

Eastern District Funding for Innovative Programs Application Form

Project Title: Reaching Out to Our Hispanic Neighbors

Project Timeline: March 2005-June 2006

Funding Requested: \$8,140

Project Lead/Grant Applicant: Mary Novak, Family Living Educator

Project Collaborator(s) (if applicable):

Jennifer Keuning, Agriculture Agent, Kewaunee County

Merritt Bussiere, Community Development Educator, Kewaunee County

Robert Burke, Community Development Educator, Door County

Mary Novak, Family Living Educator, Kewaunee County

Situation Statement:

The Hispanic community is a fast growing segment of our population, with the number of persons of Hispanic origin doubling between 1990 and 2000. Kewaunee County's dairy industry is attracting Hispanic dairy workers who are accompanied by their families. This area represents a huge cultural challenge for these new immigrants as they adapt and adjust to new working conditions, career, language, weather, and other social, economic and cultural factors. This transition presents a great opportunity for UW-Extension to provide education in these areas.

In the United States, we know that the Hispanic population has higher total entrepreneurial activity or TEA rate (15.2%) than the white population (10.8%). We also know that in Kewaunee and Door counties the number of Hispanic workers has increased steadily in recent years and Hispanic workers are a growing proportion of all workers. Many Hispanic workers are employed by larger agricultural operations; most of these farm workers are from Mexico. TEA ratings aren't available for Mexico, but "firm entrepreneurial activity" (FEA) ratings are available, as shown in studies from 2002 & 2003. (The FEA is an index that combines the number of entrepreneur led firms with the number of jobs created.) The most recent FEA Index shows Mexico ranked 3rd from the top among the 40 countries analyzed, with the US ranked 10th. In Mexico, entrepreneurial activity is seen in low- and middle-class families.

Also, the CRD educators in Door and Kewaunee Counties have had contact with a small number of Hispanic entrepreneurs and prospective entrepreneurs in the area of business counseling. While anecdotal, this contact has come about in an environment with little outreach specifically focused on Hispanic entrepreneurial assistance.

These factors suggest that the Hispanic populations, with their strong entrepreneurial capacity, may offer an underutilized resource for building local business and economic resources. Again, opportunities for UWEX education are indicated.

A district resource management grant in 2003 for the Fiesta Primavera allowed the Hispanic community in Kewaunee County to become more aware of UW-Extension's educational opportunities. This awareness-building event provided the forum for UW-Extension to gather information related to the educational needs of this new community. An educational needs assessment conducted at this event showed this population was interested in education related to families, parenting, food, dairy workplace skills on farms, becoming involved in 4-H and other youth activities.

If you have applied for Resource Management funds in the past, include the following information: Clarify your past experiences with resource management grants. Was your project funded? What was the project title?

The Fiesta Primavera was a project funded in May 2003 as a joint project with Door County, under the leadership of Nancy Fauser, WNEP Coordinator. A complete report is available on the District Resource Management website.

What were the outcomes of your program efforts?

The project outcomes were:

1. Increased ability to access sufficient, safe, and nutritious food to feed themselves and their families (WNEP Cooking Group)
2. Participate in identified agricultural educational programming events (Reproduction & Milking Skills Trainings, Hispanic Worker Mailing List)
3. Participate in family living educational programming. (Parenting the First Years' Newsletter in Spanish, Parenting Program, Ethnic Potluck with HCE, Fall Fun Fest)
4. Increase awareness for 4-H Youth Development activities

How is this project proposal new or different?

This proposal is unique because it supports the development of an organization that does not exist, provides an experiential training opportunity not only for dairy farm workers and their families, but extending to the broader Hispanic community. Another difference is our focus on addressing the entrepreneurial capacity of the Hispanic culture.

Please attach a 1-2 page proposal including your project description, goals, expected outcomes, and evaluation plan. Also include a detailed budget breakdown, specifying the amount requested from Resource Management funds, and clarifying the source and amounts from other funds.

PROJECT PROPOSAL: Reaching Out to Our Hispanic Neighbors

Family Living

Project description: This is a request for funds to support the start-up of a Hispanic Home & Community Education Association Club, "Nuestra Familia", which means Our Family. The project requires support for translation services, a stipend for HCE member workers, and mileage. Typically, when a new club starts, volunteers absorb the costs. For this project, however, a greater amount of attention and time commitment will be required to support this effort. Planning and working to bridge the language barrier will be the largest challenge since only a few Hispanic women speak a little English. To make this club a success, these new members will have to be nurtured by HCE members. Diversity in HCE has been lacking.

Goals:

- HCE member workers to document progress through a journal format with the advisement of Family Living Educator
- Members of Nuestra Familia and Kewaunee County HCE members to build relationships with each other
- Members of Nuestra Familia to utilize UW-Extension as a source of education

The strategy to accomplish this is to support this club by attending their club meetings, contacting them before programs so they understand what is being presented, arranging for an interpreter, and/or transportation, explaining on-going activities. In addition, these new members will learn about leadership and volunteerism.

