

2015 Annual Report
University of Wisconsin-Extension
Jefferson County Office

February 9, 2016



The University of Wisconsin in YOUR Community!

The mission of the University of Wisconsin-Extension, (Cooperative Extension):

Helping the people of Wisconsin apply University research, knowledge and resources to meet their educational needs wherever they live and work.

University of Wisconsin – Extension, Cooperative Extension represents a unique three way partnership of the federal, state and county government to provide local citizens access to the Land Grant University System. Partners include the United States Department of Agriculture, the University of Wisconsin and Jefferson County.

Extension staff apply research-based information and processes, a variety of educational delivery methods and local collaborations to strengthen the lives of Jefferson County citizens. Our work in agriculture, community development, family living and youth development is based on local community needs, experiences and assets.

Extension educators are University faculty and staff, and their classroom is the County. They provide practical information through videos, seminars, workshops, newsletters, radio, television, newspapers, bulletins, field tours, on-site visits, personal conferences, distance education, learning technologies and various forms of social media. Program support is provided by campus-based University specialists and other partners.

People in Wisconsin and Jefferson County continue to reaffirm the value of UW-Extension and the Wisconsin Idea.

The Wisconsin Idea is a philosophy embraced by the University of Wisconsin, which holds that the boundaries of the university should be the boundaries of the state, and that research conducted at the University of Wisconsin should be applied to solve problems and improve health, quality of life, the environment and agriculture for all citizens of the state. The University of Wisconsin and its partners have been guided by the Wisconsin Idea for over 100 years.



Jefferson County

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February 9, 2016

Dear Honorable Board of Supervisors of Jefferson County:

The University of Wisconsin-Extension Jefferson County Office is pleased to submit this annual report of educational programming for 2015.

The UW-Extension Jefferson County office is the local source of educational programming from the University of Wisconsin System. The objective of each faculty and staff member is to provide quality educational programs and research-based information to the people of Jefferson County. We help them gain the understanding, capabilities and skills necessary for addressing local economic development, agriculture, youth, family, community, natural resources, and water quality concerns. UW-Extension is uniquely positioned to integrate research, learning and group processes in order to facilitate positive community change.

The professional staff consists of University faculty members/academic staff jointly employed by Jefferson County, the State of Wisconsin and the United States Department of Agriculture. In the relationship, the University provides campus research, campus-based specialists and technological support and 60 percent of agent salaries and fringe benefits. Over 100 campus-based specialists routinely support the educational programming for the people of Jefferson County. Each Wisconsin County provides 40 percent of agent salaries and fringe benefits, clerical support, office supplies, facility requirements, teaching materials and travel. By statute, the UW-Extension program is a unit of county government. The 2015 staff listed below, are locally based to respond to local educational needs and issues within the scope and framework of the land-grant university.

The University of Wisconsin Extension support staff provides essential resources and talents that help our office reach our mission. Our 2015 support staff team includes Kim Buchholz.

The University Extension Education Committee is responsible for the overall direction of Extension programming. Current committee members are: Paul Babcock, Chair; Glen Borland, Vice Chair; Peter Hartz, Secretary; Ed Morse and Dick Schultz. We look forward to meeting the educational needs of Jefferson County residents.

Respectfully submitted,

Steve Grabow
Professor

Kathleen Eisenmann
Associate Professor

LaVern Georgson
Assistant Professor

Sarah Torbert
Assistant Professor

"Enriching people with knowledge, perspective, skills and aspirations."

KATHLEEN EISENMANN

Family Living Agent

Investing in family living education today saves money tomorrow. Strong families serve as the backbone for strong communities. Prevention helps the county save money. Extension's family living program promotes family strengths and helps communities become positive environments for family life. We respond to local community needs with research and education in partnerships that support Jefferson County families and their communities.



Community-based education provides direct teaching, equips staff from our public and private partners and informs decision-makers. When local institutions, agencies and groups are better informed and work more closely together to coordinate services and programs, share resources and expertise, they are not only more cost efficient but more effective. Jefferson County's Family Living Program leads initiatives important to local communities that can best be served by research-driven, community-based education.

Every four years, UW-Extension assesses local programming priorities by seeking input from key local stakeholders and analyzing future programming trends across the state and nation. In 2012 and 2013, the UW-Extension Jefferson County office engaged in the most recent program planning process. The process identified the following two strategic issues facing Jefferson County families and communities over the next several years: *Strengthening Community-based Prevention and Intervention Efforts that Support and Maintain Healthy Families* and *Building Capacity of Community-based and Nonprofit Organizations*.

