Cooperative Extension

100 YEARS

of Growing a Strong Wisconsin

we teach, learn, lead & serve...
Dear Colleagues, Partners and Friends,

2012 marks our 100th anniversary of working for Wisconsin. In 1912, Cooperative Extension’s first agent, E.L. Luther, made farm visits using a two-cylinder motorbike. Today, Cooperative Extension is home to program areas offering local information in person and online, providing research-based information 24/7. Our educators serve as a portal to educational resources from the University of Wisconsin to address issues faced by individuals, families, farms, businesses, and rural and urban communities around the state.

Many emotions accompany our anniversary. Top on the list is gratitude. Our success through the years is due to Wisconsin’s 72 counties, tribal nations and state and federal funding partners who support us through good times and bad.

Our centennial creates opportunities for celebration and joy as we share memories of past, present and future endeavors. These stories are possible because of you—our clients, partners and friends—you have our deepest thanks. This booklet highlights educational efforts that reflect our values of community, discovery, inclusiveness, relationships and respect. We encourage you to read our stories and add your own through our centennial website, available at http://100.ces.uwex.edu.

Through time, our programming changed—and continues to change—to meet local needs. We look forward to working with you, as together we create the next chapters of our continuing history.

Warm regards,

Richard M. Klemme
Yvonne R. Horton
Dean and Director
Associate Dean and Associate Director
Cooperative Extension

E.L. Luther became Wisconsin’s first Cooperative Extension agent when he was hired in February of 1912, in Oneida County.
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.
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.
Families
Family Living educators across the state are working to address economic challenges faced by Wisconsin families and communities. The Family Living Financial Education team has provided leadership in financial literacy efforts that help Wisconsin residents make better consumer and financial management decisions.

• Between 2008-2010, Family Financial Education team members and colleagues provided financial education to more than 42,000 individuals, from preschoolers to senior citizens.

• The team trained almost 2,000 community volunteers on the basics of household financial management so that volunteers from human service agencies, food pantries and financial institutions were better equipped to counsel about budgeting and wise use of credit.

• The team’s website, “Managing Personal Finances in Tough Times,” logged more than 21,000 visits during a six-month period.

http://fyi.uwex.edu/toughtimes/

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. 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
**Horticulture**
The Agriculture and Natural Resources Master Gardener Program connects people in the community with resources and research-based information to help them 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.

Milwaukee and Waukesha County Master Gardener volunteers, who serve more than 30,000 residents each year, 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.

www.wimastergardener.org/

**Unlocking community potential**
The Gogebic Range region boasts awe-inspiring natural beauty and opportunities for recreation. But keeping and attracting younger workers in the area has been a challenge, causing a decades-long population decline. Community resource development educators in the area have focused on unlocking the area’s potential by engaging hundreds of young people and local residents, along with area chambers, local governments, partners and agencies in efforts to turn things around.

As a result:

- Two counties from two states are collaborating to create a multi-use trail system to attract young people to the area.
- A website and marketing campaign promote the range as a great place to live for the target market of young people seeking an adventure lifestyle.
- Service-learning and place-based education better connect high school and college students to community assets.
- Enhanced social and networking opportunities exist through a young professionals’ organization.

www.felivelife.com/

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“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

“There are so many things to do up here, it’s hard to find time to do them all.”
—Gogebic Iron Range resident
Sand mining boom
Frac sand created a mining boom for Wisconsin in 2011, causing Wisconsin’s own gold rush for golden sand. Many residents were wondering if this type of mining could happen in their county. And, if it does, what that would mean to their economy and their environment. The Wisconsin Geological and Natural History Survey geologists responded with informational workshops, meetings, and presentations that answered these questions and identified the issues that residents care about. WGNHS visited all the western “sand” counties in the last five months of the year and met with over 1,500 local officials, county conservationists, zoning administrators, towns associations, and the general public.

