

**CE Strategic Planning  
Recorder Sheet  
WACEC District Meeting**

**District:** Kenosha / Racine

**Date:** January 21, 2008

**Recorder:** Tedi Winnett

**Please record your table responses to the following questions:**

**Question ONE:**

**How can Extension become a more indispensable part of county government?**

Or, with more detail: County government faces many demands from its citizens and simultaneously increasing budgetary pressure. At the same time, there are many other pressures facing local government. In light of this, how can Extension become a more indispensable part of county government?

**Group One**

- UW-Extension needs to communicate what they do to the entire County Board and to the committee.
- Recognize that it is difficult to self-promote.
- Need to get the word out.
- Regular updates to County Board either written or oral. In Racine County, 4-H youth have come to County Board meetings to bring issues before.
- Not enough of a “quarterly” or “annual” report to communicate what’s going on and progress on programs.
- Bring one/two program participants to County Board meeting to speak about impact.
- Impressive cooperation among agencies.
- You’re the best example of inter-governmental cooperation.

To be dispensable to citizens:

- Show how little money is spent to get the programs accomplished
  - Show how money is leveraged
  - Who served – often those who are not reached.

Extension has adapted and changed its mission as our culture has changed. It’s important for people to know that you’ve changed to keep pace to the ever-changing environment you’re in.

Extension Education used to be only agriculture focused – now much more broad and not as limited. Neat that you’re working with local growers to connect consumer – clearly you’re responsive to what is needed.

Progression from rural to urban – addressing large audiences that aren't necessarily rural – many don't know that.

Most people don't understand UW-Extension despite all that you do.

Marking effort – you should do two things to get consumers to:

- They know what you do
  - And they think they need your product
- i.e., S. C. Johnson – the Johnson family.

## **Group 2:**

### **Kenosha/Racine**

#### **How can we be a more indispensable part of county government?**

- Extension has helped us take a fresh look and perspective to county government.
- Extension brings a strong youth development model.
- Youth in Governance
- We do great things in Racine County. We need to market and promote. Staff needs to share the story.
- Racine is under the Human Services umbrella now and that has been an asset.
- Racine County is keeping the data on the resources available to youth outside of school.
- Good to have access to one another and have/give one-on-one feedback.
- Extension has access to best practices from the state and all over the country.
- We can see outside of silos that County government can be fixated on.
- Extension people are the change agents – agents of change.
- Good access to how other county governments are doing things, operating.
- Demographic data, trends
- Can only be unbiased, research-based information to help guide decision-making to local government.
  - Help frame the big picture.
- Figure out ways to make pay for important services that should be provided by the County.
- Facilitate community dialogue
- Need to make more visible.

## **Group 3:**

- One of the problems found is Extension does so much for the community, yet County Board needs more training from UW-Extension
  - How to use board members.
- Need to identify what Extension is currently working on “map and gap” (Ken Hall), calculate savings to county, i.e., nutrition program.
- What else is happening in other states and Wisconsin counties.
- Besides County Board member effectiveness, can also provide education on other issues, i.e., water quality.

- Make Extension Education Committee reputation as a worthwhile committee – image of committee isn't always seen as the most desirable.
- Priority to acquire park land – development pressure, about 40% acquired so far – Extension should be part of the education/team (i.e., Andy Yench)
- Budget – non mandated – need to know the benefits of UW-Extension spending – research shows prevention, etc., prevents crime and other positives.

***Are there any other additional questions or comments for the Strategic Planning Steering Committee?***

- Garden program at COP Center – win, win.
- Corporations – always need to have good will, invest even more when image is bad.
- UW-Extension improves the county image, i.e., youth on committees in Kenosha County programs in inner city – gardening ask supervisors to come out and help us volunteer – experience programs.
- Do things on a regional basis – collaborate, i.e., smart growth.