

## UW-EXTENSION EDUCATION COMMITTEE

Tuesday, February 16, 2016

5:15 PM, Room 104

Location: Agriculture & Resource Center  
227 1<sup>st</sup> Street W  
Altoona WI 54720

### AGENDA

1. Call to Order
2. Review / Approval of Committee Minutes / Discussion - Action
  - a) [January 20, 2016 \(open session portion\) and January 28, 2016](#)
3. Review Bills / Discussion
  - a) [January 2016](#)
4. Public Input
5. [Update on nEXT Generation Model / Discussion - Action](#)
6. Update on WACEC Area Meeting / Discussion
7. Update on WACED State Conference / Discussion
8. Update on Office Manager Position / Discussion
9. Proposed Closed Session Pursuant to Wisconsin Statutes 19.85 (1) (C) for the Purpose of  
  
Conducting 2015 Educator Performance Reviews  
  
Motion to Enter in Closed Session Pursuant to Wisconsin Statutes 19.85 (1) (C) for the Purpose of Conducting 2015 Educator Performance Reviews  
  
To Wit: [Wisconsin Nutrition Coordinator](#)  
[Horticulture Educator](#)  
[4-H Youth Development Agent](#)  
  
Motion to Adjourn Closed Session
10. Scheduling of Future Meetings / Agenda Items
11. Adjourn

Post:

- Media
- Committee Members
- Extension Staff

**PLEASE NOTE:** Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or auxiliary aids. For additional information or to request the service, contact the County ADA Coordinator at 839-4710, (FAX) 839-1669, (TDD) 839-4735 or by writing to the ADA Coordinator, Personnel Department, Eau Claire County Courthouse, 721 Oxford Avenue, Eau Claire, WI 54703

## UW-EXTENSION EDUCATION COMMITTEE

Wednesday, January 20, 2016

5:15 PM, Room 104

Location: Agriculture & Resource Center  
227 1<sup>st</sup> Street W  
Altoona WI 54720

### MINUTES

**Members Present:** Robin Leary, Tami Schraufnagel and Colleen Bates

**Members Absent:** Doug Kranig and Paul Reck

**Others:** Mark Hagedorn, Brook, Berg, Sara Novotny, Erin LaFaive and Karen Blaeser

#### **Call to Order**

Chair Leary called the meeting to order at 5:21 PM

#### **Review / Approval of Committee Minutes / Discussion – Action / December 16, 2015**

Chair Leary noted a spelling error on item 6 that will be corrected. Motion by Supervisor Schraufnagel to approved the minutes with correction. Motion carried 3-0.

#### **Review Bills / December 2015**

The bills presented were reviewed.

#### **Public Input**

No member of the public present.

#### **Update on Youth in Governance Program / Discussion**

Alex Braaten, youth who sits on the Judiciary and Law Committee is attended a lot of meetings. Sara will talk to her and get more specifics on how thing are going. Supervisor Bates suggested that Christine O'Brien be contacted to interview Alex.

#### **Approval of the 2016 133-PRJ89UX Contract Between Eau Claire County and the University of Wisconsin Board of Regents / Discussion – Action**

After review of the contract, motion made by Supervisor Bates to approved the contract with addendum #1.

Motion seconded by Supervisor Schraufnagle and the motion carried 3-0.

#### **Update on Extension Office Manager Position / Discussion**

Erin LaFaive and Sara Novotny meet with HR and discussed their concerns on issues that exist with leaving this position vacant for a number of months. There were a number of options discussed. They are going to create a position requisition with a number of options that will be addressed.

#### **Update on UW-Extension *nEXT* Generation Model Meeting / Discussion**

Emails from the Committee have been forwarded to Julie Keown-Bomar. Erin explained what she heard on the Dean's WISline earlier in the day. Staff presented as information to the Committee as they know. We will need to post an agenda for the meeting on January 28 as at least three Extension Education Committee members will be in attendance. Supervisory Leary would like County Administrator, Kathryn Schauf to make a few comments.

**Proposed Closed Session Pursuant to Wisconsin Statutes 19.85(1)(C) for the Purpose of Conducting 2015 Educator Performance Reviews**

**Motion to Enter into Closed Session Pursuant to Wisconsin Statutes 19.85(1)(C) for the Purpose of Conducting 2015 Educator Performance Review**

**To Wit:           Family Living Educator  
                          Agriculture Agent**

Roll vote – Supervisor Schraufnagle – aye; Supervisor Bates – aye; Supervisor Leary – aye.

**Motion to Adjourn Closed Session**

Motion by Supervisor Bates to adjourn closed session. Motion carried 3-0.

**Scheduling of Future Meetings / Agenda Items**

The next meeting is scheduled for Wednesday, February 17 and 5:15 PM.

**Adjourn**

Chair Leary adjourned the meeting at 6:45 PM.

Respectfully submitted,

Karen Blaeser  
Committee Clerk

## UW-EXTENSION EDUCATION COMMITTEE

Thursday, January 28, 2016

2:00 PM, Room 104

Location: Agriculture & Resource Center  
227 1<sup>st</sup> Street W  
Altoona WI 54720

## MINUTES

**Members Present:** Robin Leary, Colleen Bates, Tami Schraufnagel and Doug Kranig

**Members Absent:** Paul Reck

**Others:** Jeff Ralph (WEAU), Jenny Regalia (Fair Committee), Kathy Schauf (County Administrator), Julie Keown-Bomar (Northwest Regional Director), Andy Heren, Sara Novotny, Brook Berg, Erin LaFaive, Mark Hagedorn, Marianne Krause and Karen Blaeser

### **Introductions**

Chair Leary called the meeting to order at 2:04 PM.

### **Overview of *nEXT Generation* Model by Northwest Regional Director, Julie Keown-Bomar/ Discussion**

Julie Keown-Bomar explained the basics of the Reorganization Recommendations presented to Chancellor Cathy Sandeen. There has been a 3.6 million dollar cut to UW- Extension Cooperative Extension. This is a direct hit to the base funding. The big picture question is "How to do less with less and yet maintain the UW-Extension structure".

The proposed model currently has 24 (soft boundary) multi-county areas. The possibility exists that staff will be reduced and or combined across the new areas. Counties will determine staffing needs.

Julie Keown-Bomar stated that following:

- New areas could have multiple partners
- This will be a paradigm shift for UW-Extension and Counties
- WACEC need to be involved
- Staff will need to be more educated with digital services

### **Public Input**

No member of the public spoke.

### **Q & A**

The Extension Education Committee and both County and State staff asked several questions on the proposed model, which consisted of:

- Is the Administrative staff supported by the County
- Will the governance body and state statues still work?
- What is the tenure policy?
- What kind of synergy is created by new model?
- When do we start incorporating partners?

### **Adjourn**

The meeting was adjourned at 3:25 PM.

Respectfully submitted,

Karen Blaeser  
Committee Clerk

**UW- Extension Department  
January 2016**

The following bills were sent to the Finance Department for payment.

			Accounts	
Vendor	Amount	Description	100-21-	description
<i><b>2015 Invoices Paid in January</b></i>				
Blaeser, Karen	\$ 55.59	regular travel - December	56700-330-000	Extension account
Berg, Brook	\$ 61.71	regular travel - November	56700-330-000	Extension account
	\$ 33.15	regular travel - December	56700-330-000	Extension account
Hagedorn, Mark	\$ 211.96	regular travel - November/December	56700-330-000	Extension account
Novotny, Sara	\$ 132.87	regular travel - December	56700-330-000	Extension account
Petty Cash	\$ 39.06	After School Program supplies	56713-390-000	grant account
	\$ 31.90	programming supplies	56701-300-000	Extension account
Soil & Forage Analysis Lab	\$ 53.00	soil samples - November	56701-300-000	user fees
	\$ 1,318.00	soil samples - December	56701-300-000	user fees
<i><b>2016 Invoices</b></i>				
Green Mill	\$ 956.13	Agronomy Update Meeting	56701-300-000	user fees
EO Johnson	\$ 97.00	Risograph Maintenance agreement	56700-313-000	Extension account
UW Agronomy Update Meeting	\$ 1,251.00	registration packets	56701-300-000	user fees
UW- Extension	\$ 320.00	2016 tech services	56700-214-000	Extension account
UW Extension	\$ 400.00	4-H enrollment program support	56141-200-000	4H account
<b>TOTALS \$ 4,961.37</b>				

# Purchasing Card Statement

## January 2016

Name	Transaction Date	Posting Date	Merchant Name	Transaction Amount	Account Number	Memo
Blaeser, Karen	2016/01/06	2016/01/07	MARTECH SYSTEMS, INC.	\$ 289.00	16-100-21-56140-214-000	Blue Ribbon update
			<i>sub-total</i>	\$ 289.00		
LaFaive, Erin	2016/01/05	2016/01/06	USPS 56017000733416751	\$1.42	16-100-21-56701-300-000	mail MGV application
	2016/01/06	2016/01/07	PAYPAL *WELLSPRING	\$125.19	16-100-21-56700-340-000	Food Summer - Beaton
	2016/01/13	2016/01/14	EAU CLAIRE CO. - U	\$35.00	16-100-21-56701-300-000	Winter Garden seminar
	2016/01/13	2016/01/14	EAU CLAIRE CO. - U	\$0.84	16-100-21-56701-300-000	Winter Garden seminar
			<i>sub-total</i>	\$ 162.45		
<b>Extension Total</b>				<b>\$ 451.45</b>		

February 10, 2016

Dear UW Cooperative Extension Colleagues,

I am sharing with you today my decisions regarding the reorganization of Cooperative Extension, a division of UW-Extension. These decisions are extremely difficult, and will change the basic structure of an institution that has been positively impacting Wisconsin communities for a century and is the embodiment of the Wisconsin Idea. The citizens of the state, as well as Wisconsin's economy, depend on the programs and services we provide.