Improving women’s health
Studies show that for women middle-aged and older, weight-bearing exercise can significantly improve health. But only seven percent of middle-aged women report that they exercise regularly. In Rock County, Family Living educator Angie Flickinger introduced Strong Women™—an exercise program developed at Tufts University.

- Flickinger became the Strong Women™ ambassador for Wisconsin, holding training sessions for 187 new teachers representing 41 Wisconsin counties. Doctors, nurses, Extension educators, Hmong health educators and leaders from the Ho-Chunk Nation became trainers.
- Since 2010, the new instructors reached more than 3,000 women through more than 300 Strong Women™ sessions.
- Rock County administrators were so impressed with the program that they instituted a worksite wellness committee. As a result, women who complete the Strong Women™ training earned points toward reduced insurance premiums.


“I really appreciate the objective information provided by the Geological Survey—and its timeliness. They brought their expertise on frac sand mining to officials all over the state. This is a new and developing subject for local officials. The Survey really filled a need.”

—Rick Stadelman, Executive Director, Wisconsin Towns Association
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 modernizing operations with new structures and technology.

- 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 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.

www.uwex.edu/ces/dairymod/

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. Wisconsin 4-H has increased the STEM programs available to youth, such as robotics clubs, alternative energy exploration and engineering projects. In 2011, Wisconsin 4-H kicked off the 4-H Tech Wizards program in Milwaukee, Kenosha, Racine and Crawford counties, in partnership with the United States Office of Juvenile Justice and Delinquency Prevention. The program matches 70 at-risk youth with 20 adult mentors to explore the design and programming of robots while also facilitating strong, supportive youth-adult partnerships.

www.uwex.edu/ces/4h/set/index.cfm

A living laboratory
Nearly 17,000 acres of freshwater marshes, uplands and river on the shores of Lake Superior in Wisconsin will be used as a living laboratory as the 28th member of the National Oceanic and Atmospheric Administration’s (NOAA) National Estuarine Research Reserve System. The designation means that the unique St. Louis River freshwater estuary, located in Douglas County where the St. Louis River flows into Lake Superior, will serve as a site to study natural resource management techniques and apply what is learned to problems facing Wisconsin’s coastal communities, such as maintaining clean water, protecting wildlife habitat, and preventing and controlling invasive species.

Cooperative Extension helped engage local citizens and ensure public input in the estuary reserve site selection and nominating process, which included scientists, natural resource professionals, mayors, local conservation organizations, area residents and county board members. It is now the lead state agency in the management of the reserve.

http://lsnerr.uwex.edu/
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.

- 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 both in a printed version and via email. The newsletter is also posted on the Dairy Partner / El Compañero website.

http://fyi.uwex.edu/dairypartnerelcompanero/

Leadership
Leadership Wisconsin is the state’s premier leadership development organization with a national reputation for training visionary, yet pragmatic leaders who are bound by public need and not political favors, capable and willing to work at shaping our future. Through the two-year signature program, ongoing support and education for alumni, custom programming, statewide conferences and awards, Leadership Wisconsin develops leaders to strengthen communities. Through training experiences, held in-state, nationally and internationally, 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

“This wonderful program changes lives, communities and society by shaping more consciously aware, stronger and more skilled leaders.”
—Carolyn Michalski, Group XIII, Weston
Native American partners
Wisconsin is home to 11 federally recognized tribes and 11 sovereign tribal governments. Cooperative Extension has offices within three of these nations—Lac du Flambeau, Menominee and Lac Courte Oreilles. We work with many of the state tribes on community, youth, family, natural resources and community development issues. Our Native American Task Force also works to educate elected officials and colleagues about Native American issues.

• The Lac du Flambeau Tribal Cooperative Extension Office created ten educational programs to improve organizational development, in response to a request from the Lac du Flambeau Tribal Human Resource Department. Program topics included team building, dealing with change, communications and conflict management.

