

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

Budget Summary

Category	2014 Budget	2014 Actual	2015 Budget	2016 Budget	2016/2015 Variance
Expenditures					
Personnel Costs	\$57,205	\$33,179	\$75,768	\$102,143	\$26,375
Operation Costs	\$228,415	\$242,644	\$233,332	\$235,739	\$2,407
Debt & Depreciation	\$0	\$0	\$0	\$0	\$0
Capital Outlay	\$0	\$0	\$0	\$0	\$0
Interdept. Charges	\$222,806	\$165,174	\$219,659	\$220,108	\$449
Total Expenditures	\$508,426	\$440,997	\$528,759	\$557,990	\$29,231
<i>Legacy Healthcare/Pension</i>	<i>\$14,748</i>	<i>\$12,205</i>	<i>\$14,573</i>	<i>\$18,115</i>	<i>\$3,542</i>
Revenues					
Direct Revenue	\$121,680	\$118,480	\$110,000	\$110,000	\$0
Intergov Revenue	\$0	\$0	\$0	\$0	\$0
Indirect Revenue	\$0	\$0	\$0	\$0	\$0
Total Revenues	\$121,680	\$118,480	\$110,000	\$110,000	\$0
Tax Levy	\$386,746	\$322,517	\$418,759	\$447,990	\$29,231
Personnel					
Full-Time Pos. (FTE)		0.8	0.8	1	0.2
Seas/Hourly/Pool Pos.		0	0	0	0
Overtime \$		\$0	\$0	\$0	\$0

Department Mission: Milwaukee County – UW Cooperative Extension’s mission is to facilitate people’s use of University-researched knowledge to make informed decisions that enrich their lives and enhance their communities. Cooperative Extension offers over 20 free or low cost educational and technical assistance programs, reaching over 58,222 county residents of all ages. A trained volunteer force of over 6,000 individuals allows the department to further extend educational programming to more County residents each year. The services respond to four of the five County mission components (all but personal safety). Milwaukee County UW Extension is a highly leveraged program which brings in about three times the annual contribution of Milwaukee County. For every \$1.00 of county levy, Milwaukee County UW Extension brings in approximately \$3.00 from the UW System, federal, other state, and local private and public sector grants or donations. An annual USDA grant alone, in the amount of \$683,257 provides nutrition education services throughout Milwaukee County for which no County funds are used.

Department Description: UW Extension is made up of Administration and four educational program areas: **Administration** is responsible for supporting educators and support staff in: program development, evaluation, and professional development; personnel matters, financial management, and ensuring technology support; The Director is to work collaboratively with all units of County

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

Government. **4-H Youth Development** offers children and youth (K-5 – grade 13) an array of researched-based curriculum that promotes active, hands-on learning. Club programs provide leadership and team development through activities, such as: civic engagement, environmental studies, arts, multicultural awareness, and science, technology, engineering and math (STEM); **Community Natural Resources and Economic Development (CNRED)** stresses community building, economic revitalization, water quality and other natural resource improvements, waste management, small business development, local government education, strategic planning, non-profit and neighborhood organizational development. **Family Living** provides training in the areas of parenting, food science and nutrition education, poverty awareness, and professional development for home visitors; **Urban Agriculture** and **Horticulture** provide county land to grow food, information, training and support in horticulture and urban agriculture that increases the social and economic impacts on people and communities; Two other programs in collaboration with County Parks are: the **Natural Areas Program** that engages residents, organizations and businesses through the ecological restoration of county park land; and the **Wehr Nature Center/Nature in the Parks** that offer environment education to residents of all ages.

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

Strategic Program Area 1: University of Wisconsin-Extension

Service Provision: Discretionary

Strategic Outcome: Quality of Life (all programs), self-sufficiency and/or economic opportunity (for several programs)

What We Do: Activity Data		
Activity	2014 Actual	2015 Projected
Number served in 4-H Youth Development program	15,027	15,027
Number served in Community Development/Natural Resources (CNRED)program	7,675	7,675
Number served in the Family Living program	5,281	6,631
Number served in Horticulture & Urban Agriculture	36,400	36,400

How We Do It: Program Budget Summary					
Category	2014 Budget	2014 Actual	2015 Budget	2016 Budget	2016/2015 Var
Expenditures	\$508,426	\$440,997	\$528,759	\$557,990	\$29,231
Revenues	\$121,680	\$118,480	\$110,000	\$110,000	\$0
Tax Levy	\$386,746	\$322,517	\$418,759	\$447,990	\$29,231
FTE Positions		0.8	0.8	1	0.2

How Well We Do It: Performance Measures			
Performance Measure	2014 Projected	2014 Actual	2015 Projected
4-H Youth Development			
Academic, Entrepreneurial & Pre-college: African American youth gain exposure to new skills and precollege preparation.	270	125	125
SySTEMatics: Youth develop their skills in Science, Technology, Engineering and Math.	703	711	329
4H Community / After school & In-school Clubs: Youth develop leadership, citizenship, and life skills (ages 5-21).	1175	1197	1197
4H Tech Wizards: Middle school students learn technology skills and receive mentorship.	50	34	34

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

Performance Measure	2014 Projected	2014 Actual	2015 Projected
Pre-College Institute: Middle & high school youth and their families receive career and college information & visit UW campuses.	275	441	0
Nature in the Parks program*: Children & youth receive knowledge & instruction in environmental education.	12,352	12,408	12,408
Community Development/Natural Resources (CNRED)			
Neighborhood residents are engaged in park revitalization planning.	30	30	30
Civic stakeholders facilitated & educated about community engagement in collective impact for Transform Milwaukee Initiative	0	80	80
Community leaders facilitated to develop & formalize the Institute for Urban Agriculture and Nutrition Community Collaboration Council	0	41	41
Community leaders engaged to commit to educate Milwaukee citizens to connect neighborhood/community initiative outcomes to policy development education	0	37	37
Strategic Planning support to County Parks Dept. initiated & completed	60	267	67
Natural Resources educational programs provided to residents and organizations in: storm water management, invasive Species, and water quality	1170	1170	unknown
Family Living			
Development Screening Training provided to childcare providers & early childhood educators	300	309	300
Nutrition Education provided to low-income school-age children, adults and seniors	6,070	4972	4,100
Horticulture/Urban Agriculture			
The Urban Agriculture program promotes local food production, assists family budgets, enhances Community building	2,525	5143	2,525
The Master Gardener Certification & Community Service Program trains residents how to grow food and care for their gardens and provide volunteer services via community projects	30,279	29,669	29,669

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

Performance Measure	2014 Projected	2014 Actual	2015 Projected
The Urban Apiary Programs trains residents to become beekeepers	27	16	27
Horticulture Helpline & Walk-in Service provides free consultation and university-researched information on their garden, lawns and household insects	746	793	746
Microfarming researches the economic viability and social capital of urban agriculture while empowering small-scale farmers in the region	0	779	779

*** Please see the Milwaukee County Parks budget narrative for the Nature in the Parks program (a subcontracted program with Milwaukee County Extension.)**

Strategic Implementation: Milwaukee County-UW Extension program will continue to maintain overall service levels in the number of people directly served (58,222 residents) and the quality of educational programs provided. A tax levy in this program increased in 2014 by \$50,882 primarily due to \$50,000 in funding to provide for an expansion of the 4H Pre-college Program to three middle schools on Milwaukee’s Northside. The current program targets zip codes of 53204, 53207 and 53215. In the 2015 budget, Extension was approved to reduce its revenue requirement to \$110,000 due to the loss of revenue generated by an educator no longer with the department. The educator brought in \$20,000 per year through a state grant. An increase in the Professional Services Contract (6148) pertains to the UW Extension’s statewide evaluation of educator salaries.