Selected 2015 program highlights addressing those priority issue areas include:

STRENGTHENING COMMUNITY-BASED PREVENTION & INTERVENTION EFFORTS

Parenting Newsletters Project - Parent education programs that begin in pregnancy or soon after can help reduce child abuse and neglect. In 2015, Jefferson County UW- Extension's Family Living Program partnered with two Kiwanis Clubs of Jefferson County, Fort Health Care and the South Central Conference of St. Vincent de Paul .The partners collaborate in the distribution of two instructional newsletters to parents of infants and toddlers in Jefferson County. Both these newsletters have been evaluated as highly effective in encouraging healthy child development and preventing child abuse and neglect. The newsletters reached over 1200 Jefferson County families in 2015. UW Health Partners - Watertown Regional Medical Center moved to electronic delivery of the newsletters in 2015 - a further example of innovative educational outreach.



BUILDING CAPACITY OF COMMUNITY-BASED & NONPROFIT ORGANIZATIONS



Engaging people and their communities in positive change is what Extension is all about. The Jefferson County UW-Extension Family Living Agent provides educational resources, which support the improvement of public institutions, community-based organizations and nonprofits serving children, youth, families and seniors by:

- Partnering with other educational institutions in the region to bring resources to Jefferson County community-based groups and nonprofit organizations. Began a long-term collaboration with **UW-Whitewater's Continuing Education and Outreach Unit** to develop linkages and partnerships with local nonprofit and public agencies and provide service learning and other educational opportunities to UW-Whitewater students. I also serve on the **Madison College Early Childhood Education Advisory Committee** and provide input and feedback on curricular program development and assist the College in understanding the needs of its rural communities.
- Providing complex research-based organizational and community assessment processes to nonprofit organizations and public agencies like **Community Action Coalition of South Central Wisconsin, Inc.** and **Head Start of Jefferson County, Inc.**
- Providing organizational development education, planning processes and technical assistance to nonprofit organizations, community groups, and public agencies like **Jefferson County Literacy Council; People Against Domestic and Sexual Abuse, Inc. (PADA); Watertown Family Center and Jefferson County Health Department.**

PROVIDING OBJECTIVE, RESEARCH-BASED FAMILY POLICY EDUCATION TO LOCAL POLICYMAKERS

- **Jefferson County Interagency Collaborating Council** - UW-Extension family living programs convenes and leads this group of local policymakers who study family policy issues of critical importance to our communities and works to develop strategies to improve program and policy development at the local level. Topics of importance in 2015 included mental health programs and school-based pilot projects; housing; and educational policy development.



LAVERN GEORGE

Agriculture Agent



Agriculture is an industry of significance for Jefferson County. The activities of production, processing and marketing are important for the economic well-being of Jefferson County, as well as Wisconsin. Agriculture contributes economically and socially to the residents of the county. A full range of large, medium and smaller farms call Jefferson County home. Diversity describes the broad spectrum of crops grown, livestock raised and food products processed and produced.

Jefferson County agriculture provides 7427 jobs, over \$1.5 billion in economic activity, \$490 million in total income and \$32.4 million in taxes, not counting all property taxes paid to local schools.

The Agriculture Agent works with farmers and agribusinesses in agricultural enterprise development, capacity building and leadership development to increase their profitability and sustainability. Homeowners and gardeners receive support in dealing with horticulture questions. All educational efforts utilize best practices and innovation based on research.

AGRICULTURE PRODUCTION AND FARM MANAGEMENT (including dairy, livestock and crops)

The Food, Farm and Jobs (Farm Bill) bill was passed by the U.S. Congress and implemented this past spring. The bill is intended to be a five-year plan for the US Department of agriculture's activities and to set the policy and procedures for everything from support for farm production, conservation practices and priorities to the Food Stamp Program. To inform and serve the farmers of Jefferson County, three meetings were held with the USDA Jefferson County Farm Service Agency to outline decisions needed to be made by farmers. Crop and dairy farmers had significantly different options than in the past and required a different approach to decision-making.

Three meetings centering on beef production were offered. The meetings held in collaboration with Rock and Walworth counties covered topics on winter nutrition, feeding strategies, marketing, budgeting, cattle selection and parasite control. Strengthening of the veterinarian - client relationship received noteworthy emphasis. Individual consultations regarding improving or expanding beef production were held.