• An in-service entitled “Working Effectively with Tribal Communities” created an opportunity for 40 Extension colleagues to meet with Native American tribal leaders to build stronger partnerships.

• Work with the Lac Courte Oreilles Band of Lake Superior Ojibwe resulted in the development of a new business corporation and operating structure, coordination of health and human services and a new approach to conducting Tribal Council meetings.

Expanding 4-H
Wisconsin 4-H Youth Development programs are open to all Wisconsin youth. 4-H Youth Development educators make sure 4-H is accessible for young people in every part of the state and provides opportunities for youth to pursue a wide range of interests. The 4-H program in Waukesha County reached out to a growing Latino community by establishing a new 4-H club to extend 4-H opportunities to this underserved audience. Since the LaTEEno Leadership 4-H Club was formed in 2008, the club has grown to include 29 youth members and five adult volunteer leaders. The club’s activities include cultural experiences like Mexican folk dancing as well as typical 4-H activities like drama presentations and working at the county fair.

www.uwex.edu/ces/cty/waukesha/4h/index.html

Building family support
Local criminal justice issues are a source of growing concern for Wisconsin communities as skyrocketing corrections costs pull resources from other critical services. Local governments, law enforcement and social services professionals are seeking ways to reduce costs, prevent crime and reduce recidivism.

Based on research that shows families play a vital role in helping former inmates re-enter their communities, Family Living educators and state specialists have teamed up with county criminal justice partners to reach jail inmates, probation, parole and drug court clients, and their families.

Family Living colleagues have collaborated with partners to both improve life for families of incarcerated individuals and prevent juvenile criminality by:

• Teaching life and family skills to jail inmates, state prisoners, and probation and parole clients in counties around the state throughout 2010 and 2011.

• Presenting research at Criminal Justice Management conferences on best practices to reduce recidivism and prevent criminal activity.

• Securing grant money for a seminar in 2011 that featured a nationally known researcher on children of incarcerated parents.

Productive partnerships with the Wisconsin Department of Corrections, jail administrators, criminal justice faculty and researchers from University of Wisconsin campuses, local county board members and service providers are another result, along with identification of research-based resources specific to jail reentry, families and reentry, and children and families of the incarcerated.

Online resources to supplement learning and outreach have also been developed, such as the What Works Wisconsin website.

http://whatworks.uwex.edu

“Consistently, Family Living agents facilitate innovative, effective programs to strengthen family relationships and assist in the successful re-entry of offenders.”
—County criminal justice coordinator
We foster positive relationships through honesty, open communication and accountability.

eParenting™ high-tech kids

Many modern parents want to learn more about the emerging digital world in which their children are growing up.

Currently, most programs for parents about new media focus on the potential negative effects (for example, cyber-bullying and online predators) and how parents can protect their children. While these programs are valuable, they ignore the many positive aspects of digital media, including the ways that it can contribute to a child’s development, enhance the parent-adolescent relationship and provide tools to strengthen child-rearing skills.

With a strong, research based foundation, a team of Family Living educators and specialists developed a new curriculum titled eParenting™ High-Tech Kids. The primary goals of this program for parents of 9- to 14-years-old are: to help parents understand the role digital media can play in supporting their adolescents’ development; and develop strategies using digital media that can enhance parenting skills.

Pilot programs in Pierce and Green counties have shown promising results. Some parents report that they have a better understanding of how to use digital media in parenting their adolescents. Work on this topic is ongoing.


Education for local officials

Community, Natural Resource and Economic Development’s (CNRED) Local Government Center nurtures strong partnerships with the Wisconsin Counties Association, the League of Wisconsin Municipalities and the Wisconsin Towns Association to build the capacity of local officials located throughout Wisconsin to make more informed decisions. 2012 marks the 20th anniversary of the Local Government Center.