UW Extension will continue to bring in approximately \$3.00 dollars for every \$1.00 of County levy. The WI Food & Nutrition Program, for example, brought in \$683,257,000 in 2014, and no County funds contributed to this program. Other federal and state funds bring in over \$500,000 annually; other funds include grants, donations and program fees. In the first five months of 2015, the department brought in over \$42,000 in grant funds for new or expanded programming and an additional \$15,000 in in-kind donations from local or area businesses, such as Home Depot and U.S. Cellular. In addition, 6,000 volunteers provided 57,842 volunteer hours in 2014 for over 300 community projects; The average Wisconsin volunteer hourly rate is \$18.50 (source: volunteeringinamerica.gov) which means that \$1,070,077 was an in-kind contribution to Milwaukee County.

The pending cuts by the state legislature to the UW System will create some challenges for the Milwaukee office. It is anticipated that some level of downsizing will occur statewide. The potential loss of staff to the Milwaukee office could potentially reduce the revenue generated by the UW Extension educators. The loss of the statewide Natural Resources (NR) Program, for example, could reduce the two regional NR educator positions in our office. The two educators generated \$10,000 in revenue submitted to the County each year. The final impact on local offices will not be known for months to come and the office will keep County leadership informed as the Milwaukee County Director.

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

Interdepartmental Collaborations: The department works collaboratively with **Milwaukee County Parks Department** in community gardening, natural areas improvements, nature and ecological education, horticulture services at **Boerner Botanical Gardens** and support to a significant strategic planning process. Extension is further developing a good working relationship with the **Department on Aging**. The Extension Director serves on the Special Advisory Committee on Senior Dining and three staff presented to the Commission on the programs offered by UW Extension that would be of benefit to seniors. The Urban Agriculture program has begun to work with the **House of Corrections** to utilize HOC inmates to help with the various infrastructure needs of the Community Gardens Rental Program. The office will finalize its County Continuity Plan with the **Office of Emergency Management**. On an ongoing basis, we work collaboratively with **Emergency Medical Services** to ensure that Building A – which is our shared educational and office space – is available to the public for training and meeting purposes. We work to further ensure the safety of County and Extension staff within and around the facility. Through the Precollege Institute program, the department collaborated with the **Milwaukee County Research Park** to hold 14 Saturday enrichment sessions for 150 middle and high school youth. With funds from a grant, UW Extension was able to provide a nominal fee to the MCRP for the Saturday sessions. Should the program be refunded, we will enter into discussions for similar accommodations. The department will assess the feasibility of further collaboration with the office of Sustainability in 2016 as UW Extension has access to studies and a statewide network of specialists in this field. UW Extension will continue to maximize the use of classrooms and meeting rooms for educational and community programs at Children’s Adolescent Treatment Center (CATC) Building A, to hold down costs of off-site room rental, staff time, and mileage for conducting programs. This provides savings in offsite instructional costs. A new feature that will be in place by fall of 2015 will be an **interactive technology center** as a result of a grant received by the UW Extension office. This interactive center will be available to EMS and other County departments once established. The final value of Extension services is that most department services are provided free of charge or at a nominal fee, making services affordable for most county residents.

Program Overview & Deliverables

The Milwaukee County office of UW Extension is in full alignment with the mission of Milwaukee County which is to provide high-quality, responsive services that enhance self-sufficiency, personal safety, economic opportunity and quality of life for all its people. As referenced by the County Executive, **Milwaukee County is a model government in the way it serves residents and strengthens community.** The mission is achieved by: Client centered services, valued and engaged employees, fiscal sustainability, regional cooperation and well-managed risk.

Milwaukee County - UW Extension is engaged in **significant collaborations** with five County departments that include: **County Parks Department** with: Wehr Nature Center/Nature in the Parks, Natural Areas Land Management, the Community Garden Rental Program, the development of Rainbow Park Community Gardens in West Allis, support to the Boerner Botanical Gardens staff and visitors, and our CNRED Educator facilitated a strategic planning process for the Parks Department. In addition, we work with the **Department of Aging, Emergency Medical Services, Office of Emergency Management** and **House of Corrections**. We expect to expand collaborations with the **Department of Veteran Affairs** and the **Office of Sustainability**.

Major Programs¹ provided by the Extension office:

4-H:

Academic, Entrepreneurial and Precollege Support to African American Youth

4H Community Clubs

SySTEMatics (4-H STEM)

Tech Wizards

Precollege Institute

Nature in the Parks (Subcontracted program: see narrative in Milwaukee County Parks Budget)

Community Development & Natural Resources

Resident Leadership Development

Organizational Development and Community Collaboration

Natural Resources Education

Family Living

Developmental Screening (ASQ) Training for Childcare Providers & Early Childhood Educators

Poverty Awareness for Community Engagement (PACE) Trainings

Milwaukee Promise

Wisconsin Nutrition Education Program

Horticulture

Horticulture Education, Phone Helpline & Summer Walk-in services

¹ The office provides over 20 different programs; the following are the major programs offered in the County.

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

Master Gardener Volunteer (MGV) Program

Urban Agriculture

Community Garden Rental Program

Native Wellness Garden

Pete's Country Farm

Wisconsin Emerging Farmer Program

(The following provides the details per program)

Milwaukee County UW Extension Program Outcomes for 2014

4-H/Youth Development:

Program Title: Academic, Entrepreneurial and Precollege Support to African American Youth

Outcome Areas: Quality of Life and economic opportunity

Program Narrative:

1.0 FTE Youth Development educator and part-time summer student staff comprise the Youth Development Program called the Healthy Corner Store Initiative; program fosters a philosophy of positive youth development principles to marginalized youth in the city of Milwaukee's inner city. The paths of discovery, integration, application and teaching have been the key factors shaping the work done with children and youth in the inner city neighborhood. Growth and development occur through a weekly process of engagement, life skills and positive interaction among youth and adults. Marginalized youth are taught practical skills about a life's journey for successful outcome. Culturally appropriate programs are integrated to teach critical thinking and problem solving skills as a best practice for developing self-sufficiency and identity. 125 youth were reached through this program in 2014 and the same level is expected in 2015.

Program Mission: To provide a practice life skill building experience among youth where they learn business and gardening while helping to improve the health and awareness of the inner city youth.

Performance Measures: Ten youth and two college students will be hired to help coordinator a 12 week process to grow minds and food through a summer farm enrichment program.

- Youth would improve their understanding of basic food nutrition and preparation.
- Youth would develop a thorough knowledge of garden ecology.
- Youth would use their ecology knowledge base to prepare and maintain a garden/urban farm.
- Youth would be exposed to the complexities of local, regional, national and global food system networks.
- Youth would create a profitable community-owned business.
- Youth would expose local universities and colleges that offer a program in horticulture.

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

Results are assessed through:

- Focus groups, case studies and pre/post-test evaluations.
- Student retention rates
- Youth involved in more than one program service or multi-year involvement
- Development of work skills through summer employment

Impact statement(s) for this program:

Fifteen economically marginalized youth will gain knowledge and income while implementing a 10-12 week food security / entrepreneurial program in the central city. The program directly and indirectly hires 50+ high school and college students to work in this and related programs.

Leveraged Funds: Program brings in an additional \$15,000 in grants annually.

Program Title: 4-H SySTEMatics-Science Technology Engineering and Mathematics (STEM) Clubs

Outcome Areas: Quality of life and economic opportunity

Program Narrative:

4-H STEM (4-H SySTEMatics) is a two-year STEM and precollege certificate-based program targeting low-income middle school students at their schools. Key program features are engaged hands-on learning, experimentation and exposure to UW colleges and career opportunities. Five public and private schools in three South side zip code areas in Milwaukee in 2013 offered 4-H SySTEMatics and now works with 7 schools on both the south and north sides of the city of Milwaukee.

145 youth were enrolled in the program in 2015. Eighty-five youth attended the annual UW-Waukesha STEM Day and took science and engineering classes. Forty-two students were accepted this year to attend the Summer College Experience at UW-Richland for one week in June. Youth will take hands on STEM classes in the college labs and experience college life in a monitored setting.

Program Mission: Milwaukee County 4-H Youth Development promotes positive youth leadership through practical skills development.

Through 4-H SySTEMatics and these immersion experiences at college campuses, students from underserved and underrepresented areas will believe in and take advantage of the opportunities available to them in order to gain access to a STEM career.