Unfortunately, Cooperative Extension is faced with a permanent \$3.6 million annual base budget cut to our state funding. This cut went into effect on July 1, 2015.

As many of you know, in mid-December I received recommendations from the *nEXT Generation* co-executive sponsors (Dean Rick Klemme, Provost Aaron Brower, Vice Chancellor Steve Wildeck) on how to address this historic budget cut. These draft recommendations were crafted after a months-long process that included input from our own faculty and staff, and from our county, tribal, and campus partners. I want to thank all of the individuals who helped to shape these recommendations and worked with our stakeholders to ensure their views were reflected in that document. This was not a small undertaking, and I appreciate their problem-solving approach and specific suggestions.

Since the recommendations were released, we have received close to 500 individual emails, letters, phone calls, and verbal comments. I have met with our colleagues, county boards, county executives and administrators, farmers, agricultural commodity groups, concerned parents, volunteers, master gardeners, deans of UW System institutions, and many more. I am filled with pride by the strong support Cooperative Extension has in every corner of the state, and how Wisconsin's citizens are rising to the occasion to help us find solutions to meet this challenge.

Your feedback was critical in helping me shape these decisions, and ultimately the future of Cooperative Extension. We need to build a new infrastructure, one that will allow us to continue our important work and grow in the future. In these decisions I tried to stay true to Cooperative Extension's mission: to teach, learn, lead, and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities. I believe the decisions identified below reflect that commitment.

### ***nEXT Generation Decisions***

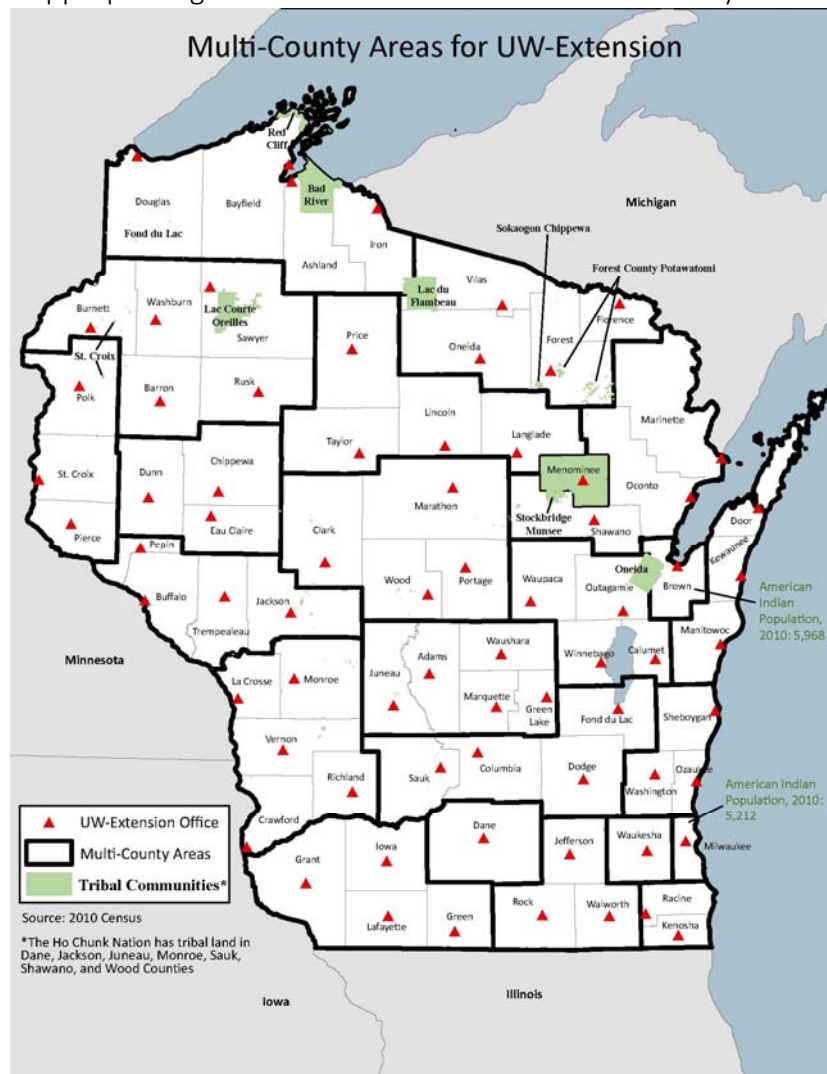
#### **County and Tribal Nation Recommendations:**

**Reduction Target: \$1.2 million annually**

1. UW Cooperative Extension will implement a multi-county area structure that provides shared administrative leadership to the area.

To accomplish this, I will charge the *nEXT Generation* co-sponsors and the steering committee to:

- Work closely with counties to establish priorities and staffing needs, within the parameters of the budget reduction targets.
- Consolidate administration, where possible, to allow community researchers and educators to focus entirely on their areas and expertise, rather than on administrative tasks. Based on feedback, this administrative structure may differ from that described in the December 2015 recommendations.
- Ensure financial proportionality between counties within a multi-county area. For example, the services one county receives should be proportional to its investment. Based on feedback, take into consideration that investments vary from county to county.
- Design an appropriate governance structure in each multi-county area.





Many factors were considered in determining these multi-county areas. Input was provided from Cooperative Extension regional directors, program directors, county elected officials, and our colleagues. A number of different regional configurations were considered, and based on feedback I received, some areas have been changed from the original recommendations.

**2. Maintain a Cooperative Extension office in each of the existing county and tribal offices.**

A number of our programs are local, high-touch, and require face-to-face interactions (for example, 4-H and the Master Gardener Program). These programs will continue; volunteer coordination will also continue, but the structures may evolve.

**3. Maintain single-county areas in high-population counties.**

In addition to the decision to establish single-county areas in high-population areas, the steering committee will develop a process to share resources, research, and best practices across urban counties.

**4. Develop a statewide tribal support network that leverages resources to strengthen partnerships.**

We value our relationships with our current tribal partners. In order to expand upon that work, I will charge the executive co-sponsors and the steering committee to develop a statewide network that will incorporate and better leverage existing work by existing statewide groups and other University of Wisconsin campuses. Based on feedback, this may be different from that described in the December recommendations.

**5. Establish the appropriate mix of faculty, academic staff, and university staff positions in each single- and multi-county area to best serve the needs of that area**

The steering committee will work with our county partners and other stakeholders to identify the mix of faculty and staff appropriate to each single- and multi-county area.

**6. Evaluate and provide recommendations on expanded use of digital technology in appropriate areas of program delivery, educational product development and administration.**

Digital technology will continue to expand in every aspect of life. We need to meet people where they are today and in the future by providing more of our research and information in a digital format, accessible by smartphone, tablet and future devices. Digital technology will not entirely replace face-to-face programs and services. This will be an evolution. The steering committee will take into consideration the lack of consistent broadband access throughout the state.

## Campus and UW-Extension Specialist Investment Recommendations:

Reduction Target: \$1.7 million annually

### **1. Strategically reduce the number of campus integrated and Cooperative Extension non-integrated specialists and support positions.**

Based on feedback, I will charge the executive co-sponsors and the steering committee to:

- Work with campus partners and consider meeting budget reduction targets through a combination of open positions, reductions to UW-Extension-based S&E, and other support before eliminating positions.
- Establish guidelines for the hiring of future integrated and nonintegrated specialist faculty based on collaborative and strategic priorities of UW-Extension, campus partner priorities, and emerging programmatic priorities/issues.
- Establish accountability criteria so that UW-Extension appointments and financial investment clearly reflect UW-Extension organizational priorities, administrative responsibilities, teaching load, and performance.