• In the past two years, the Local Government Center worked with more than 3,000 elected officials at workshops.
• In the past year, the center hosted 25 statewide teleconferences attended by more than 4,500 elected officials.
• Ninety percent of 2010 County Officials Workshop participants rated presentations by Cooperative Extension staff as “very good” or “excellent.”

http://lgc.uwex.edu/
Farm women as managers
Recognizing that each family member plays an important role in farming operations, the Agriculture and Natural Resources program area has developed workshops and trainings that build and strengthen farm operation relationships. Providing farm women with the tools and skills to perform their tasks benefits all of agriculture. For example:

- Women are integral to each of their farm operations. They are eager to learn about farm and risk management strategies, new enterprises and new markets for their products. Heart of the Farm workshops address the needs of farm women by providing education on farm management and production topics, connecting them with ag resources, and creating support networks.

www.uwex.edu/ces/heartofthefarm/

Volunteer engagement
4-H youth development programs in Wisconsin are delivered by a partnership of UW-Extension educators and 23,110 youth and adult volunteers. Each Wisconsin 4-H volunteer brings special skills and expertise to their contributions and service, helping 4-H Youth Development provide quality programming to 340,030 youth. But beyond helping UW-Extension bring 4-H to more youth, volunteer leaders become mentors, teachers and advisors for the young people they work with. The youth-adult partnership focus in 4-H helps both volunteers and young people gain leadership and citizenship skills, build confidence and create lasting friendships.

www.uwex.edu/ces/4h/volunteers/index.cfm

“Because of their close connection to and understanding of the farm business finances, women’s involvement in the decision-making for their farm operation is critical.”

—Joy Kirkpatrick, Cooperative Extension outreach specialist

Respect
WE DESIGN PROGRAMS AND ENGAGE IN PARTNERSHIPS THAT RESPECT AND SUPPORT THE PEOPLE AND THE NATURAL RESOURCES OF WISCONSIN.
Youth in Governance
UW-Extension’s Youth in Governance program was created to give young people a voice in local government and help adults see the value in engaging youth as civic partners. Building on the youth empowerment efforts of 4-H Youth Development, Youth in Governance programs have placed young people in advisory roles in local governments around the state. Douglas County pioneered the first program, adding youth positions to the Douglas County Board and Superior City Council. Since the program started, adults on the boards have come to respect and seek ideas and opinions from the youth appointees, while youth have learned valuable civic lessons.
http://4h.uwex.edu/yig/

Supporting family caregivers
Twenty-nine percent of the adult population (65.7 million people) currently provides care to someone who is ill, disabled or aged. According to the Family Caregiver Alliance, caregiver services in the U.S. were valued at $450 billion in 2009. Unpaid family caregivers will likely continue to be the largest source of long-term care services in the U.S. as those age 65 and older will more than double between 2000-2030.

Farmers with disabilities
The Agriculture and Natural Resources program area respects farm operations, regardless of size, by providing resources that support profitability and encourage sustainability. For example:

- AgrAbility of Wisconsin and the Easter Seals (ES) FARM program have recommended agriculture-related assistive technology to farmers with health conditions that affect their ability to continue farming. These pieces of equipment range from new skid loader controls, to utility vehicles, to added steps for tractors. With the services and resources available through the Wisconsin Division of Vocational Rehabilitation, AgrAbility estimates that since 1991 DVR and AAW have helped farmers acquire over 4,000 devices or pieces of equipment.
http://bse.wisc.edu/agrability/
Providing access to information

Sixteen million acres of forested landscape blanket Wisconsin and more than half belongs to private, non-industrial landowners. Because so many acres of forestland are in private hands, woodland owners’ management practices play an important role in the health and stewardship of the state’s woodlands.

Typically, programs designed to provide forest management information have not reached private woodland owners who may not have access to forestry professionals, develop formal management plans or belong to woodland organizations. Cooperative Extension natural resource educators (formerly basin educators) have effectively sought to reach, understand and include private woodland owners in their “Learn About Your Land” class series.