Program Performance Measures:

- The number of middle school youth who complete requirements for each level of the 4-H STEM Certificate. For example, in levels one and two, youth are required to develop an experiment highlighting the steps of the scientific method which is displayed at a science fair.
- Number of youth who complete and earn the one-day STEM UW-Waukesha Continuing Education certificate

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

- Post-program survey results that reflect the youths' interest in STEM careers and have gained an understanding of financial aid opportunities for college admission.
- Number of youth who enroll in STEM enrichment programs between 7th to 8th grades.
- Sufficient volunteers to be lead STEM teachers or visiting instructors in all schools.

Impact statement(s) for this program:

From January until June 2015, seven schools on the north and south sides of the city of Milwaukee participated in the 4-H SySTEMatics activities and events. 145 7th and 8th grade students were enrolled in the program. 10 teachers and/or STEM professionals facilitated the hands-on 4-H STEM lessons with the youth. 85 youth and 10 teachers and volunteers from the schools attended the UW-Waukesha STEM day in March 2015, where the students participated in STEM workshops facilitated by STEM students and professionals. Five students from the program and their teacher from Westside Academy attended a one day trip to the Wisconsin Capitol and talked to their legislators about how the 4-H SySTEMatics program has impacted them. For the end of the year Science Fair, there were 10 volunteer science fair judges from STEM companies or backgrounds that listened to the students in the program explain a science project they designed. 42 students, who are largely low income, have been accepted to attend the UW-Richland Summer STEM Camp this June for one week. This trip is worth \$400 per participant; most youth will be receiving full or partial scholarships.

Leveraged Funds: \$20,000 in leveraged funds from individuals, student fees, a foundation and UW Extension help to support this program. The value of the 2015 Summer STEM Camp scholarships, provided by UW Richland, is approximately \$16,800. Milwaukee County provided \$50,000 in 2014 and 2015 to expand services to Milwaukee's north side.

Program Title: 4-H Community/Afterschool and In-School Club Chapters

Outcome Area: Quality of Life

Program Narrative:

The program has over 230+ youth members in the Milwaukee County, from ages five to twenty-one, in approximately 10 clubs. One full-time educator and a part-time support staff and approximately 50 volunteers provide support to the clubs.

The goal of 4-H is to develop citizenship, leadership, responsibility and life skills of youth through experiential learning programs and a positive youth development approach. Youth work with community volunteers who are trained in a variety of areas to educate and provide experiences for youth to build life skills in our community club program. Countywide programs supported by our 4-H youth development program friends group (called the Milwaukee County 4-H Leaders Council) are open to all youth in Milwaukee County. These programs include demonstration/speech contests, exhibition opportunities, cultural arts and science activity days, summer day camp, national/international trip opportunities, robotics competitions, archery and wildlife habitat education, horseback riding/live model horse, and music/drama festivals.

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

Program Performance Measures:

- The number of youth who complete active 4-H member requirements including 4-H portfolio and regular attendance/participation in 4-H chapter activities.
- Number of youth who complete an exhibiting experience to receive constructive feedback on their learning experience.
- Number of adult volunteers, youth leaders, and/or youth development professionals who show an increase in skill level for using youth-adult partnerships in the implementation of the program models.

Program Mission:

Milwaukee County 4-H Youth Development is to promote positive youth leadership through practical skills development.

Additional Information:

The 4-H Leader’s Council contributes \$4,000 annually towards operational expenses and \$12,500 towards scholarships and program underwriting. Additional funds are raised by the other ten 4-H chapters in carrying out local chapter programs. To support the growth of clubs, staff design and train adult volunteers the essential components of the 4-H Community Club including life skill development, organizational structure, and youth-led culture. 4-H leaders acquire knowledge about 4-H Curriculum resources, experiential learning models, youth leadership roles, and strategies for youth-decision making.

Impact statement(s) for this program:

- 67 volunteers trained in 2014
- 7 afterschool Staff received advising
- 230 youth enrolled in 4-H Community Clubs in 2014
- 1,197 direct contacts in 2014
- 3,000 volunteer hours

Program Title: 4-H Tech Wizards Program

Outcome Areas: Quality of life and economic opportunity

Program Narrative:

The Wisconsin 4-H Tech Wizards, is an afterschool program that exposes school-aged youth to technology in a small-group mentoring environment. Youth learn basic life and workforce skills to build stronger communities and a better world. Family involvement is promoted to ensure young people have support along their pathway to higher learning. Family members are invited to serve as mentors or 4-H volunteer leaders and attend events to show social support for their child’s growth. Ten (10) volunteer mentors come from local industries or community organizations. These volunteers received training to develop learning strategies and measure the effectiveness of their interaction with

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

youth they mentor. Youth are committed to learning interpersonal and technology skills to become productive and successful leaders.

Program Mission:

The mission of 4-H Tech Wizards is to provide a cultural responsive after school, small-group mentoring program. Tech Wizards capitalizes on youths' ages 6-18, interested in emerging technology as a way of involving underrepresented youth and their families in learning basic life and workforce skills and aspiring to post-secondary education, productive jobs and careers, and community engagement.

Program Performance Measures:

The program performance measurement procedures has recently been changed to online surveys through 4hcouncil.co1.qualtrics.com. There are two surveys, one for the youth in the Tech Wizard program and secondly for the parents/guardians of the youth. The survey from the Tech Wizard youth are to be implemented three times; a Pre, Mid, and Post. The results of the survey will show if there was growth in the program.

Impact statement(s) for this program:

- 24 Middle School Hispanic Youth enrolled in the current program
- 2 Mentors, each impacting 12 Tech Wizard youth.
- 10 youth attended the Aliens and Androids Exhibit at the Milwaukee Public Museum
- 5 youth participated in the 4-H Leaders Council Arts and Communication Fair
- 1 youth won a merit ribbon from Arts and Communication Fair

Leveraged Funds: This program, in its third year, has been fully funded with a grant in the amount of \$27,300 from National Office of Juvenile Justice and Delinquency Prevention (Federal Grant); **No County funds are used for this program.**

Program Title: Precollege Institute

Outcome Areas: Quality of Life and economic opportunity

Program Narrative:

The goals of the Precollege Institute were to expose as many students as possible to post-secondary education, prepare students for post-secondary options through enrichment classes, connect these students to the options such as UW Colleges and, as possible, other post-secondary institutions. By building on the already successful and well-established Milwaukee County UW Extension's 4-H STEM (aka 4-H SySTEMatics), the Precollege Institute exposed and prepared Milwaukee youth, particularly low-income youth of color, through workshops on relevant topics such as financial aid and career information, and six-week Enrichment Classes emphasizing math and reading.

The Institute connected these students, using a specific campus visit format, to four UW Colleges via one-day visits and one week-long STEM focus college experience at UW Richland.

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

Program Mission:

The Pre-College Institute was designed to connect youth to UW Colleges and other UW resources to introduce the youth and their parents to the college environment on several layers including academics, campus life, and financial considerations that all have a significant impact on a family to support a youth’s decision to attend UW post-secondary institutions.

Performance Measures:

- Serve a minimum of 250, primarily low-income, middle and high school students through:
 - Completion of enrichment classes
 - Attend one UW College campus and
 - Attend a week-long summer STEM program at UW Richland.
- Involve community members in the implementation of the program.

Impact statement(s) for this program:

The UW Extension’s Program Innovation Fund allowed the two UW institutions to pilot the Pre-college Institute in Milwaukee County. The program successfully **connected the pre-college resources** of four UW Colleges (Richland, Rock, Washington and Waukesha) and UW HELP **to 371 Milwaukee County middle and high school students and their families**. This indicates a high demand for pre-college services, especially by middle school youth and their families. There were 45 program partners made up of schools or organizations, and 4-H Club families. A community advisory council of youth and adults was formed and was involved throughout the program period.

Based on Pre-College Institute Spring Class Evaluations:

- 77% of parents felt they knew much more about preparing the child for high school and college.
- 86% of parents were more likely to talk about high school and college with their children
- 93% of attendees would recommend the class to their friends

Leveraged Funds: This program was exclusively funded by UW Extension (2013-14) in the amount of \$175,000. **No County funds were used**. Unfortunately, the funds were re-directed to other projects.