### **2. Develop and implement mechanisms for the allocation of resources (a flexible pool of base, one-time, and other funds), accumulated over time used to address critical emerging issues or problems in the state that require special expertise beyond that available among existing faculty.**

The original recommendations I received proposed an “overcut” of 10% of FTE. Based on feedback, this pool will not be established immediately, but will be phased in over time. I will charge the executive co-sponsors and the steering committee to develop a plan in consultation with our campus partners. In addition, the final amount of the pool may differ from what was proposed in the original recommendations.

## Administrative and Educational Program Support Recommendations:

Reduction Target: \$0.7 million annually

### **1. Consolidate Cooperative Extension administrative functions with UW-Extension central administration where possible (e.g., IT, HR, business services, marketing), to leverage efficiency and flexibility while maintaining support of our mission.**

I will charge the executive co-sponsors and the steering committee to:

- Implement administrative workflows and technology that eliminate redundancy and reduce administrative cost.
- Determine and implement staffing levels and organization structures appropriate to best support existing partnerships.

2. Undertake a comprehensive analysis of the division’s overall revenue/resource portfolio, and recommend opportunities for enhanced mission-driven revenue generation and entrepreneurship.

I will charge the executive co-sponsors and the steering committee to:

- Review current resource allocation to ensure resources from all current sources are appropriately deployed to meet our mission.
- Based on feedback, develop a plan for increasing existing revenue sources with an emphasis on contracts and federal funding.
- Establish a plan for developing new revenue generating fee-for-service opportunities beyond the State of Wisconsin.

### Timeline and Process

A steering committee has been [appointed](#) and will develop work groups comprised of Cooperative Extension faculty, staff, tribal, county and campus partners, and more. These groups will work through spring 2016 to develop detailed implementation plans. We have engaged a project manager to organize work and keep the process moving forward in a timely manner.

Changes will occur over time, not all at once. Some changes—for example, new job descriptions and recruitments for these positions—may begin as early as this summer. These new positions may provide career advancement opportunities for our current faculty and staff. Even though we know we need to cut additional positions, no positions will be eliminated or notices given as a result of this reorganization until late 2016 or early 2017.

### Job Impacts and Resources

Even though no positions will be eliminated immediately, we know that a change of this magnitude creates a great deal of uncertainty and anxiety. We want to provide some basic information and support as early as possible.

The Office of Human Resources (OHR) has assembled a set of resources to assist individuals facing employment transitions. See the [Job Transition Resource Guide](#).

The Employee Assistance Program (EAP) also will be available for all employees, including those whose jobs are affected by budget reductions, for up to a year after the job is eliminated. The MyLifeMatters website can be found [here](#), and the password is SOWI.

## Pivot to the Future

As many of you know, I spent a good part of last summer traveling through the state, visiting Cooperative Extension county offices, meeting with state specialists, observing your work, and interacting with a wide variety of community partners. Though I feel I have just scratched the surface, I hope you know that I care deeply about our mission and preserving our ability to serve.

My sincere thanks go out to the various groups who spent countless hours developing recommendations to implement our significant budget cuts. I am also grateful for all the thoughtful input and suggestions from our various stakeholders throughout the state. These individuals are helping us all move forward toward solutions and determining our own future, building an organization that is relevant, flexible, and digital.

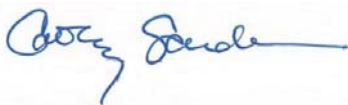
I hope we all can make that pivot as well, a pivot to the future, for the good of the individuals, families, and communities throughout Wisconsin.

I know there will be many questions, some now and some in the weeks to come. We have developed a preliminary FAQ (available online [here](#)) that we hope will provide some answers to specific questions you may have. I encourage you to read through that document. We will update this FAQ as needed.

We will also schedule a series of town hall meetings in the next few weeks where you can ask me questions directly. We will forward the details for those Google Hangouts soon.

Making decisions like this is one of the most difficult responsibilities a leader can confront. Believe me, I do not take it lightly. I sincerely appreciate the understanding and support I have received from so many of you. This is a difficult task, but one I am confident we can work through together.

Respectfully and sincerely yours,

A handwritten signature in blue ink that reads "Cathy Sandeen". The signature is fluid and cursive, with a long horizontal line extending from the end.

Cathy Sandeen

## **ACCOMPLISHMENTS**

### **Coordination with WNEP staff:**

As of 2015, Nancy Coffey has served as Eau Claire County (ECC) WI Nutrition Education Program (WNEP) Coordinator for 20 years. Nancy does this important work with three very qualified full-time nutrition educators; Pamela Warren-Armstrong, Joy Weisner, and Brittany Weisenbeck. In 2012, WNEP changed from a cost-shared reimbursement program to a grant program. Federal funding for each state was capped. The state WNEP program then allots an annual amount to each county. In March 2015, ECC WNEP was notified of a \$20,000 budget decrease for 2016, another \$20,000 decrease in 2017 and a additional decrease of \$50,000 in 2018 to better align our county WNEP budget with the percentage of state FoodShare recipients. Each year, cognizant of the allotted budget, the ECC WNEP team reviews programming efforts, prioritizing programs with the best client behavior outcomes. The team also decides who will take the lead on each agreement to build staff skills and agency relationships. Monthly WNEP meetings are held to share effective teaching strategies and partner outreach, as well as team build.

In fiscal year 2015, ECC WNEP staff made 11,457 educational contacts with 2,218 non-duplicated learners. Due to intentional programming adjustments, as well as having our nutrition educator, Brittany, leaving her position in June 2015; teaching contacts decreased from 12,818 (2,293 learners) in 2014. WNEP program changes included eliminating all short, walk-by education and increasing multi-session nutrition programs. This decision was incorporated to increase client contact time and the likelihood of improving client health behaviors. This year 98% of SNAP-Ed staff's teaching contacts involved multi-session teaching, 82% of contacts included five or more lessons and 16% of contacts consisted of two to four lessons.

The social determinants of health indicate that multi-level environmental and policy strategies may be among the most effective strategies to improve health outcomes. To address this need with residents of limited income who may be food insecure; Coffey is participating in community groups to identify food access gaps, improve healthy options in our community food environment, and reduce ECC food insecurity to improve family's dietary quality and overall health.

Nancy has a 65% Eau Claire County WNEP coordinator appointment. Nancy's 15% UW-Extension statewide Peer Support Network Facilitator position supports UW-Extension peers to work toward productive and peaceful work places. In October 2014, Nancy was hired as Interim WNEP advisor, 20% FTE. Nancy provides orientation and ongoing support to eight coordinators, mostly in the NW Region of the state.

### **Nancy's Major Teaching and Community Projects:**

#### **Farmers' Market Token Program Increases FoodShare Access to Fresh Produce-Project Year Four**

Nearly one out of five (18%) Eau Claire County (ECC) residents rely on FoodShare (FS) to help feed their families. One out of eight ECC residents is food insecure. Food insecure families often have less access to fresh fruits and vegetables. With QUEST card access at the local Farmers' Market, low income families can use their FS dollars to access healthy, affordable, locally-grown fresh food downtown, where a food desert exists and many low-income residents reside.

In 2012, the Eau Claire (EC) Downtown Farmers Market partnered with the ECC WNEP coordinator and WNEP and UW-Eau Claire sponsored AmeriCorps VISTAs; to initiate a token program at the market. The objective of the token program was to give FS participants the opportunity to access the market using their QUEST card. To reduce stigma, market patrons redeemed FS, credit or debit funds in exchange for wooden tokens to purchase market food. EC Community Foundation grant funds covered program costs. In 2013 and 2015, a partnership with Hmong Mutual Assistance Association, the market and WNEP garnered EC Community Foundation and UW-Extension Innovative grant funds for promotional posters, bookmarks and signs. By 2014, through volunteer efforts and transactions fees charged to credit-debit patrons, the token program was sustainable without additional funding. Throughout the token project, Coffey's efforts have assisted with garnering needed project funds, coordinated 4-H and JONAH volunteers to promote and run the token program every Saturday and evaluated program outcomes. In 2015, a new Market Match FS incentive program was added at the market

with integral help from UW-Extension AmeriCorps VISTA, Kate Beaton. With Market Match, for every dollar a FS patron purchased with their Quest card, their dollars were doubled up to \$10 per week. A total of \$8,400 Market Match program funds were garnered for promotion and direct match expenses through a UW-Extension Innovative Grant and a JCEP (4-H and SNAP-Ed) team award, as well as local business donations from JAMF Software, N Barstow Medical Business Improvement and Group Health Cooperative, and a small community donation. For 2016, funds promised thus far include: EC City (\$4,000 for promotion), United Healthcare (\$2,000), JAMF (\$2,500) and Group Health Cooperative.