There were educational efforts on Wisconsin's newly rewritten Implements of Husbandry law. This law updates the rules of the road regarding large and/or heavy farm equipment with specific directives regarding the weights allowed. New rules also give guidance to the movement, length, width, height and lighting/marketing of farm equipment while on roadways. Local units of government that have jurisdiction on roads were given options as to how to monitor and enforce agriculture equipment on their roads with regards to the weight.

Meetings were held with farmers with an interest in grain production. The agriculture needs assessment and substantial anecdotal observations indicates a strong desire and need for education with our County's grain farmers.

There was a major disruption in early April to a very important part of Jefferson County's agriculture. The announcement that Avian Influenza or specifically the H5N2 HPAI virus was identified on an egg laying farm. Subsequently two more locations were included. This highly pathogenic virus caused much concern. Poultry and eggs were the third-ranked dollar value agriculture commodity for Jefferson County. Jefferson County's production of poultry and eggs ranks us fourth in Wisconsin's 72 counties. There were many contacts with poultry enthusiasts. Education efforts regarding the situation, precautions and biosecurity were common. Communication with County, State and Federal partners became the routine. Planning with the Jefferson County Administrator and Department Heads resulted in a very well received meeting that reviewed what we know, what we learned and what we could expect in the future regarding Avian Influenza.

I was appointed to the Education Committee for the Dane County Farm Technology Days. Originally my specific duties revolved around a planned bus tour of the host family's new dairy facilities; one activity of the three-day event in August 2015. The first order of business was developing and producing a script to be used by over 75 people who would be conducting the tour. This project involved a number of meetings, drafts and rewrites of the script and collaboration with other agriculture agents. During the process, my co-team leader resigned her appointment with UW-Extension.



As the project unfolded, it became apparent that there was a need for video development to summarize and illustrate farm processes that were not easily observed. Subsequently, my responsibilities expanded to include working with a video company similar to that of a producer and director to produce two videos. One video illustrated and explained the milking process in a modern parlor. The series of events from a cow entering the parlor, being prepped, actual milking and the handling of milk prior to leaving the farm are covered. A second video shows the major events in the life cycle of a dairy animal from birth to becoming a two-year-old milk cow. The stages of growth, development and management that contribute to a healthy, well cared for cow that produces milk for nutritious dairy products on a modern farm are highlighted. Both of these videos will serve as statewide resources for other programs such as improving agricultural food production knowledge and literacy.

HOME HORTICULTURE AND MASTER GARDENERS

A certification training Level One course to support the Master Gardener Volunteers (MGVs) of Jefferson County was conducted. 12 interns participated in 36 hours of training between January and June. Topics covered included: botany, soils and composting, entomology, backyard wildlife, lawns, ornamentals, shrubs, fruits, vegetables and landscape design. Interns are paired with experienced MGVs for their first season as they work towards their minimum of 24 hours of volunteer service.

The MGV group has a considerable impact in our County. Using their keen interest in horticulture and a strong sense of service to volunteer in their communities has created many benefits. The scope of their work includes maintaining gardens and landscaping that contain rare specimens, school and community gardens that include food source education, contributing to the Jefferson County Fair with plant exhibit management and answering questions and holding regular office hours throughout the growing season as Plant Health Advisors. In 2015, this group of 39 certified MGVs contributed 704 hours in youth education, 732 hours of adult education, 1481 hours of support service along with hundreds of hours of continuing education. The value of this volunteer effort is equal to \$64,874.

ANNUAL TRAININGS IN PESTICIDE APPLICATION AND TRACTOR SAFETY

The Youth Tractor and Farm Machinery Safety Training, a class for 12 to 15-year-olds who have the need, interest and desire to operate farm tractors, was also offered. The 24-hour course is intended to meet state and federal guidelines for youth who may be exposed to hazardous activities or situations. Upon completion of the course, passing a written exam and successful navigation of the driving test, 14 and 15-year-olds receive a certificate. This certificate for the older students opens up the possibility of being employed by nonfamily farmers. Students younger than 14 can work with their immediate families in operating tractors and farm machinery on public roads. The ultimate responsibility of parents in making decisions regarding their children is emphasized the first day of class with a parent's orientation.

Pesticide Applicator Training was conducted at two locations within the County. 40 individuals were certified on the laws, legalities and best practices to safely use pesticides in their farms or in their employment. Instruction/education is provided by UWEX agriculture agents. A test is also administered on behalf of the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP), whom then scores the exams, distributes the certificates and monitors the program.

STEVE GRABOW

Community Development Educator



This annual report summary is intended to provide a snapshot of the types of activities and impacts from the UW Extension “Community, Natural Resources and Economic Development” function over the past year. The report is organized around four broad areas.