Community, Natural Resources and Economic Development (CNRED):

Program Title: Sustained Resident Leadership Assessment Tool and Development/ Engagement Curriculum

Outcome Area: Quality of Life

Program Narrative:

In 2014, a program was proposed to develop resident leadership and engagement assessment tool and curriculum in seven central city and adjacent Milwaukee County neighborhoods. The engagement curriculum will include how to sustain engagement across issues with city, county, and state elected

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

and appointed public officials. 100 residents are anticipated to become involved. As of May 2015, 37 community serving organization leaders are committed to the effort. The program is being co-developed by Milwaukee County UW-Extension CNRED Educator/Faculty, UW-Extension Center for Community & Economic Development specialist, LISC Milwaukee Director of Building Sustainable Neighborhoods Program, and Wisconsin Voices program manager.

30 central city neighborhood residents are engaged in park revitalization planning in the Amani neighborhood in 2014; the same neighborhood in which Milwaukee County UW-Extension CNRED Educator/Faculty was awarded a UW-Extension East-Metro Region Resource Management Grant to hire an Amani resident part-time from June to August 2014 support neighborhood capacity building. Last, over 70 civic stakeholders (including 3 from the Amani neighborhood) were educated via a community panel on June 18, 2014 about how to more deeply engage community residents in collective impact as a part of the Transform Milwaukee initiative, in which Milwaukee County UW-Extension CNRED Educator/Faculty is an executive planning team member (since November 2013), brought together and moderated the June 18, 2014 panel and is the convener of the 20 member Community Development Workgroup of the initiative.

Program Mission: To build from existing organizational development methods, processes and requests of Milwaukee County UW-Extension CNRED Educator/Faculty utilized by Milwaukee County organizations (specifically, strategic planning and collective impact), by developing educational coalitions that bring organizations and neighborhood/community leaders working on the same prioritized outcomes identified in those methods/processes to more deeply engage citizens and connect them to their local and elected public officials/governance.

Performance Measures:

- Sustained Resident Leadership/Engagement Assessment Tool & Curriculum (still in development as of 2015) for expanded organizational capacity that includes resident leadership.
- Process Documentation, Participant Digital Story Development & Interactive Technology based Archive/Training Infrastructure, including quantitative surveys and qualitative participant interviews of desired outcomes and impact/outcome achievement and assessment from their perception and participation in community engagement (still in development)

Impact statement(s) for this program:

- 67 citizens countywide engaged in 5 public forums held in March 2014 as a part of the Milwaukee County Department of Parks, Recreation and Culture Strategic Planning Process, plus 205 citizens responded to an online strategic planning process survey run by the Parks Department, and over 120 staff also engaged in staff forums for the strategic planning process.
- Approximately 30 Amani neighborhood residents engaged and capacity continue to be built by the hire of one Amani neighborhood resident from June to September 2014 by Milwaukee County UW-Extension. The outcomes of what the hire learned in their employment has led to the development of a resident-outcome/initiative-policy development coalition that has the

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

planning team of 4 intermediary organizations and the commitment of 37 community serving organization leaders, spanning service to citizens across both the city and county.

- Over 80 civic stakeholders engaged in the Transform Milwaukee Collective Impact Initiative were educated by 4 community panelists on June 18, 2014 about how to more deeply engage the community in collective impact, panel brought together and moderated by Milwaukee County UW-Extension

Government/nonprofit Technical Assistance: 62

- 60 staff senior- and mid-management staff from the Milwaukee County Department of Parks, Recreation & Culture participated in strategic planning process that began November 2013, and was presented to the County Board for adoption in January 2015. At Parks Dept. All-Hands meetings in January 2014 and in February 2015, over 120 staff were engaged by participating in strategic planning exercises. CNRED Educator/Faculty also assisted two individuals who applied for IRS 501c3 nonprofit status.

Program Title: UW Extension – Organizational Development and Community Collaboration

Outcome Area: Quality of Life

Program Narrative:

Institute for Urban Agriculture Network (IUAN) is a two-year old partnership of six academic institutions, the City of Milwaukee and Growing Power, a Milwaukee-based international pioneering entrepreneurial business with a community education and training emphasis in urban agriculture. Community representation has been engaged over time through the Milwaukee Food Council. Milwaukee County UW-Extension office director Eloisa Gomez has participated in the steering committee of IUAN as it has formed. IUAN is in the process of formalizing its operational infrastructure among both academic and community partners. In 2014, the CNRED educator will support the community-based research and program agenda.

Program Mission:

To solidify and strengthen community engagement through co-creating a community-based research and food systems/nutrition agenda between the IUAN Community Collaboration Council and academic institutions.

Performance Measures:

- Developed and facilitated bi-monthly community conversations based on three June/July/October 2014 IUAN co-council retreats and community partner interviews done in summer 2014, using those community conversations to co-create a community-based research and program agenda
- Build from 14 community partner interviews and yet-to-be determined number of community conversations a community engagement assessment tool that identifies and lists which

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

community partners are engaged and maps the overall urban agriculture and community food system network

- Convene and facilitate trust-building relationship dialogues, that increase diversity of community stakeholder representation and participation to build a collective community voice within and alongside the formal IUAN organization building process
- Document an increase in diversity of the Milwaukee Food Council by teaching the methodology used in the IUAN organizational process. UW-Extension is developing a statewide program education model on this process in 2015.

Impact statement(s) for this program:

Over 41 Milwaukee County community and organizational leaders have been engaged in the development of the Institute for Urban Agriculture and Nutrition Community Collaboration Council, co-created a shared community-based research and program agenda strengthening the Milwaukee food system to address food security.

Leveraged Funds: Through a UWM contract, \$15,000 of revenue was generated.

Program Title: UW Extension – 9910— Natural Resources Program (Regional)

Outcome Areas: Quality of Life, Economic Opportunity, Self-sufficiency, Personal Safety

Program Narrative:

2.0 FTE Natural Resource Educators (NRE) and 1 part-time student intern comprise the team for Southeastern Wisconsin. The educators provide local and statewide education, training, and technical support for environmental and natural resource issues. The Natural Resource Educators' expertise includes water resources, forestry, citizen engagement, process facilitation, evaluation and design and delivery of natural resource outreach materials.

Program Mission:

Working with people and communities to take care of our local environment. The NRE program supports local, state and federal efforts to protect natural resources.

Performance Measures:

Results are assessed through focus groups, data compilation and pre/post-test evaluations, attendance numbers,

- Partnerships created and fostered
- Citizens engaged and contributing
- Participants and Stakeholders served
- Citizens trained and supported
- Municipalities and Groups assisted and supported
- Signs, publications and PSAs produced and delivered

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

- Articles and newsletters produced and delivered
- Programs and projects facilitated
- Programs designed and delivered
- Restoration plans generated
- Outreach Strategies developed
- Exhibits designed and produced
- Media campaigns designed
- Rain Gardens Installed
- Recreational opportunities
- Restored beneficial uses of Milwaukee Estuary and Rivers, including: improved fishery, improved fish and wildlife habitat, fewer fish consumption advisories, fewer beach closings, improved aesthetics
- Grant funding received or leveraged
- Federal requirements met

Impact statement(s) for this program:

Twelve statewide webinars focused on sustainable natural resource management were attended by 475 people, of which approximately 1/3 were representatives of a Wisconsin Municipality, 1/3 were from a state level public organization, and 1/3 were from a nonprofit or private sector environmental consulting organization. This effort leveraged additional staff support from the DNR for continuing these programs in 2015.

The Wisconsin DNR's Rock River Recovery Education and Outreach Sector Team is now active with nine new members and successfully hosted a stakeholder meeting that was attended by 53 natural resource managers working in the Rock River Total Maximum Daily Load Project. The information gathered from these individual at the annual meeting was used by the DNR to help direct Rock River programming in the second half of the year. Our educators involvement supported the ongoing work of two watershed based nonprofit organization that have been historically involved in Rock River Watershed restoration work, but had drifted away from their recent TMDL implementation efforts, and helped three urban storm water coalitions fulfill the public outreach components of their state storm water permits.