All market vendors accepted tokens each year. Total token sales rose from \$3,938 (\$2,626 FS sales) in 2012 to \$9,624 (\$5,891 FS sales) in 2013 and \$15,304 (\$7,531 in FS sales) in 2014, totaling nearly \$30,000 after three years. Unduplicated total patrons rose from 142 (90 FS patrons) in 2012, to 321 (161 FS patrons) in 2013, to 459 (165 FS patrons) in 2014. In 2015, with the addition of the Market Match incentive program, unduplicated FS patrons rose to 288, a 75% increase from 2014, and increased FS sales to \$8,122. Including the \$5,903 of direct Market Match dollars distributed to FS patrons, as well as \$9,519 in credit/debit sales, a total of \$23,544 was brought into the 2015 market. Through the life of the Market Match and token program (2012-2015), over \$52,000 of income has been generated for the market.

In August through September a state Qualtrics online survey was conducted with token patrons at the market. Exclusively FS patron respondent (n=46) data follows. All FS respondents reported the main items they typically purchased were fruit and vegetables. As a result of participating in the Market Match Program, FS respondents reported eating more fruits and vegetables (94%), saving money on the Market produce (76%), trying at least one new fruit or vegetable (59%), finding it easier to purchase fruits and vegetables (61%), and feeling more included in the community (65%). Over half of the FS respondents (52%) reported they wouldn't have been likely to come without the token or Market Match program. Market Match evaluation quotes included: "This is really amazing. I will finally have access to a lot of produce and other foods that were previously unaffordable to me. I'm very grateful;" "Everything is fresh, home grown, and healthier. I think it is so wonderful to be able to use my QUEST card at the farmers' market!" and "One of the best programs (Market Match) they have come up with. It brings more people to the market and gets us all to eat more fruits and vegetables...healthier diets!" The Program received positive support from FS and credit/debit patrons, market vendors and 4-H and JONAH volunteers. A debit card survey respondent wrote, "Great to help all spend more at the market."

Scholarship: The Market Match and Token Farmer Market Program encompass all elements of scholarly work, which include: creative, intellectual work; reviewed by scholar's peers who affirm its value; added to our intellectual history through its communication; and valued by those for whom it was intended. With the help of volunteers, the program creatively works with community partners to develop a sustainable program being used by many county residents to increase revenue to local farmers and increase access to healthy food. This program has been shared in local media spots and websites as well as with WI Division of Public Health staff and at the 2015 UW-Extension All Staff Conference and will present at 2016 NW Regional Conference. A poster highlighting Market Match will also be presented at the January 13-15 WI Local Food Summit in Sheboygan. FS patrons, who are the intended users, are participating in and expressing their value for the Token Program.

### **Eau Claire Community Food Insecurity Initiative: Food As Medicine Planning Partnership 3rd Year Project**

One out of eight residents and one out of five children in Eau Claire County (ECC) report living in food insecure households. In 2012-2013, the Hunger Prevention Coalition (HPC)-UWEC Food Security (FS) Task Force conducted focus groups to assess ECC food insecurity through the eyes of parents and community agency staff that assist families with food assistance needs. Survey data from the parent respondents (n=43) revealed most families participated in SNAP and free or reduced lunch (72%) and half participated in WIC. However, nearly half (42%) reported they cut the size or skipped meals almost every month because of insufficient food or could not afford balanced meals (40%). Food insecurity contributes to poor health outcomes and chronic health conditions. It is estimated that 40% of health outcomes are related to social and economic variables.

The FS Task Force informed the community and related work groups about the food security focus group outcomes. Media representatives were also consulted to advise the FS Task Force on community marketing strategies. From September 2013 to September 2014, WOOW-TV featured 19 food insecurity stories to increase community awareness. During the same period, FS Task Force members reached over 500 community members with food insecurity presentations. HPC initiated an ECC Hidden Hunger quarterly newsletter, written by the WNEP and EC Area School District (ECASD) Prairie Ridge Early Learning Center Parent Coordinators, to help interested community members assist with local hunger volunteer opportunities and learn about the local hunger initiative and national hunger research. Currently, about 150 ECC residents receive the newsletter.

Past community food insecurity work gave the FS Task Force a baseline of knowledge to move forward. In 2014, the FS Task Force was awarded a \$50,000 Wisconsin Partnership Project (WPP) UW School of Medicine and Public Health planning grant. The project goal is to convene a broad-based coalition to develop an evidence-based strategic plan to increase ECC low-income residents' access to healthy foods to improve health. The plan will utilize the ecological health model to address possible individual, environmental and policy interventions. With the WPP grant funds, the FS Task Force hired a community organizer. In 2015, the FS Task Force convened the Food As Medicine Planning Partnership coalition representing clinics, hospitals, health insurance companies, city-county health department, non-profits, low-income & minority community members. Once individuals were identified the community organizer met one on one with each person to discuss the FAMPP; its purpose, goals and objectives and time commitment. All 17 potential participants approached agreed to participate. Six FAMPP meetings were held to: increase members' awareness of community food insecurity and its relationship to health, review national community models to analyze best practices and their fit for our community, create a manageable project scope and draft a strategic plan. Following meeting four the FS Task Force did one to ones with all FAMPP members and other additional key members in their organizations to identify how to move strategies forward, and then shared the drafted strategic plan with 13 food insecure residents for feedback. Currently we are identifying champion organizations ready to initiate food insecurity pilot projects. March 2016, a stakeholder engagement meeting will be held. A Madison physician, Beth Neary, from Dane County Hunger Care Coalition, with a similar model project, will be the featured speaker and pilot project members will share their organizations efforts.

At the conclusion of the fourth FAMPP meeting, coalition members completed a survey to evaluate their perceptions of the collaborative process. Questions focused on decision-making, cohesiveness, and productivity. Fifteen of 17 coalition members completed the survey. All respondents rated the three process areas as either good or excellent. These very positive results indicate that there is cohesion among FAMPP coalition members. Motivation to act (readiness) was assessed through a series of questions related to consciousness of the impact of food insecurity on health and specific steps FAMPP members have taken personally and professionally to address food insecurity. Again responses overall were very positive; the majority (14/15) are more conscious of health effects and access issues related to food insecurity. The majority (12/15) also identified specific steps taken personally and or professionally to address food insecurity. The survey results indicate that FAMPP members are motivated and ready to act. Conclusions derived from the survey results were reinforced when FAMPP members were questioned separately about their willingness to continue to serve on the FAMPP. 100% of members met with the community organizer to discuss possible organizational initiatives.

Scholarship: This multi-year project involves several elements of scholarly work including creative, intellectual work; review by peers who affirm its value; and adding to intellectual history through its communication. In 2012-13, the FS Task Force created focus group questions and conducted the qualitative food insecurity focus group research. Research methods were approved by the UWEC Institutional Review Board. In 2014, focus group outcomes were documented. Papers were published in the *Journal of Extension*, *A Community-Academic Research Project* <http://www.joe.org/joe/2014december/a2.php>, December 2014, Coffey lead author; and the *Nursing Clinics of North America Journal*, *Exploring Health Implications of Disparities Associated with Food Insecurity Among Low-Income Populations* <http://www.ncbi.nlm.nih.gov/pubmed/26333604>, September 2015, lead author, Canales. Focus group outcomes were shared at a 2013 WI Prevention Conference presentation and

a poster session at the 2014 National eXtension Food Security Conference, Cleveland, Ohio. The FAMPP process has been shared at the 2/24/15 Family Living sponsored webinar, *Incorporating Health Equity into Our Work*, the 12/7/2015 Dean's UW-Extension wisline on scholarly work and our team will be presenting at the 2/15/2016 WI Local Food Summit in Sheboygan WI and the UW-Extension NW Regional Conference, 2/10/15.

### **Additional 2015 ECC WNEP Team Targeted Outcomes Include:**

#### **Third and Fifth Graders Increase Healthy Eating Habits**

208 third grade and 248 fifth learners at five low-income elementary schools improved their diets after participating in 8 to 10 WNEP nutrition lessons. Quarterly WNEP-Ed newsletters were also distributed in print and/or by email in the school newsletters to reach parents. To evaluate nutrition outcomes two weeks after program completion, the state approved Parent Survey-Fruits and Vegetables Survey was sent home in students' backpacks. In the classrooms, students were asked what they learned and if behavioral changes were made.