Organizers of the classes have gained a better understanding of the state’s private landowners and their preferences for receiving information. As a result:

- State forestry leaders discuss the views of woodland owners and consider the best ways to communicate with them.
- Classes are conducted around the state and are also available online to make forestry information more accessible.
- Feedback and reactions from class participants are evaluated with the goal of improving the program.

Survey response rates were 75% and 81% for the most recent years.

www.facebook.com/LearnAboutYourLand?sk=wall

Our programs

We provide educational programs by teaming up with agriculture; meeting community challenges; protecting natural resources; strengthening Wisconsin’s families; and supporting young people through six program areas—

- Agriculture and Natural Resources
- Community, Natural Resource & Economic Development
- Family Living Programs
- 4-H Youth Development
- Wisconsin Geological & Natural History Survey
- Leadership Wisconsin
Cooperative Extension provides educational programs in:

4-H Youth Development
Supporting young people
- Providing quality educational programs for youth through 4-H clubs, afterschool programs, teen court, camps, operation military kids and many other outreach programs.
- Engaging youth in experiences that build the essential elements of youth development: belonging, mastery, generosity, and independence.
- Creating opportunities for youth to become active and engaged citizens.
- Fostering adult and youth volunteerism for the public good.
- Partnering with other community organizations to improve community support systems for young people.

Agriculture and Natural Resources
Teaming up with agriculture
- Focusing on the needs and issues of Wisconsin’s $59.16 billion agriculture and horticulture industries.
- Creating a robust agricultural economy.
- Supporting healthy and safe food systems.
- Protecting valued natural resources.

Community, Natural Resource and Economic Development
Meeting community challenges
- Building local, organizational and regional capacity for economic development.
- Educating individuals and organizations to build leadership skills and stronger organizations.
- Convening and building collaborations to support natural resources education, decision making and protection.
- Educating local government officials on functions, meeting processes, budgeting and strategic planning.
- Engaging people and communities in addressing priority community development needs.

Family Living Programs
Strengthening families and their community connections
- Responding to community needs with research-based education and partnerships that support Wisconsin families and communities.
- Promoting community-based healthy living and nutrition education efforts.
- Enhancing family relationships, parenting and child care.
- Providing education focused on family financial security.

www.uwex.edu/ces/4h
www.uwex.edu/ces/ag
www.uwex.edu/ces/cnred
www.uwex.edu/ces/flp
**Leadership Wisconsin**

**Developing Leaders to Strengthen Communities**

- Producing top-notch leaders for Wisconsin’s towns, villages, cities, rural regions and counties.
- Offering a rigorous two-year leadership program to Wisconsin residents with diverse backgrounds and experiences.
- Empowering the 87% of alumni who go on to serve as area board members.
- Providing leadership development that enhances Wisconsin’s quality of life in public, business and nonprofit endeavors.
- Supporting the 69% of alumni who hold or have held elected positions.

www.LeadershipWisconsin.org

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**Wisconsin Geological and Natural History Survey**

**Studying and Interpreting Wisconsin’s Geology**

- Producing geologic maps that are used to identify and protect water resources and to locate raw material for infrastructure and industry.
- Advising local governments on mineral and water resources and planning.
- Characterizing rock formations for possible carbon sequestration and for geothermal energy potential.
- Assessing the hydrogeology of the National Forests as a baseline for climate change adaptation.
- Using various methods to date geologic events to strengthen our understanding of our geologic past.
- Evaluating human viruses in deep municipal wells to better understand problems associated with our aging underground pipes and drinking water quality.
- Assessing the impacts of sand mines on groundwater resources to protect one resource (water supply) while developing another (frac sand).

www.WGNHS.org

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To learn more—about Cooperative Extension and its programs, visit us online at www.yourcountyextensionoffice.org.

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Writers: Jacquelyn Askins, Meg Gores, Lorre Kolb and Pamela Seelman
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