Leveraged Funds: Approximately \$145,000 of UW Extension and the Dept. of Natural Resources Funds support this program. **Leveraged Funds: No County dollars are used for this program.**

Family Living & WNEP:

Program Title: Family Living-Developmental Screening (ASQ) Training for Childcare Providers & Early Childhood Educators

Outcome Area: Quality of Life

Program Narrative:

The Family Living Educator is a certified Trainer for **Ages and Stages Questionnaire (ASQ-3) and Ages and Stages Questionnaire: Social Emotional Developmental Screening Training and provides Technical Assistance for Childcare Centers and Early Childhood Programs.** As a partner with Project LAUNCH (City of Milwaukee Health Dept., WI Dept. of Children and Families, and the WI Dept. of Health Services) the Family Living Educator:

- Provided the ASQ-3 and Ages & Stages Questionnaire Social-Emotional (ASQ:SE) training for child care providers and early childhood educators, so they can share the parent-administered tool with parents to use with their children, score the psychometrically sound tool and share screening results with parents
- Assisted centers to strengthen partnerships with families and support the development of children by implementing the ASQ
- Increased capacity for early childhood development screening in Milwaukee County through a train-the-trainer coaching model

Program Mission:

The ASQ Training and TA provide research-based professional development and technical assistance to programs that support the optimal development and functioning of children and families.

Performance Measures:

- The number of childcare providers and early childhood educators trained to use the ASQ in their centers.
- The number of ASQ trainers trained by UWEX to offer the ASQ workshop to family support workers (child care providers, Early Head Start and Head Start educators, Birth-to-Three agency staff, etc.)
- The number of provider agencies that implement the ASQ with the families they serve.
- YoungStar's recognition of the ASQ as an accepted childhood development screening tool for both group and family childcare providers.
- An increase in the number of preschool-age children who receive child development screening.
- Development of ASQ implementation protocols for Supporting Families Together Association, Wisconsin's statewide member association for organizations and individuals committed to making every early childhood a great one.

Impact statement(s) for this program:

Seventeen hundred (1,700) childhood developmental screenings were provided by trained child care providers and early childhood educators in twelve targeted zip code areas with the highest health

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

disparities for children in the City of Milwaukee. Approximately ten percent (10%) of these children were referred for diagnostic evaluation through their medical care provider, Birth to Three Services, or Child Find. Eight group centers and early childhood programs now offer the ASQ in these targeted zip code areas. Four other group centers located throughout Milwaukee County now also offer the ASQ to parents. A cadre of twelve diverse trainers have completed the ASQ training process and now offer ASQ training to various audiences, including: early childhood educators, child care providers, social workers, case managers, and fatherhood home visitation staff.

Additional Information:

The Family Living Educator wrote a journal article for the Wisconsin chapter of the Black Child Development Institute (BCDI) to write a journal article, "The Lens of Resilience in Early Childhood: Childhood Developmental Screening" for the statewide publication: *Being Black is Not a Risk Factor: Statistics and Strength-Based Solutions in the State of Wisconsin*. She also presented at BCDI's State of the Black Child Forum in Aug. 2014 and was a presenter on childhood developmental screening at one local and two statewide conferences for early childhood educators.

Leveraged Funds: \$23,880 was generated through the work with the WI Dept. of Children and Families, agencies seeking ASQ training/coaching and other educational programs.

Program Title: Poverty Awareness for Community Engagement (PACE)

Outcome Area: Quality of Life

Program Narrative:

A Family Living Educator co-authored and provides training in the research-based UWEX statewide **Poverty Awareness for Community Engagement (PACE) curriculum**. It was developed to explore the complexity of poverty issues; including power and privilege, social class, and racism. It is a continuum of educational resources that address issues of poverty in our own communities through a Call to Action. This non-prescriptive interactive approach to poverty education involves personal reflection, raising awareness, increasing knowledge and skill-building. The premises of PACE are: 1. Poverty is complex. 2. Poverty connects and intersects with other issues and 3. Poverty is a Call to Action. Two trainings were held in Milwaukee in 2013.

Program Mission:

To affect positive changes in our community regarding the complex issues surrounding poverty.

Performance Measures:

Participants will:

- Learn how poverty is defined
- Increase understanding of poverty, diversity, and social class issues
- Identify skills needed to work more effectively with low-income clients

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

- Develop an outline for a personal, professional, or agency action plan to address issues of poverty within their circle of influence.

Impact statement(s) for this program:

Seventy-three family support workers, including home visitors, case managers, and child care licensing regulators have attended PACE workshops in 2014. Participants’ Call to Action commitments to address poverty within an individual’s sphere of influence include, “organizing a food drive through my church”, “contacting my legislator about my concerns”, “approaching my clients with a new perspective” and “bringing a book about poverty to my book club”.

Program Title: Family Living-Milwaukee Promise

Outcome Area: Quality of Life

Program Narrative:

The Family Living educator assists a nonprofit organization, called **The Milwaukee Promise, Inc.**, an organization that hopes to guarantee Milwaukee public school high school graduates free or reduced tuition to any partnering college or university in the state of Wisconsin. The Family Living Educator has experience in poverty awareness, group discernment and action planning for organizations with missions to reduce poverty.

Program Mission:

The mission of the Milwaukee Promise is to fund post-secondary education for graduates of public schools in the City of Milwaukee.

The Family Living Educator provides research, logic model development, and facilitates group dialogue.

Milwaukee Promise volunteers have a presence in Morse-Marshall High School and a UW Extension VISTA worker is working with the Guidance Counselor to raise parental and student awareness of college as an option for students. The group is assessing its fund development strategy.

Performance Measures:

- Recruit new Board members
- Develop relationships with Morse-Marshall high school administrators
- Strengthen relationships with College Possible pre-college program, which has a presence in MMHS
- Work with fund development consultant

Impact statement(s) for this program:

In 2014, the eleven-member Board worked with the Non-profit Center of Milwaukee to garner the services of a fund development consultant. As a result, we have developed a funding “ask” folder for

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

potential funders. The Family Living Educator worked with the UW Extension 4-H Youth Development Educator to obtain the services of a VISTA worker, who acted as a liaison between the Milwaukee Promise, Inc. Board and the Morse Marshall High School principal, College Possible, and MMHS students. The Board spent time researching and learning about available pre-college programs in the City of Milwaukee and exploring potential partnerships with these programs.

Program Title: (WNEP) – Supplemental Nutrition Assistance Program Education (SNAP-Ed)

Outcome Area: Quality of Life

Program Narrative:

Originally, WNEP budgeted for 5.7 FTE's however, there was significant restructuring that occurred in October 2014. No WNEP Administrator in 2014, 2 FTE Nutrition Educators and .20 support staff are affiliated with the **Supplemental Nutrition Assistance Program Education (SNAP-Ed)**. **SNAP-Ed is to provide** educational programs that increase, within a limited budget, the likelihood of all food stamp recipients making healthy food choices and choosing active lifestyles.

Program Mission:

The Wisconsin Nutrition Education Program (WNEP) is a major educational program within UW-Extension Family Living Programs (FLP). The mission and mandate of WNEP is to develop and implement educational programs in Wisconsin that are consistent with and fulfill the goals and missions of SNAP-Ed.

