygan. This census tract has a 27.4% poverty rate for all families according to 2010 census data.

- 75% of evaluated participants stated they intend to spend their FoodShare dollars more wisely by using food resource management strategies they have learned from FoodWise classes, including shopping with a list and planning meals before shopping.
- Fifteen volunteers trained by the Human Development Family Relationships Educator provided early literacy activities on a monthly basis to 180 students who were at or below the federal poverty level. Twenty-five percent were Latino while 25% were African American and 11% were Hmong.
- Provided technical assistance to Greenbush, Glenbeulah, Mosel, Rhine, Waldo, Scott, Lima, Holland, and Adell as each worked on the required 10-year update to its comprehensive plan. Seven of the nine communities adopted their update in 2019.
- Provided groundwater and private well education through year-round availability of homeowner testing kits at our Extension UW-Madison, Sheboygan County Office, and a well water testing event in the Town of Russell held in cooperation with Sheboygan County Planning and Conservation and the certified lab at UW-Stevens Point.
- A workshop orienting adult and youth leaders to proper parliamentary procedure using Robert's Rules of Order was provided to nonprofit board members throughout Sheboygan County to strengthen their capacity for leading, serving and engaging in public decision making. Participants in the Parliamentary Procedure Workshop included representatives from Sheboygan County United Way, Oostburg Board of Education, local Town Boards, a Representative from the state legislature, and local 4-H Program volunteers. One hundred percent of participants indicated their understanding of the benefits of Robert's Rules of Order increased. In addition, participants learned a variety of ways to help a group make decisions, understand the variety of motions used in Robert's Rules and understand the variety of methods used for voting and when to use each.

Budget

The Extension, Sheboygan County, University of Wisconsin-Madison 2019 approved budget was \$467,836, with actual expenses of \$457,803. The 2019 levy amount is \$431,768. The total approved budget for 2020 was \$465,868. Our budget more closely reflects our expenses and revenue than in past years due to the accountability in financial management. The 2019 budget goals were accomplished primarily by responsible operations, pursuits of matching funds, sustainable program revenue, and support from community, county, and state stakeholders.

Issues and Challenges Ahead

As part of the UW System Restructuring project, Extension is returning to our historic home at UW-Madison. Thanks to joining forces with UW-Madison, we will strengthen each other through exchanging experience and research statewide. With change, comes new systems and processes to learn. Training on UW-Madison policies and procedures will be ongoing as part of a general on-boarding strategy. Extension (formerly called "Cooperative Extension") began using the UW-Madison name and logo on January 1, 2019. The Department of Labor Education

adopted the UW–Madison logo as a unit within the Division of Continuing Studies. Full transition of all faculty and staff and all major operational aspects of Extension was completed on July 1, 2019.

Goals and Objectives for 2020

- Provide one Community Youth First Impressions Experience across two Sheboygan County communities for 10-14 youth within 2020. This experience will be evaluated through the Thrive Model's 4-H Developmental Context Instrument to measure the strength of bonding and bridging among youth and their communities. Successful key indicators include 80% or more of youth participants feel included in programs, organizations and community spaces; 95% or more of youth participants are able to identify their connections in community networks; and at least one organizational or community practice is identified as changed because of youth input.
- Strengthen and develop relationships with partners who serve or represent diverse communities. This will be accomplished through the implementation of an Expansion and Review Committee which will meet throughout 2020. Representation will include currently enrolled 4-H members and leaders, existing urban partners, as well as new representatives invited from the the Hmong Mutual Assistance Association, Hmong Christian Reformed Church, Community Alliance Church, Centro Comunitario La Cima, Sheboygan Hispanic SDA Church, Union Oriental Market, Sheboygan Senior Community Center, and Sheboygan Housing Authority and various low-income housing units.
- Provide technical assistance to the towns of Holland, Mosel, Sheboygan, Sheboygan Falls, and Wilson as they each implement at least one of the high-priority recommendations within their recently adopted comprehensive plan update. Seek recertification for farmland preservation from the state prior to December 31, 2020 deadlines, while simultaneously working on improvements to their zoning ordinances and striving to eliminate nonconforming lots on their zoning maps.
- Utilize Extension research and resources to build capacity and practical experience among hemp growers. While the production of industrial hemp is now an option for growers in Wisconsin, novice hemp growers may be lured by lucrative crop revenues without understanding the production costs and inherent risks associated with growing industrial hemp. Many beginning farmers interested in growing industrial hemp lack basic agronomic and agricultural experience.
- Support area farmer-led watershed groups through educational opportunities and resources to successfully implement useful on-farm demonstrations.
- Pilot the evidence-based Taking Care of You curriculum series from the institute of Human Development and Relationship with forty-five employees at Health and Human Services aimed at increasing mindfulness, positive emotions, optimism, resiliency to stress and increasing coping skills and self-care by November 2020.
- By September 2020, 70% of teachers and/or parents and 50% of youth will report increased fruit and vegetable consumption by youth after taking FoodWise classes.