Outcomes:

- HCE member workers and Family Living Educator to identify best practices for bridging language and culture
- Nuestra Familia members to continue participation in HCE as members
- Nuestra Familia members to participate in UWEX and HCE educational programs on an ongoing basis

This project is unique because it will be forming a club, the first of its kind in Wisconsin. Through this effort our Hispanic neighbors will become more integrated into the community, and will be connected with the education of UW-Extension by way of Kewaunee County HCE. Through this pilot project HCE organizations across the state would have the opportunity to learn from and possibly replicate this program.

Evaluation Plan: Evaluation will look at the longevity and quality of this new organization.

Agriculture

Project description: This request for funds is to support the piloting of one module of a new curriculum entitled, "Dairy Workers Training" for Hispanic workers in Kewaunee County. The materials for the four teaching modules will be developed and translated through a grant received by the UW-Extension Dairy Team in 2004. The module to be piloted in Kewaunee County is the Herdsmanship Skills module. Since herdsman skills involve specific hands-on activities related to cow health, it will be taught by a local veterinarian. Class size will be limited to 8 participants so that individuals can receive personalized one-on-one instruction. The project will support delivery of two classes. The project requires support for veterinarian teaching time, translation services, mileage and class supplies.

Goals:

- To build the dairy management skills of local Hispanic workers – so they can improve their career opportunities.
- To utilize UW-Extension as a source of education.

Outcomes:

- Dairy workers will build competency skills related to managing cow health in a dairy herd.
- Dairy workers will be hired as dairy herdspersons as a result of completing this training program.
- Dairy workers will participate in UW-Extension educational programs on a regular basis.

This project is unique because it provides an experiential training opportunity for dairy workers. This project is a partnership between a local veterinary clinic and UW-Extension. Through the pilot project, other counties and veterinary clinics in Wisconsin will have materials to replicate this training program.

Evaluation Plan: Evaluations will be conducted with workers and employers following the training session.

Community Development

Project Description: The request for funds is to support an evaluation of the educational, informational, technical and legal needs of existing and emerging Hispanic entrepreneurs in Door and Kewaunee counties. Eastern District resources will be used to create, market and implement at least four events that invite Hispanic entrepreneurs to share their experiences and resource needs with UWEX educators. The backgrounds and needs of potential entrepreneurs' will also be explored. Two sessions will be held in each county. UWEX educators will collaborate with other agencies, such as Northeast Wisconsin Technical College, local Job Centers, and the Small Business Development Center, to develop and deliver these sessions.

Based on the data gathered and prioritized in these sessions, programs and materials will be identified to meet the needs indicated. These programs and other resources will be developed and delivered in 2006 and 2007.

Goals:

- To better understand the needs – informational, educational, technical, and legal – of existing Hispanic entrepreneurs in Door and Kewaunee counties.
- The better understand the needs – informational, educational, technical, and legal – of emerging or potential Hispanic entrepreneurs in Door and Kewaunee counties.
- Identify UWEX as a source of applied education responding to the identified needs of clients.

Outcomes:

- Create a prioritized set of the informational, educational, technical, and legal needs of existing Hispanic entrepreneurs in Door and Kewaunee counties.
- Create a prioritized set of the informational, educational, technical, and legal needs of emerging and potential Hispanic entrepreneurs in Door and Kewaunee counties.
- Determine a set of programs, materials and other resources that meet the educational needs identified.

This project is unique because it recognizes and seeks to support the entrepreneurial strength of Hispanic populations and workers. Results of the two-county needs analysis will be shared with CNRED, FLE and ANRE colleagues in Wisconsin.

Evaluation Plan: Participant evaluation forms will address the quality and effectiveness each session. Evaluate whether stronger relationships develop between UWEX and Hispanic entrepreneurs.

Signature:

Grant Applicant/Lead



BUDGET

	Grant Request	In-Kind & Matching Contributions
Agriculture		
Veterinary Instruction (16 hours x \$120/hour)	1,920	640 (Dairyland Veterinary Service)
Translation Services (16 hours x \$30/hour)	480	
Misc. program supplies	200	
Mileage	500	
Curriculum development and material translation		2,250*
Total Budget- Agriculture	\$3,100	\$2,890
Family Living		
Translation Services (70 hours @ \$30/hour)	2,100	
Two HCE Members Stipend (62 hours @\$10/hour)	620	
Mileage	70	
Total Budget- Family Living	\$2,790	
Community Development		
Work with community partners to develop, market & deliver sessions (4 sessions @ \$750 per session)	2,000	1,000**
Travel costs	250	
Total Budget- Community Dev.	\$2,250	\$1,000
Total Office Request	\$8,140	\$3,890

* The funding for this program is being underwritten by a USDA-CSREES grant (funds earmarked for Dairy Modernization education efforts in Wisconsin thanks to Senator Herb Kohl's office) that was awarded to the UW-Extension Dairy Team.

**Funding is expected from Baylake Bank & Wisconsin Public Service