ECONOMIC AND BUSINESS DEVELOPMENT

UW-Extension has provided extensive educational support to leaders on key economic development goals of retaining and creating quality jobs, achieving local community and economic capacity, and building on the County’s diverse economic and employment base.

- Jefferson County Rail Improvement Initiative: Designed and led a three-part workshop series with State, County and local officials to: 1) learn and share about the freight rail situation in Jefferson County, and 2) guide initial direction. Resources included a technical study on freight rail in Wisconsin developed by UW Extension. Follow-up strategies and actions were presented to the Jefferson County Economic Development Consortium (JCEDC) Board.
- Open Records and Economic Development Considerations: Responded to a request by the Executive Director of the JCEDC to determine ways that UW Extension could assist in program development around open records and economic development. UWEX Local Government Specialist Philip Freeburg made a presentation at a forum of local government and local economic development officials in Jefferson County to help them better understand and apply the open records laws in economic development partnerships.
- Retail and Service Sector Study for Jefferson County: Engaged UW Extension Specialist Steve Deller for the preparation of a short research report on the “Retail and Service Sector Economy in Jefferson County”. This is the fourth collaborative report between the JCEDC and UW Extension that has been prepared over the years. This report will fit in with other research and programming underway by the Executive Director of the JCEDC.

LOCAL GOVERNMENT EDUCATION

- Intercounty Coordinating Committee: UW Extension coordinated monthly meetings for these County leadership development sessions on wide-ranging topics facing county government including: the county justice system, transportation planning, health and wellness, economic development, leadership in government, UW Extension budget cuts, workforce development and succession planning in county government.
- County Task Force on Organization and Operations: The Jefferson County Task Force on County Government Organization and Operations requested this educator’s input on methods to assure meaningful engagement from County Department Heads, employees and other local government officials. Subsequently, this educator facilitated multiple workshops with the Task Force and Department Heads, and provided on-going process guidance. Supporting documents prepared by the facilitator were incorporated into a final report accepted by the County Board.



PLANNING AND CHANGE PROCESSES (COUNTY)

- Crawfish River Park Master Plan Design Charrette: Led a research-based design charrette series to come up with a Master Plan for this County Park site. Three local landscape architects participated in this process with just a modest honorarium. The Master Plan was approved by the County Parks Committee and is serving as an implementation guide.
- Bike Initiatives: This educator participated in a half-hour Cable TV program on the County's Interurban Bike Path between Watertown and Oconomowoc. I also was involved in a proposal to add two bike routes in Jefferson County as links to the U.S. Thru-Route Bicycle Network. I also designed and facilitated a workshop among interest groups from Dodge, Jefferson and Rock counties to coordinate enhancements to the 50 mile Glacial River Trail.
- Jefferson County Transportation Plan: Developed and shared resources, insights and concepts associated with the potential development of a Jefferson County Transportation Plan. A full presentation was shared with the six-county Intercounty Coordinating Committee as a featured presentation on the fundamentals of transportation planning. This element will likely be a part of the next update of the Jefferson County Comprehensive Plan.



OTHER COMMUNITY INITIATIVES

- Watertown Government Strategic Plan: Designed and facilitated an 18 month project to develop the City of Watertown's first strategic plan. The plan was approved by the plan steering committee comprised of the entire City Council, Mayor and all Department Heads.
- Fort Atkinson Community Placemaking Initiative: Designed and reached agreement with the City Council to lead a six-month community placemaking series. Placemaking activities from this educator's publication on *Principles and Practice of Community Placemaking* are guiding this process. The City selected a 16 member steering committee. The first of five planned "placemaking sessions" was held with over 40 participants. This initiative is still on-going, but is off to an excellent start and has mobilized the community.
- Lake Mills First Impression and Placemaking: Designed and facilitated enhanced program elements as part of the First Impressions exchange between Lake Mills and Prairie du Chein. At a major community forum, I presented UWEX resources on community placemaking, coordinated the sharing of First Impressions findings and facilitated a strategy session on follow-up community action ideas. A YouTube video from the community forum is online: https://youtu.be/5ok_mAq-Yqo
- Lake Mills Government Plan Assessment: The City invited this educator to lead a process to assess progress in implementation of major initiatives in its 2014 Strategic Plan (also facilitated by this educator). Significant progress was made in implementing strategies around communication, interaction with the public, staffing and economic development over the past year.
- 1000 Friends of Wisconsin Strategic Plan Completed: Designed and facilitated a six-session strategic planning process with the Board of Directors and staff of the 1000 Friends of Wisconsin organization. This land use organization has been in existence for 20 years, and has provided on-going assistance to Jefferson County communities.