173 (173/409) written parent surveys were returned, a 42% return rate. Parent respondents reported that after program completion behavior changes made by their third or fifth grader included: 56% were more willing to taste new foods, 49% were eating more fruit, and 36% were eating more vegetables, and 35% of parents reported that their child asked them to buy a fruit or vegetable. Parents' comments: "He tried foods he always refused (in the past) and actually liked them! He also counts his fruits and veggies now;" "Wow, I cannot believe the difference. Our kids eat real food now;" and "Getting my picky eater to try new things has always been a struggle, so to have her come home from school and announce that she now likes a new fruit was a blessing. Thank you!" Students completed a written response concerning what, if any, nutrition tips taught in class, they were practicing. Reported students' behavioral outcomes included: "Yes I am eating more vegetables and I get outside and run 2 laps every morning around my house;" " I'm drinking less soda;" "My mom and I aren't eating out that much anymore;" and "When we go to the store we look at the nutrition labels." Three out of four of teachers reported that more students were eating the fruit or vegetable school provided snack. One teacher commented, "One of my students was happy that she was able to get her whole family on board with eating more fruits and veggies."

#### **Students Involved in WNEP Summer and Afterschool Programs Increase Fruit and Vegetable Consumption**

355 students increased their willingness to eat fruits and vegetables after attending WNEP after school or summer Kids' Garden sessions. Many students were involved in taste tests and sampled mango (n=126), spinach (n=124), cherry tomatoes (n=118), avocado (n=92), zucchini (n=81), and pea pods (n=67). Almost all of the students (96-100%) were willing to try the fruit or vegetable. For 14 out of the 19 produce samples tasted, over half of the children reported trying the sample for the first time. After tasting the sample, 68% -100% indicated they would eat the food again and 65%-100% would ask to have the food at home. Of the 124 students who tried spinach, 60% reported trying it for the first time, 79% were willing to eat it again, and 74% said they would ask their parents to serve it at home and 15% said their family had tasted spinach the next week. One student commented, "I now eat fresh spinach on my sandwich." The survey results indicate that, when offered a new fruit or vegetable for the first time, most students were willing to try it and would be willing to eat it again.

#### **Parents Gain Food Resource Management Skills**

Nearly 100 parents gained food resource management skills in single or multi-session Money for Food classes. After the Money for Food lesson on meal planning, 93% (25 out of 27) of participants indicated they will use the meal strategies discussed in class to plan meals for their family. In this same class, 96% planned a one-dish meal that they would consider preparing for their family. After the Money for Food lesson on making a grocery list, 90% (36 out of 40) of participants indicated they had learned at least one new strategy about making a grocery list. After Money for Food lesson on store specials and coupons, all 19 of the participants indicated they had learned a new strategy to save food dollars when shopping. After Money for Food lesson on getting more for your food money, 90% (26 out of 29) of participants said they had gotten at least one new strategy to stretch their food dollars. One client that stated he would drink less soda came up to Coffey two months later



beaming. He had been drinking 2-3 regular sodas a day and in the last week he had only drank 2 sodas all week. His FoodShare had been cut to \$16 a month. He said "Drinking less soda is really saving me money!"

#### **EXTERNAL RELATIONSHIPS: COMMUNITY PARTNERSHIPS**

WNEP staff worked with over 25 community agencies/organizations to provide direct nutrition education. Major nutrition education partners included: ECASD and Western Dairyland Head Start, schools with over 50% free or reduced lunch participation (including Longfellow, Lakeshore, Locust Lane, Flynn and Augusta Area Schools), CDC Alternative High School, B&G Club, Juvenile Detention, ECC Housing Authority, Beacon House, Bolton, Literacy Volunteers Chippewa Valley Family Literacy, LSS Affinity House, LSS Transitions, LSS Session Street Apartments, and Woodsedge Low-Income Housing.

The WNEP coordinator has also been involved in environmental and policy strategies to increase access to improve health outcomes for low-income county residents. Coffey's community group involvement has included: Healthy Communities, Chronic Disease Prevention Action Team; chair of Hunger Prevention Coalition for Eau Claire County (HPC) and a core leader in the newly created Food as Medicine Partnership. Through the Food As Medicine Partnership and Market Match Farmer Market efforts, Coffey and team members have built new alliances with Mayo Clinic Health System, Marshfield Clinic, Sacred Heart Hospital System, Group Health Cooperative, Security Health, and United Healthcare.

#### **Contributions to ECC Community and Statewide:**

##### **Community Engagement:**

95, 96, 01, 02, 04-present 2011-present	Co-Chair or Chair (presently chair), Hunger Prevention Coalition for ECC (HPC) Member of Food as Medicine Partnership Core Team, involving M Canales, UWEC Nursing Dept; E Moore, Feed My People Food Bank and N Coffey, UW-Extension WNEP and Paul Savides, JONAH Community Organizer
2013-present 2012-present	Member ECASD Head Start Advisory and Policy Committees Member, ECC Healthy Communities, Health Promotion Action Team, then changed to Chronic Disease Prevention Action Team
7/13-present 2013-present	Member, Hmong Mutual Assistance Association Board UW-Extension/WI Division of Public Health work group, to develop State Farmer Market FoodShare and Incentive Program customer, vendor and manager evaluations, pilot test, then revise
2013-present	Partner with UW-Stout & UWEC Professors: Presentations, connections to community nutrition and food insecurity efforts for student projects & research (UWEC: M Canales, E Jamelski, J DeGrave, P Kaldjian, R Cronje, M Hoffman, & G Running; UW-Stout: A Schmidt & K Ostenso)
2015	Member of Unite Way of the Greater Chippewa Valley, Health Advisory Council

##### **Grant Funds Awarded:**

2015	ECC WNEP grant funds, \$275,000
6/14-6/16	WI Partnership Program Grant, \$50,000. Began 6/2014-2 year grant
2015 Market Match	EC Downtown Farmer Market Incentive Program team awarded <ul style="list-style-type: none"><li>• JAMF Software, \$2,500</li><li>• JACEP UW-Extension Team Award (with Sara Novotny), \$1,000</li><li>• N Barstow Medical Business Improvement District, \$1,000</li><li>• Small Community Group donation, \$500</li><li>• Group Health Cooperative, \$900</li></ul>

##### **Published Journal Publication:**

12/2014: **Journal of Extension**, lead author in feature article, Putting a Face on Hunger: A Community-Academic Research Project, <http://www.joe.org/joe/2014december/a2.php>

6/2015: **Nursing Clinics of North America Journal**, Canales, Coffey, and Moore; Exploring Health Implications of Disparities Associated with Food Insecurity Among Low-Income Populations, <http://www.ncbi.nlm.nih.gov/pubmed/26333604>

**Presentations in addition to direct WNEP nutrition education teaching:**

- 3/9/15 *WNEP Community Nutrition*, Community Nutrition Class, UW-Stout, Menomonie WI
- 4/3/15 *Egg Food Safety*, TV-13 Spot
- 5/6/15 *Keeping Food Safe at Pantry and Community Meal Sites & Pantries have a New Look*, Feed My People Volunteer Gathering, co-presenter with Kathy Splett, Eau Claire WI
- 7/21/15 *Community Efforts to Reduce Food Insecurity*, co-presenter with Brook Berg, TV-13 Spot
- 9/14/15 *ECC Poverty & Food Insecurity: How Can You Help?* UWEC, P Kaldjian Class
- 9/17/15 *Local Poverty & Nutrition Issues, Progressive Voices*, Interviewed by Jack Kaiser, Chippewa Valley Community TV, three 10 minute spots produced. To view go to [Part 1](#), [Part 2](#) [Part 3](#)
- 10/2/15 *Local Poverty & Food Insecurity Issues*, Western Dairyland Head Start newly hired staff, Eau Claire WI
- 10/6/15 *Local Food, Poverty & Food Security Efforts*, co-presenter with Andrew Werthmann at Be-Fit Forum, Eau Claire WI
- 10/6/15 *Food as Medicine Partnership Efforts*, co-presenter with M Canales, E Moore & P Savides, at JONAH sponsored general public training, Eau Claire WI
- 10/28/15 *WNEP, Community Nutrition* Presentation, Community Nutrition Class, UW -Stout, Menomonie WI
- 11/4/15 *Stepping into the Shoes of Low-Income Residents: Poverty & Food Insecurity*, Youth Leadership Academy, Chamber sponsored, Eau Claire WI

**INTERNAL RELATIONSHIP: UW EXTENSION RELATED**

WNEP coordinator partnered with our county 4-H educator, Sara Novotny, to coordinate token sales at the EC Downtown Farmers Market Token and Market Match program. The horticulture educator, Erin LaFaive, and Master Gardeners assist with the North River Fronts and McDonough Park and Bolton Refuge House, Kids' Gardens, as well as the LSS Sessions Street garden for adults with mental health issues. All UW-Extension staff promote UW-Extension programs, share teaching/facilitation skills and community connections.