Performance Measures:

SNAP-ED

- Adult Participants:
 - Participants will observe preparation of nutritious meals and snacks (dietary quality)
 - Participants will learn/use safe food handling, preparation and storage practices (food safety)
 - Participants will manage their food resources, use thrifty shopping practices for nutritious foods, and use community programs and resources to improve their food security (food resources management and food security)
 - Participants will record their food intake and will be encouraged to engage in daily physical activities (promotion of healthy activity and diet)
- Youth Participants (Preschool to High School):
 - Participants will learn about My Plate and all food groups (dietary quality)
 - Participants will be encouraged to try new foods; and is supported with the use of food demonstrations or food taste testing activities (dietary quality)
 - Participants will learn/use safe food handling and preparation; like hand washing (food safety)

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

- Participants will be encouraged to engage in daily physical activity to promote healthy habits and health snacking (promotion of health activity and diet)

Impact statement(s) for this program: Below are the 3 priorities of WNEP's 5 year plan

- Reducing the number of people to 40%, who run out of food
 - Goal met (71% reported having a back-up/emergency meal they can keep on hand when other foods are not available)
- Recall of milk consumption
 - Average is 1.6 and our goal is 1.9
 - Currently at 1.7
- Physical Activity to surpass the national average of 29%
 - Goal met = 35%
- Other highlights
 - 58% reported an Increase knowledge to Balance Food and Physical Activity – 30-60-90 minutes of physical activity needed each day
 - Taste Tasting New Fruits & Vegetables:
 - 99% of participants evaluated tried the new food
 - 68% of participants evaluated stated this was their first time trying the new food
 - 65% of participants evaluated reported they would try it again
 - 85% of participants evaluated reported they would serve it home
 - 45% of participants evaluated reported they ate it home the next week
 - SNAP-Ed in schools has consistently shown a decrease in food waste at schools they provide education within (self-reporting from partnering school staff/administration)

Leveraged Funds: Of \$683,257 in Federal Funds were brought into Milwaukee County in 2014, SNAP-Ed received \$372,860. **No County funds are used for program.**

Program Title: (WNEP) – Expanded Food and Nutrition Education Program (EFNEP)

Outcome Area: Quality of Life

Program Narrative:

Originally, WNEP budgeted for 5.3 FTE's however, there was significant restructuring that occurred in October 2014. No WNEP Administrator in 2014, 1 FTE Nutrition Educator are affiliated with the **Expanded Food and Nutrition Education Program (EFNEP)**. The WNEP is primarily made up of these two federally funded nutrition education programs for low-income families and individuals. **EFNEP** is designed to assist limited income populations in acquiring the knowledge, skills, attitudes, and behavior change necessary to make sound nutritional decisions.

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

Program Mission:

The Wisconsin Nutrition Education Program (WNEP) is a major educational program within UW-Extension Family Living Programs (FLP). The mission and mandate of WNEP is to develop and implement educational programs in Wisconsin that are consistent with and fulfill the goals and missions of EFNEP.

Performance Measures:

EFNEP

- Specifically targets parents/caregivers of young children
- Parents/Caregivers:
 - Participants' nutritional behavior improvements are tracked over 8 courses of the program series, by giving entry and exit surveys.
 - Participants learn new knowledge and skill to make healthy food and activity choices
 - Participants are encouraged to engage in daily physical activity
 - Participants will manage their food resources, use thrifty shopping practices for nutritious foods, and use community programs and resources to improve their food security
- Youth
 - Participants will learn about My Plate and all food groups (dietary quality)
 - Participants will be encouraged to try new foods; and is supported with the use of food demonstrations or food taste testing activities (dietary quality)
 - Participants will learn/use safe food handling and preparation; like hand washing (food safety)
 - Participants will be encouraged to engage in daily physical activity to promote healthy habits and health snacking (promotion of health activity and diet)

Impact statement(s) for this program: Below are the 3 priorities of WNEP's 5 year plan

- Reducing the number of people to 40%, who run out of food
 - Goal met (85% reported at least 1 or more practices improved their families Food Resource management)
- Recall of milk consumption
 - Average is 1.6 and our goal is 1.9
 - Currently at 1.7
- Physical Activity to surpass the national average of 29%
 - Goal met = 35%
- Other highlights:
 - 92% participants reported at least one area of improved nutrition knowledge/practice
 - 77% participants reported at least one improved food safety practice
 - Diet Summary Reporting
 - 53% of participants evaluated showed increase in grain consumptions
 - 44% of participants evaluated showed increase in whole grain consumptions

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

- 60% of participants evaluated showed increase in fruit consumptions
- 57% of participants evaluated showed increase in vegetable consumptions
- 64% of participants evaluated showed increase in dairy consumptions
- 47% of participants evaluated showed healthy portion in protein food consumptions
- 44% of participants evaluated showed decrease in oily food consumptions
- 52% of participants evaluated showed decrease in solid fats/added sugar consumptions
- 96% of participants evaluated reported any positive change in food group at exit
 - Positive change means at exit intake the participant was closer to recommended amount for age, gender, and level of physical activity per USDA suggestion

Leveraged Funds: Of \$683,257 in Federal Funds brought into Milwaukee County in 2014, EFNEP received \$310,397. **No County funds are used for this program.**

Horticulture

Program Title: Horticulture Education Programs

Outcome Areas: Quality of Life and responsive services

Program Narrative:

The Horticulture Educator (1 FTE) disseminates research-based information through the mass media (especially Fox6TV Wake-up News "In the Garden"), public presentations, educational exhibits and displays at public events, classroom programs, demonstration sites, print and on-line articles and publications, and the Milwaukee County UW-Extension website and facebook page. Programs for youth, adults, seniors, families and the disabled help Milwaukee County residents garden smarter for life, learning to eat better, save money, beautify their yards and communities and feel the satisfaction of succeeding with their gardening pursuits. Topics include vegetable, fruit and flower gardening, landscaping, trees and shrubs and houseplants. Issues include invasive plant and insect species such as garlic mustard and emerald ash borer, storm water management through rain gardens and rain barrels, reduced and low-toxicity pesticide use, and recycling and composting.

Program Mission:

To disseminate research-based information about horticulture, gardening and food production to Milwaukee County residents to enhance self-sufficiency, health, family traditions and neighborhood dynamics.

Performance Measures:

- Continued weekly presence on Fox6 TV Wake-up News "In the Garden" segments.
- Feedback from attendees of public presentations and number of attendees.

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

- Level of community education efforts, such as: number of displays and events at public events, number of class participants for classes and courses, number of visitors to demonstration sites; readership of print media where articles appear; and number of hits to websites and facebook.

Impact statement(s) for this program:

- 38,000 people viewed each of three segments on Fox 6 TV, each Monday for 24 weeks, featuring this agent in the garden at the studio showing how to grow fruits, vegetables and garden flowers and manage pests with low-impact methods. There were also 4,500 unique visitors to the garden page on <http://fox6now.com/category/wakeup/in-the-garden/> .
- Educational displays at 23 public events were viewed by 53,000 attendees. 28,000 educational factsheets were distributed to interested visitors.
- 53,800 listeners to Wisconsin Public Radio learned research-based gardening information and recommendations through appearances of this agent on the live, call-in “Garden Talk” show with Larry Meillor.
- 37,600 visitors to <http://Wisconline.com> accessed the garden task calendar authored by this agent.

Program Title: Horticulture Helpline & UW-Extension Horticulture Center at Boerner Botanical Gardens

Outcome Areas: Quality of Life and responsive services

Program Narrative:

A part-time Horticulturist and several Master Gardener Volunteers assist Milwaukee County residents by providing answers to their gardening, yard care and household insect questions through the Horticulture Help Line and the UW-Extension Horticulture Center at Boerner Botanical Gardens. The Horticulture Help Line, located at the Milwaukee County Extension office is staffed Monday through Wednesday from 9:00 - 12:00 year around by a UW-Extension horticulturist assisted by Master Gardener Volunteers (MGVs). Residents may call or visit during staff hours or drop off samples during business hours. The UW-Extension Horticulture Center at Boerner Botanical gardens is staffed by MGVs Monday through Friday from 10:00 - 2:00 May through September. MGVs also answer plant questions at farmers' markets in West Allis, Whitefish Bay and Fox Point. Booths at local public events are often staffed by MGVs who answer visitors' questions including the Realtors' Home and Garden Show, the Wisconsin State Fair and the Milwaukee County Fair.

Program Mission:

To disseminate research-based information about horticulture, gardening and food production to Milwaukee County residents to enhance self-sufficiency, health, family traditions and neighborhood dynamics.