SARAH TORBERT

4-H Youth Development Agent



4-H is an active, dynamic organization of young people who are learning, growing and preparing to be the leaders of today and tomorrow while currently making a real difference in their community, country and world. 4-H provides young people with opportunities to gain leadership, citizenship and life skills through fun and innovative hands on activities.

4-H PARTICIPATION

812 members in 28 community 4-H clubs. Community-based clubs offer long-term educational experiences in which members learn life skills such as decision making, public speaking and working with others. Members learn by doing under the guidance of adult volunteers, who teach projects ranging from aerospace and arts to vet science and shooting sports. Clubs also involve children and teens in community service, recreation and educational experiences. 108 of the members were enrolled in the Cloverbuds program. The Cloverbuds program is for youth in grades 5K through 2nd. Cloverbuds are involved in activities that help them learn how to get along and share with others. They explore many different interests and learn to communicate effectively.

4-H MEMBERS SUPPORTED BY YOUTH AND ADULT VOLUNTEERS

Volunteers create, support and are part of the 4-H community. The average 4-H volunteer reports that they contribute 100 hours per year. Valuing their time at \$18.70/hour, based on average Wisconsin incomes, the contribution of the 295 Jefferson County 4-H volunteers was worth more than \$551,650.00 in 2015! More importantly, these adults serve as mentors for our youth, which is priceless.

In addition to adult support, older youth serve as project leaders, club officers and camp counselors. In 2015, 110 youth enrolled as youth leaders to help younger members excel in project work.

In 2015 a total of 63 youth attended 4-H camp. Thirteen youth served as camp counselors. A camp for Cloverbud aged children was also held in August. Fifteen youth planned and executed all aspects of the camping experience with 25 campers taking advantage of this opportunity.

"I often find it hard to believe in myself. One thing that always helps me is the knowledge that my fellow 4-H members and leaders have my back and they believe in me. Most people perceive me as an outgoing and energetic individual, but at times I find it hard to be confident in myself. I know that the 4-H community believes in me and has the confidence that I will succeed. I find 4-H influencing me to push myself. It has taught me that even when I make a mistake I am still a person that can make a difference. 4-H gives me the strength to do that. This is one of the many lessons that 4-H has taught me that I will never forget."

- Kiley Eck, 11 year member
South Side Eagles 4-H Club



4-H BUILDING CAREER SKILLS

Career skills are defined in a variety of ways. 4-H has given special attention to youth's interest, attitudes and engagement in science, engineering and computer technology. Active 4-H members spend almost ten times more of their out of school time engaged in science based activities than their non 4-H peers. Project work builds important life skills. In 2015 Jefferson County 4-H members participated in 3,900 4-H projects and 2,320 of those projects were related to science, engineering and technology. Arts and Crafts, Photography, Foods and Nutrition, Shooting Sports, and Poultry are the largest 4-H projects by enrollment. 4-H members shared their learning with others through exhibits entered at the Jefferson County Fair.

"4-H is the ticket to having fun learning and doing projects. When you think about it all of the things that 4-H members do that they think are just games are actually learning activities. One of the things I am able to do because of 4-H is show dairy. 4-H has helped me to find experts to talk to and leaders to work with. 4-H is a great way for me to learn. Being in school is not the same as getting the hands-on experience of 4-H."

*Drew Dettmann, 6th grade 4-H member
Farmington All Stars 4-H Club*

4-H HAS VALUED COMMUNITY SERVICE & LEADERSHIP

Community service is integral to positive youth development programs. In 2015 Jefferson County 4-H members participated in over 91 different community service projects. Research shows that from grades 5 through 9, 4-H youth are more civically active and make more community and civic contributions than their non 4-H peers (Lerner and Lerner, Wave 5).

The Jefferson County 4-H Leaders Association also supported youth leadership developed through sponsorship and support of youth attending Wisconsin 4-H Youth Conference, Citizenship Washington Focus, Space Camp and National 4-H Congress.

YOUTH DEVELOPMENT COMMUNITY PARTNERSHIP

In addition to working with the 4-H program, the Youth Development Agent continues to partner with youth serving organizations in the county. In 2015 UW Extension was at the table with Jefferson County Connections, an adult and student leaders organizations with representation from county high schools.



4-H youth development programs address the broader developmental needs of young people, emphasizing assets rather than deficits. These developmental needs include cognitive, social emotional and physical growth head, heart, hands and health.