**Other Internal UW-Extension Contributions Include:**

- 2/24/15 UW-Extension Family Living, *Incorporating Health Equity into Our Work* webinar, co-presenter with P Tran-Inzeo, UW Madison, School of Human Ecology and P Savides, Food as Medicine core team member
- 11/11-13/15 *Expanding Community Food Access Through Farmer Markets*, co-presented with K Krowoski, K Early, K Marsten, & A Canto; All-Staff State UW-Extension Conference, Madison WI. Taped for WI Public TV viewing
- Getting to the Heart of the Matter* poster session, Peer Support network co-presenter with K Lazars, All-Staff State UW-Extension Conference, Madison WI
- 2003-present Member, UW Extension Family Living Statewide Teams, Creating Healthy Communities Team. Currently member of Facilitating Systems Change Work Group w/in team
- 2012-present Member UWEX Committee on Academic Staff Issues (CASI)
- 2013-present Peer Support Network Trained Facilitator (.15 FTE position for UW-Extension)
- 2013-present Interim WNEP Advisor (.20 FTE position for WNEP)

**VALUING DIFFERENCES**

Of the 2,218 WNEP non-duplicated learners taught in 2015, 5% identified as Hispanic or Latino. Learners by race were: 78% White, 13% Asian, 3% Black, 2% Black and White, 2% American Indian, 1% American Indian and White, and 1% all other combinations. Current ECC FoodShare participation by race was 76% white, 7% Asian, 3% Black, 1% American Indian, 4% multi-race and 9% some other race. Three percent of Food Share participants

were Hispanic (2014 ECC CARES report). ECC WNEP has done a great job of reaching a diverse group of FoodShare participants.

To reach racially and ethnically diverse audiences ECC WNEP partners with:

- Hmong Mutual Assistance Association. Coffey is the board secretary. Through this connection Coffey has taught the Hmong Elder Wellness Day program and initiated an agreement to teach at the middle school Hmong Building Bridges after school nutrition program.
- Literacy Volunteers Chippewa Valley's Family Literacy Program, most participants have English as a second language. This is WNEP's best connection to reach Hmong and Hispanic parents.
- Area schools low-income schools are a great connection to rural and diverse racial/ethnic youth. For the 2014-2015 school year, the Augusta Area School District included 92% Caucasian students. Yet this school district is in a rural area with quite a low income population. EC Area WNEP eligible schools are also higher in racial and ethnic diversity. Specifically, the percentage of racial-ethnic diversity includes: Asian, 7%-27%; American Indian, 1%-3%; Hispanic, 2%-10%; Native Hawaiian or Other Pacific Islander, 1%; 2 or more races, 6%-10% and white, 62%-75%.<sup>3</sup> At schools with lower free and reduced lunch participation, the white population varies from 77%-86%, with lower racial-ethnic diversity.
- LSS Affinity House and Transitions partnerships connect WNEP with clients coming out of corrections.
- LSS Sessions Street Apartments with clients dealing with mental health issues, WNEP teaching for 10 years. WNEP also partners with ECASD Career Development Center Alternative High School to teach teens with special education needs.

Agency partners' feedback to Nancy Coffey concerning diversity included:

- *I have seen Nancy work with both Hmong and Hispanic individuals. She has respected both cultures amazingly.*
- *Nancy works hard to understand the backgrounds of students in our multicultural program. She is able to respect their beliefs and cultural norms while also presenting new information in ways that help open their minds to new ideas.*
- *Nancy is considerate of others and is committed to engaging in efforts that will lead to measurable change. She brings with her to this work a high level of passion and interest, relationship building skills, and power of inquiry.*

## **FUTURE GOALS, PLAN AND ALIGNMENT**

The most successful WNEP direct education program outcomes were multi-session nutrition education with elementary-aged children. Multiple programming in the classroom, afterschool and summer programming extends nutrition education throughout the students' elementary education, building consistent nutrition messages and healthy habits. Effective programming has been built so children are willing to try new foods; can identify healthy, "go" foods; and are realizing the power of healthy eating. Multi-session adult educational outreach and Family Cooking Classes help parents build healthy habits in the home. This programming will continue.

The most successful multi-level community programming is ongoing with the Farmers' Market Token and Market Match Program and the Food as Medicine Partnership (FAMP) efforts. In 2016, Coffey will work with the FAMP team to initiate community champions and food Rx pilot projects. Coffey and K Beaton will assist the EC Downtown Farmers Market to acquire public-private support to sustain and grow the Market Match Program incentive (double bucks) program. All efforts will increase FoodShare and food insecure residents' access to food to improve health.

All WNEP programming is dependent on maintaining WNEP funding for adequate program staffing.

## PROFESSIONAL DEVELOPMENT

### Professional Development Taken:

- 2/17-2/18/15 NW Regional Meeting
- *Brand Bazaar: UW-Extension Marketing Materials*, P Seelman
  - *Tips for Telling Our Stories*, P Seelman
  - *UW-Extension Performance Support & Management Systems*, S Klawitter & A Jones
- 3/11-3/12/15 *Exploring Opportunities: Embracing Change*, WNEP Coordinator Meeting, Wausau WI
- *What if SNAP-Ed needs to get smaller?* B Phillips
  - *WNEP Educational Project-New Guidelines* B Phillips
  - *Civil Rights Training* B Phillips
- 3/17/15 *Exploring Barriers and Opportunities for Engaging Families in Educational Programs*, webinar, Dr. Javette Samuel, CYFAR Subject Matter Expert, University of Minnesota
- 4/10/15 USDA Farmer Market Promotion Grant Program Writing Workshop, Eau Claire WI
- 4/28-4/29/15 *JACEP Conference*, Appleton WI
- 5/19-21/15 *UW-Extension County Leadership Conference*, Green Bay, WI
- 6/9/15 *Research in Action: Answers to Food Safety & Preservation Questions*, B Ingham, Eau Claire WI
- 6/23/15 *Hunger & Health: Connect Patients to Food Assistance*, Food Research Action Center (FRAC) webinar
- 7/16/15 *Safe & Healthy Food Pantry*, B Ingham & A Canto, Madison WI
- 9/28/15 *Following New WNEP Guidelines & Utilizing Approved Curricula*, UW-Extension NW Regional WNEP Fall Meeting, Rice Lake WI

### 2016 Needs:

- Continue to enhance skills to work with individuals of limited income.
- Continue to enhance skills to work with diverse audiences: Hmong, Latino, mentally disadvantaged, and those coming out of corrections.
- Maintain and build strong relationships with community partners to improve healthy food and eating environments through direct nutrition education as well as policy and environmental strategies.
- Enhance evaluation, facilitation, communication, management, emotional intelligence and leadership skills.
- Continue to improve computer and social media skills.
- Continue to build strong relationships with UW-Extension WNEP nutrition educators, state specialists, WNEP staff in other counties, and ECC UW-Extension colleagues.

Submitted by Nancy Coffey, 2/5/16

EAU CLAIRE COUNTY UW-EXTENSION  
PERFORMANCE REVIEW

Name: Erin LaFaive

Title: Horticulture Educator

Year: 2015

**Self Evaluation**

**Accomplishments**

- AmeriCorps VISTA
  - The AmeriCorps VISTA position held by Kate Beaton, continues to expand outreach of ECC UWEX by:
    - expanding Youth EcoTeam program
    - assisting Demmler Community Garden
    - fundraising for Market Match
    - assisting Ned Noel with the Year Round Market feasibility study
    - supporting the Chippewa Valley Sustainable Future Festival
- Keeping it Green show with Chippewa Valley Community Television continues
- Garden Programs
  - Youth Gardens
  - Session Street Assisted Living
  - Bolton Transitional Housing
  - Jeffers Road Community Garden
  - Jeffers Road Community Greenhouse (*report enclosed*)
  - Hmong Elder Program Garden (*report enclosed*)
  - Master Gardener Volunteer Program
  - Mayo Clinic Garden Workshop (*report enclosed*)
- Contact numbers:
  - Adult community horticulture programs: 158
  - Volunteers trained: 14
  - Over 600 persons in Eau Claire County received professional advice on landscape and garden management. Clients commented that without the Extension office they wouldn't know where to turn for unbiased advice. Even though the internet provides access to horticulture information they're overwhelmed figuring out which sources are credible. Other clients commented they don't have internet access at their residence because of cost or they lack knowledge on how to use a computer.
  - Summer Youth Garden Program – youth 285
  - Over 400 individuals attended monthly presentations hosted by the Eau Claire Area Master Gardener Volunteer Association on topics such as bird feeding, wild edibles, garden design, and many other horticulture related topics. The general

public that participates appreciates these trainings. They also educate over 160 individuals at the annual Winter Garden Seminar. Additionally another over 100 community members were assisted through the Ask-A-Master-Gardener booth at the Eau Claire Farmer's Market.