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

Performance Measures:

- Number of phone inquiries responded to and customer satisfaction feedback
- Number of plant samples evaluated.
- Number of visitors at booths at public events and farmers' markets.

Impact statement(s) for this program:

- 715 phone calls were responded to by staff and volunteers through the Horticulture Helpline and the UW-Extension Horticulture Center at Boerner Botanical Gardens.
- 78 plant samples were received and evaluated at the Horticulture Helpline and the UW-Extension Horticulture Center at Boerner Botanical Gardens.
- 53,000 people visited UW-Extension personnel and volunteers at events and farmers' markets.

Program Title: Horticulture-Master Gardener Volunteers (MGV) Program

Outcome Areas: Quality of Life and self-sufficiency

Program Narrative:

The Horticulture Educator is liaison to the Master Gardener Volunteer (MGV) program. Our educator trains adults 18 and older in the science of horticulture, gardening, yard care and related environmental issues. In turn, trainees volunteer to assist UW-Extension horticulture and urban agriculture staff with a wide variety of educational programs and services for communities and Milwaukee County residents. At Boerner Botanical Gardens specifically, MGVs assist horticulture staff with weeding, garden maintenance and caring for the plant sales yard. They maintain a database of bloom times for the gardens. They also staff the UW-Extension Horticulture Center to answer plant questions May through September. MGVs also participate in special events at Wehr Nature Center.

Program Mission:

To disseminate research-based information about horticulture, gardening and food production to Milwaukee County residents to enhance self-sufficiency, health, family traditions and neighborhood dynamics.

Performance Measures:

- Number of volunteers trained.
- Number of hours of volunteer service reported.
- Number of hours of continuing education partaken.
- Number of public presentations and public events where an educational exhibit was on display.
- Number of MC residents' plant-related questions answered.
- Number of organizations and agencies assisted with educational programs.

Impact statement(s) for this program:

- 122 participants enrolled in the entry level training for Master Gardener volunteers.

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

- 12,000 hours of volunteer service in Milwaukee County were reported by Master Gardener volunteers.
- Master Gardener volunteers reported participating in 5,100 hours of continuing education.
- 62 public presentations and 23 public events with an educational display were provided by Master Gardener volunteers.
- 793 MC residents' plant-related questions were answered by staff and volunteers through the Horticulture Helpline and the UW-Extension Horticulture Center at Boerner Botanical Gardens.
- The activities of the Master Gardener volunteers assisted 142 organizations and agencies with educational programs.

Leveraged Funds: 2014 funds associated with the Horticulture education, Horticulture Help Line, Horticulture Center at Boerner Botanical Gardens and the Master Gardener volunteer program include: MGV course fees (\$39,400), plant sample fees (\$50), donations from the Southeast Wisconsin Master Gardeners, Inc. (\$1,500), and honoraria for published articles and public presentations (\$1,000).

Urban Agriculture:

Program Title: Urban Agriculture

Outcome Areas: Quality of Life, responsive services and self sufficiency

Program Narrative:

Urban Agriculture program includes 1.0 FTE and 5.0 LTE positions and expenditures of about \$150,000. The **Community Gardening Program** started in 1972 on the County Grounds. Since that time we have continuously supported community gardening on 70 acres most of which is owned by Milwaukee County. Our gardening community is comprised of mostly senior citizens, low income and immigrant families. We also have many families passing the tradition of growing their own food to their children. Of the 70 acres we steward throughout Milwaukee County approximately 40 are tilled. Other areas in the gardens greenspace are used as pollinator gardens, woodlands, garden drives and walkways, and educational ecosystems. Our gardens are located on 11 community garden sites. Over 2500 people benefit directly from renting our garden plots which include families, small scale farmers (MicroFarmers) and food pantry gardeners.

The Urban Agriculture Program also maintains **demonstration gardens for people with limitations** at both Wil-O-Way Grant and Underwood, for residents with disabilities. The sites include multi-use garden areas for not only the clients but also for site rental for private parties. At our accessible demonstration garden at Firefly Ridge community garden in Wauwatosa, we partner with Milwaukee Center for Independence and provide space and materials for their activities.

In 2014 we provided a new one acre garden for the **Vet Center Healing Garden** in our Kohl Farm Community Garden. Fourteen veterans reported that the gardening experience helped them to re-adjust to civilian life, to grow food, reconnect with their families, have a sense of pride, and re-build

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

faith in people. The veterans are planning to make the garden a center for groups to gather for fellowship and education. The Urban Agriculture staff is planning a demonstration garden adjacent to the Vet Center garden complex.

Our Urban Agriculture staffs worked with UrBan, Urban Anthropology, in the **Lincoln Neighborhood** on Milwaukee's near Southside. This important project measures the impact of flowers, herbs and plants as a way of forming community with small business owners. In 2014 the project was expanded to include an adjacent neighborhood using planters and curb appeal planting improve neighborhood relations. Research data gathered from this project will be accumulated and shared with our stakeholders.

Working with the **West Allis Garden Committee**, a group organized by the West Allis Health Department, we developed the first community garden in West Allis in a Milwaukee County Park. At Rainbow Park we now have 45 garden plots available for West Allis residents. The demand for garden space could not be met with that garden and we maintain a wait list for gardens needing space to garden.

Our Urban Agriculture staff works with youth on many levels in the gardens and at schools. One initiative, **Healthy Harvest Happy Kids**, provides youth with basic skills in providing options for the fresh vegetable portion of the USDA Plate. The goal of this food literacy project is to provide a series of videos of kids working on and modifying recipes so that they feel comfortable cooking with their family. Last year we added the concept of the kids working with a celebrity chef. Green Bay Packer legend, LeRoy Butler, made smoothies and vegetable treats with the kids as well as the nutrition educators.

Our **Urban Apiculture Program** trained 16 certified beekeepers in 2014. The mission of this program is to promote honey bees and healthy beekeeping practices in Milwaukee County. We train beekeepers in practical, successful and responsible urban beekeeping and foster closer relationships among beekeepers. Furthermore, we educate the public about the benefits of bees to our environment and the wonderful products of the hive. UWEX Urban Agriculture Institute maintains five apiaries in Milwaukee County to help pollinate the community gardens and provide member beekeepers with honey and wax. Approximately \$1,200 is raised from classes and donations annually.

Program Mission:

Urban Agriculture program provides land, education and resources for Milwaukee County residents to grow food for themselves, families and friends

Performance Measures:

- Number of garden plots rented
- Number of returning renters
- Positive feedback from the gardeners

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

- Collaborations with community groups or organizations to maintain areas and involve renters in other neighborhood services
- Number of bee swarms contained
- Number of residents who successfully complete the Certified Beekeeping Course which measures the cognitive knowledge of the student.
- Number of youth who participate in horticultural activities at the Wisconsin State Fair
- Value of food grown
- Number of residents served through phone inquiries

Impact statement(s) for this program:

In 2014 the Urban Agriculture Program rented 1,088 plots (most plots are 900 square feet - 30'x30'). Close to 500 families enjoy gardening at our community gardens. Over Eighty per cent (80%) of our gardeners re-applied for plots from the 2013 gardening season. In addition, land is dedicated for special use purposes, such as Organic Gardening Club, MicroFarmers and garden sites dedicated to people with disabilities.

Gardeners provided positive feedback in a review of their experiences. Some of the comments included: "You enable this senior to eat healthy"; "My garden promotes a healthy lifestyle"; "We love our garden and meet interesting people"; "I can teach my family where food comes from"; "I love my garden and I provide food for my family and my church pantry." Almost all gardeners report a positive experience.

Renters are charged a per plot fee with net revenue returned to Milwaukee County. On average, an additional \$5,000 -\$10,000 is brought in through grants or donations from businesses for garden upgrades.