### **External Relationships**

- L.E. Phillips Library display for the whole month of December.
  - It showcased programs the general public could access: testing soil and pressure canners, 4H programs, youth gardens, financial planning, farmer's market token program.
- Media continues to seek out advice on horticulture issues.
- I continue to provide material to the Ecord (office newsletter) sent to local and state officials.

### **Internal Relationships**

- Continue to serve on the WI Master Gardener Volunteer Association Advisory Committee.
- Continue to support the office colleagues as co-department head as a member of the team.

### **Future Goals**

- Conduct another Seminar for Horticulture Professionals.
- Hold a volunteer celebration for all Eau Claire County UWEX volunteers. Continue learning about volunteer management through on-line trainings, articles, and available local training
- There seems to be a grow desire to know about GMOs. I'm trying to learn what the research is saying about this important issue.
- Attend trainings to assist my Co-Department Head skill set.

### **Professional Development**

- I take advantage of as many free professional development opportunities as possible at state, regional, and county conferences. I received a scholarship from the WI SARE program to take an on-line soil health course. After that I will have the pre-requisites to take the cover crop on-line course.

Professional Comments:

Department Head Comments:

\_\_\_\_\_  
Professional's Signature      Date

\_\_\_\_\_  
Department Head Signature      Date

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## **Success Stories**

### **Erin LaFaive ~ 2015**

#### **Community Greenhouse**

In 2014, the Forest Street Community Garden Coordinator was looking into the idea of a community greenhouse. This would help their gardeners grow transplants for the shared garden which they donate much of to the Community Table, a place that offers a free meal each day. Transplants for the garden are grown by a handful of volunteers with varying amounts of propagation success. Additionally, the community greenhouse project would be a local resource to build citizen capacity for year-round local food production, combined with powerful educational opportunities. A community greenhouse would build on local efforts to enhance local food security, self-sufficiency, and sustainability in Eau Claire.

A preliminary survey indicated that the public was interested in renting space to grow seedlings. I was able to assist with this endeavor by writing it into the VISTA Assignment Description for the 2013-2014 AmeriCorps VISTA I was hiring. The VISTA: 1. researched local options for establishing a new greenhouse or collaborating with a group 2. Sought out grant opportunities that would support the community greenhouse project 3. Coordinated meetings with the community greenhouse planning committee and other local stakeholders.

Grants weren't awarded and a potential partnership with Chippewa Valley Technical College didn't come to fruition. The AmeriCorps VISTA and I decided to scale down the size of the project the Garden Coordinator originally envisioned and do a trial run of a community greenhouse. was designed to reduce the size of the project idea and do a trial run with an 8 x 10 foot greenhouse. The 2014-2015 AmeriCorps VISTA did the fundraising for the \$1,900 worth of expenses to construct an 8 foot by 10 foot greenhouse. It was built in the spring of 2015 at the Jeffers Road Community Gardens management by UWEX Eau Claire County. The VISTA found a volunteer who helped her build the non-heated greenhouse. Venting is done with automatic openers. That spring was unseasonably early, therefore by the time we were ready to take renters most people had started planting in gardens and buying at greenhouse. Though, we did have 2 paying renters that spring who grew vegetable and flower seedlings. In Fall 2015, 5 community members grew microgreens for a late crop harvest despite the fact the greenhouse doesn't have any artificial lights or heat. Rental space will be offered in Spring 2016 again.

#### **Volunteers expand programming efforts in horticulture and sustainability**

*Article appeared in the Ecord (newsletter for Eau Claire County UWEX)*

806 direct educational contacts were made with the general public in 2015 by Master Gardener Volunteers and Youth EcoTeam volunteers. This is about the equivalent of how many contacts a part-time Extension Educator reaches. How are direct contacts counted? Every time a person attends a workshop or presentation that is considered one contact regardless if it's a daylong workshop or one hour presentation. Sometimes we see the same person at a few presentations and they are counted as one direct contact each time they attend a new event.

How much time does it take for me to train and manage volunteers? Is it worth it? Yes! Many of these volunteer projects are led by volunteers who've taken on a leadership role. I provide input at planning meetings, through phone and email correspondence, and when I provide follow up trainings. Some of the programs have leadership provided by my AmeriCorps VISTAs who provide feedback to me regularly. Around 4,151 volunteer hours were provided by the programs below. At \$21 per hour that equals a value of about \$90,408 worth of volunteer hours.



What are some of the volunteer projects that help provide UW - Extension information to the public?

- Ask-A-Master Gardener booth at the Eau Claire Downtown Farmer's Market
- Educational booth at Farm City Days
- Monthly, 1-hour educational presentations hosted by the Eau Claire Area Master

Gardener Association

- Youth EcoTeams at elementary schools
- Winter Garden Seminar
- Lakeshore Elementary School garden

### **Horticulture Inquiries from public**

Over 675 persons in Eau Claire County received research based information about landscape and garden management. Clients commented that without the UW- Extension office they wouldn't know where to turn for unbiased advice. Even though the internet provides access to horticulture information they're overwhelmed figuring out which sources are credible. Other clients commented they don't have internet access at their residence because of cost or they lack knowledge on how to use a computer.

### **Mayo Clinic Garden Workshop**

Mayo Clinic Health Systems and UW-Extension Eau Claire County partnered on a project to help get people in limited garden space situations to grow fruits and vegetables. Participants paid a \$20 fee to receive an Earthbox®, soil, and plants to take home. Erin LaFaive, horticulture educator, provided instructions on how to care for the container system. The participants put the container garden together on site. Mayo paid for 10 scholarships to provide for those that were unable to pay for the registration fee. The full cost of each participants supplies cost \$50 but Mayo paid the rest to off set the cost. In addition, they provided an honorarium of \$100 to LaFaive. Fifty Earthbox® systems were distributed to the community and 50 participants learned how to care for container gardens. Of those surveyed, 55% did not have a vegetable garden before this workshop and they found the workshop to be informative (n=27).

**Results Narrative**  
**Teaching Garden at Eau Claire County UWEX**  
**Erin LaFaive ~ 2015**

**Purpose for Programming and Approach**

Erin LaFaive, horticulture educator for Eau Claire County UW – Extension created an on-site teaching garden, at her office building, motivated by the need to have a setting to show rather than tell learners about horticulture issues. The general public asks for Eau Claire County UW – Extension’s assistance with garden problems at approximately 1000 inquiries per year and local media regularly seeks information on pertinent seasonal garden topics. There used to be an Eau Claire County UW – Extension sponsored demonstration garden at the Eau Claire County Expo Center. For a number of reasons the Expo garden was taken out of the landscape. While a number of community rental gardens exist in Eau Claire County, none are used solely to demonstrate various gardening techniques.

In addition, LaFaive writes for local publications and periodically for the state-wide magazine, “Wisconsin Gardening”, and hosts a show with Chippewa Valley Community Television, “Keeping it Green”. It’s vital to these media sources to have high quality pictures with legal rights to use them. LaFaive can capture photos of pest problems as they make themselves known in the season. This real-time information helps her tailor her media presence with pertinent information. The time to take photos and observe seasonal garden issues doesn’t take LaFaive away from public walk-in questions which are frequent during the garden season, in fact, many times they find her in the garden and LaFaive can demonstrate a solution in-person.

The teaching garden focuses on edible gardening with a focus on space saving techniques and inexpensive garden system set-ups. One in eight residents and one in five children in Eau Claire County report being food insecure. Having the ability to grow nutritious food can reduce food insecurity. Furthermore, gardening provides an opportunity to incorporate healthy lifestyle choices into everyday life by exercising in the garden and reducing stress. The Wisconsin Nutrition Educators used the garden produce to teach limited income households how to prepare nutritious meals and snacks.

**Process**

The process started with an idea in the fall of 2014 when looking at the struggling shrubs around the office building and thinking about travel budget’s being reduced. I realized I could bring more learning to the office with the use of an on-site garden, beautify our grounds, grow produce for the WI Nutrition Educators, and have access to material for media related programs. I first asked for permission from Eau Claire County Facilities and Maintenance Director to make changes to the grounds at our building. With his okay to move forward I began talking about the idea to colleagues and namely consulted with Lisa Johnson, Dane County horticulture educator, since I’d seen the demonstration gardens there and the layout was similar to our building in Eau Claire. I learned from her that it would be a good idea to get the input of the rest of the organization in our building. I did so and was met with enthusiasm and offers of assistance.