Additional statistics for 2014:

- 471 gardeners registered for at least one garden plot to grow food at one of our 11 community garden sites
- 71 acres of public land are maintained for community gardens in an ecologically sustainable manner. 41 of those acres are tilled and provide over 1.5 million dollars in food security for families of low income, and those concerned about pesticide free food.
- 396 families share gardening traditions with their children, get exercise, and increase their vegetable consumption by renting a garden plot
- 2,273 residents benefited from the vegetables grown in UW Extension community gardens
- 5 swarms of bees were contained from public area in Milwaukee County.
- 16 residents successfully completed the Certified Beekeeping Course
- 14 hives are established at community 4 apiary sites to safely raise bees
- An average of 10 veterans attended weekly gardening activities at the UW Extension community garden.
- 6 veterans regularly attended workshops during the spring to germinate seeds and transplant the seedlings for use in their garden.
- Residents at a West Allis Senior living center benefited from new raised beds and plants donated by UW Extension Urban Agriculture Program volunteers.

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

- 26 new gardening families planted a garden plot for the first time at the new community garden in Rainbow Park.
- Over 300 youth participated in horticultural activities at the Milwaukee County Fair and learned about vegetables while competing in the veggie races, the kohlrabi toss, craft projects.
- 15 West Allis Garden Committee members were connected to the resources of the UW System which enabled them to build the first community garden in their city.
- 52 residents in the Lincoln Neighborhood grew herbs and flowers in planters provided by UrBan Anthropology and UW Extension which provided aesthetic beauty and healthful garnishes.

Program Title: Native Wellness Garden

Outcome Areas: Quality of Life, responsive services and self sufficiency

Program Narrative:

The Native Wellness Garden, a one acre site on Milwaukee's Southside, was established through a partnership between Gerald L. Ignace Indian Health Center and Milwaukee County UW-Extension in 2014. The Native Wellness Garden is a community space for growing traditional Native American crops and hosting cultural education, ceremonies, and performances.

The garden incorporates Native American farming practices as a way to grow healthy food for the center's clients and community. Amongst the elements being incorporated at the site is a medicine wheel garden, a Ceremony Circle, herb gardens, rental plots for their families, and a "three sisters" garden of corn, beans and squash. Corn serves as the stalk for beans and the squash protects them both - a practice that dates back 5,000 years ago. Many heirloom varieties are being grown, such as Oneida white corn, Cherokee purple tomatoes and Cherokee Trail of Tears beans – fresh produce not found at most grocery stores. With help from inmates of the House of Corrections, we repurposed stone from an old farmhouse that was razed to create an attractive, well-landscaped garden.

Program Mission:

The Native Wellness Garden is a sacred community space for growing traditional Native American crops and hosting cultural education, ceremonies, and performances.

Performance Measures:

- Number of youth and families involved in gardening and educational programs
- Amount and variety of fresh produce grown
- Level of cross-cultural learning occurring

Impact statement(s) for this program:

- 12,000 sq. ft. of vacant County land converted into Native Wellness Garden
- 70+ elders, adults and youth participated in growing and learning about traditional Native American crops and farming practices

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

- 30+ varieties of vegetables, fruit trees, herbs were grown

Program Title: Pete’s Community Farm

Outcome Areas: Quality of Life, responsive services and self sufficiency

Program Narrative:

The neighborhood of Clark Square on Milwaukee's Southside is one of great population density, Hispanic pride, nominal greenspace, moderate crime rates, and minimal access to fresh local food. Pete’s Fruit Market owns several vacant lots in the neighborhood which they wanted to utilize for a project to improve the well-being of the surrounding community. In partnership with UW-Extension and CORE El Centro, an 800 sq. ft. vacant lot was converted into a community farm with over 25 varieties of healthy fresh produce, fruit trees, and chickens. Each Wednesday evening was youth and family night where educational programming around nutrition and gardening was taught to youth while their parents helped water and harvest produce. Over 20 families were consistently involved at the community farm, and hundreds of pounds of fresh produce was donated and sold in the neighborhood.

Program Mission:

Pete’s Community Farm grows a diverse and healthy community on Milwaukee’s Southside by connecting residents to the natural environment, to each other, to healthy produce, and to educational programming focused on nutrition and gardening.

Performance Measures:

- Number of residents and youth who participated in gardening and educational activity
- Quantity of healthy food grown and distributed
- Quantity of produce sold at market stand and Pete’s Fruit Market
- Engagement level of cross-sector partnership

Impact statement(s) for this program:

- 800 sq. ft. vacant lot converted into vibrant community farm
- Funding largely supported by local business partner (Pete’s Fruit Market)
- 60+ youth involved in healthy eating and gardening programming
- 100+ families received free healthy produce
- 200+ residents, community leaders, Mayor and Alderman gave input in forming farm and attended grand opening
- 700+ lbs and 25 varieties of fresh produce grown

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

Pete’s Community Farm - # Impacted

White	60
Black or African American	35
American Indian and Alaska Native	0
Asian	6
Native Hawaiian and Other Pacific Islander	0
Some Other Race	280
Two or More Race	0
Total Contacts By Race	381

Program Title: Wisconsin Emerging Farmer Program

Outcome Areas: Quality of Life and self sufficiency

Program Narrative:

In 2014 alone, Wisconsin lost over 800 of its farms, the vast majority of which were small scale.¹ Meanwhile, 60% of our farmers in the U.S. are 55 or older. These statistics represent a frightening reality that has been trending over the past several decades and continues to grow – existing farmers are aging into retirement while small scale and beginning farmers are disappearing at an alarming rate. The good news is that sales of locally grown produce has grown 3x between 1992–2007 from \$404 million to \$1.2 billion – twice as fast as total agricultural sales!² We also know that demand continues to grow; over 87% of consumers regarded availability of locally sourced food as very/somewhat important³. In fact, this was the second most desired improvement recorded by the National Grocery Association in 2014.

The WI Emerging Farmer Program was created in 2013 to address these two conflicting trends. We provide the opportunity for beginning farmers to get their farming operation up and going, focusing on the path to economic viability. Services offered include land access, educational workshops, and selling relationships with partnered Milwaukee restaurants and retail outlets. In the first season of the program, a tremendous level of community interest was exhibited with 14 micro-farmers participating and utilizing all available land at micro-farm sites. For the 2015 season, there is a waiting list to participate in the UWEX micro-farming program that is presently one of a few offered throughout the state of Wisconsin.

Program Mission:

The Wisconsin Emerging Farmer Program is rooted in a mission to assist beginning farmers to be economically viable, socially & culturally fruitful, and environmentally sustainable.

We empower emerging farmers in the region by facilitating land access, coordinating educational workshops, building community resource networks, and providing technical resources for selling

UW EXTENSION (9910) BUDGET

DEPT: UW Extension

UNIT NO. 9910
FUND: General - 0001

product. Participants – or “micro-farmers” – learn sustainable methods to increase their food production while cultivating buyer relationships with partnered Milwaukee restaurants, markets, and food co-ops.

Performance Measures:

- Number of micro-farmers who participate and complete program
- Amount of diversity amongst participants
- Workshop feedback
- Quantity and variety of food grown
- Social/ cultural capital yielded from program
- Profit of farmers participating in program

Impact statement(s) for this program:

- 14 micro-farmers completed the program, farming at 5 sites across Milwaukee county
- Strong diversity - 43% of participants were ethnic minority and an age range of 23-57
- 6 educational workshops were held and led by state experts – topics ranged from soil health to business planning
- Partnerships were established to generate nearly 10 acres of urban sustainable farmland
- Over \$7,500 worth of agricultural products were grown and sold by emerging farmers
- Over 50 varieties of agricultural products were grown

Wisconsin Emerging Farmer Program - # Impacted

White	190
Black or African American	60
American Indian and Alaska Native	0
Asian	50
Native Hawaiian and Other Pacific Islander	0
Some Other Race	10
Two or More Race	0
Total Contacts By Race	310

Leveraged Funds: USDA grant for \$52,000 was procured for 2014, funding 1 FTE coordinator position, along with travel and basic material expenses. UW-Extension East Metro grant for \$4,875 was procured for 2015, funding 1 LTE program assistant. **No County funds were used.**

¹ http://host.madison.com/business/number-of-small-farms-in-wisconsin-continues-to-drop/article_2760181d-ae69-517f-b5e2-d1871dd823fe.html

² <http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5105706>

³ <http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5105706>