The next step was to fundraise for the materials. I wrote two un-successful grants. However, the Eau Claire Area Master Gardener Association donated \$611 and \$500 in-kind supplies. Chippewa Valley Technical College students from a Fruits and Vegetable course assisted by designing various raised bed systems that could work in the space. The planning committee (involving Master Gardener Volunteers) then decided which garden bed designs to include in the layout. I made a landscape plan in a program called SmartDraw. Separate work days were scheduled to create the

garden in stages including tear-out of existing shrubs, removing the rock (courtesy of the Eau Claire County Highway department), putting in landscape fabric and bark mulch, constructing the raised garden beds, planting seeds and plants, and lastly adding educational signage.

### **Evaluation Process**

Quantitative - I kept track of produce pounds, number of events held and of people attending.

Qualitative – I kept track of comments from volunteers, office staff, and community members.

For 2016, an interpretive sign was created with the intent to track attendees visiting the garden on their own time. This is through the use of a QR code and accompanying web address listed on the sign linking people to a Qualtrics survey. It allows people access a brief survey detailing how many people were with them and a comment box for adding what they learned.

### **Outcomes**

People have indicated that they were going to build a raised garden bed but weren't sure exactly how to do it. By seeing it at the teaching garden they were able to complete the project at their residence. For example, a gentleman said he's been interested in making a vertical garden by hanging rain gutters off a shed but wasn't sure exactly how to make it work. He saw the one in the Teaching Garden, took note of the materials we used, and constructed his own at home.

To extend the reach of Eau Claire County UW – Extension, I train Master Gardener Volunteers to bring horticultural related information to the general public. The Teaching Garden was used to teach 14 new Master Gardener Volunteers in the 2015, Level 1 training. 15 Master Gardener Volunteers helped with planning and implementation of the new teaching gardens with 4 of them being volunteers that were currently enrolled in the Level 1 training. Skilled and new volunteers alike learned new skills on how to construct raised garden beds, plant vegetables, and met new volunteers.

Four group sessions totaling 46 attendees and approximately 20 on-the-spot individual teaching sessions were held in the garden. Well over 150 pounds of produce was grown.

A local news station filmed us in the garden when giving a tour to Chancellor of UW-Colleges and UW-Extension, Cathy Sandeen and Provost and Vice Chancellor, Aaron Brower during their Wisconsin Idea tour. I made a handout, with the encouragement of a member of the Eau Claire County UW – Extension Education Committee, to provide the Eau Claire County Board. Since our building is miles from the County Courthouse, she thought it was important to let Board Members know of the new teaching garden and expose them to the good work of UW-Extension. I received positive comments from Board members about the project.

I am the host of "Keeping it Green" a show on Chippewa Valley Community Television. I organize each show in terms of the filming site, guests, and topics for each taping. For one of the episodes I used the teaching garden as a filming site while I described the various garden beds and gardening methods [www.tiny.cc/TeachingGardenEC](http://www.tiny.cc/TeachingGardenEC). Now the educational opportunity the garden provides can benefit those not able to visit the garden. They have 24/7 access via the Community Television YouTube station.

### **Impacts**

Lisa M. Coen, UW-Eau Claire Children's Nature Academy Director visited the teaching garden on off-office hours. She later told me, "Visiting the "Teaching Garden" was inspirational to me as it simplified the process of gardening into something that is easily attainable for a wide variety of lifestyles. I can see many of these ideas used with very young children as we nurture a lifetime of

healthy living. I fully intend to use many of these ideas within our program so that I can mentor families and show them how easy it is to grow food for their families. Thanks Extension!”

Many people in the neighborhood came into the office and commented that the garden beautified the area. Even in the little town of Altoona, our office building is located at a well-trafficked intersection with the teaching garden in full view on two sides of the building. Colleagues in the building also mention they receive comments from patrons as well.

### **Challenges**

It’s been challenging to track the number of visitors attending the garden on their own time. The garden is between set between the building and a sidewalk and therefore accessible to the public 24 hours a day, 7 days a week. An interpretive sign was created in the winter of 2015 for installation in Spring of 2016. It aims to help track attendees with the use of a QR code and accompanying web address that people can access a brief survey detailing how many people were with them and a comment box for adding what they learned.

The other thing that didn’t get tracked was the number of educational programs where produce was used and the number of attendees tasting the produce through Wisconsin Nutrition Education programs.

### **Creating Access to Underserved Audience**

Our target population for the Teaching Garden is the general public of all ages, both the experienced and the novice gardener, who seek assistance with gardening. We are committed to reaching a diverse audience including various generations, races, ethnicities, and income and educational levels. With the assistance of Chippewa Valley Community Television we broadened the reach to Western Wisconsin in hopes of capturing diverse audiences including those that may not be able to travel to the teaching garden in Altoona, Wisconsin.

The teaching garden is showcasing foods used by various cultures. In the 2015 garden, the Hidatsa Native American Indian tribe was represented with a Hidatsa shield bean and Arikara corn variety. An herb known as Shiso was planted which is known for its use in Asian dishes. These plants stimulate conversation with people and they comment that these plants have interesting stories as well as wanting to try growing these newly discovered plants.

**Results Narrative**  
**Hmong Elder Garden Program with Hmong Mutual Assistance Association**  
**Erin LaFaive ~ 2015**

**Purpose for Programming and Approach**

Hmong Mutual Assistance Association (HMAA) asked me if I had any ideas where the Hmong Elder Program participants could find land for gardening during their Wellness Days. The goal was to get the participants in contact with English speaking gardeners, increase physical activity, grow food for family use, and increase social interactions amongst them.

Process

I provided HMAA with information about all of the available community gardens in Eau Claire including size of plots, access to transportation, and potential wait lists. The only one that had a large enough space for their needs was Jeffers Road Community Garden which is managed by my office. We were able to pay for the fees associated with the 16, 20 x 45 foot plots through a Hmong Entrepreneur grant that has been sitting in our accounts for some time. This grant came from a past UWEX Agent and wasn't completely used before their departure.

I offered to meet the Hmong Elders in the garden, throughout the growing season, to assist with garden management needs. They didn't use my services all summer but they also had the assistance of a soil conservationist, who spoke Hmong, from the United States Department of Agriculture Natural Resources Conservation. I met with the participants twice – once at the garden to show them their plots and another time at the ground breaking ceremony. My hope is that I'm building trust and they will be more inclined to ask me for assistance if needed.

HMAA provided me with qualitative and quantitative data. Also, I visited their garden area when I was at Jeffers Road Community Garden to do a site check. Each time I saw their garden it was well weeded, produce was abundant, and it was well used.

**Outcomes and Impact**

13 participants went to the garden at least 2 times per week at 4 hours per visit. They were happy that they could share produce with family members. They enjoyed the garden very much and want to come back in 2016 and include a shed on the property to store tools. I'm now in the process of helping HMAA get the proper permits to put a shed on the Jeffers Road Community Garden which is on city property. UWEX Eau Claire County also has funds left in the Hmong Entrepreneur Grant that will be used to pay for the shed.

HMAA had this to say about the Wellness Day sessions at the gardens with the Hmong Elders, "Normally, each session of our Wellness Days program includes a variety of activities, however, the elders were so excited about the garden that we stayed for the entire session most weeks. They loved the opportunity to be in the garden and said they would love to have more space to plant things. The produce they harvested from the garden was given to families in the community."

Challenges

As I mentioned above, I didn't meet with the participants through the summer. I told HMAA a few times that I was willing to set a day every week or less to be on site with the gardeners, even if it was to weed alongside them and be available for questions when they arose. I didn't hear back from HMAA when they'd like me to be on-site, therefore I didn't push the offer.

### **Creating Access to Underserved Audience**

#### What special efforts and trust building strategies did you use to reach this audience?

In 2014 I was invited to a meeting at HMAA to meet with the Wellness Program committee, learn more about what they do, and share with them how I could contribute. A few years before that I was on a grant writing committee to outreach to Hmong farmers. Although that grant was successful, I was able to meet HMAA leadership. These type of planning meetings didn't lead to immediate outcomes but I knew it was helping me understand potential areas of need that I could assist with. I did offer space at our community garden if they every needed an area. Also, I wanted to demonstrate my interest to the Hmong community and that I was committed and dependable to work with. Eventually, in 2015, an intern from HMAA contacted me about a garden project for the Hmong Elders. He specifically stated that he was directed to me by the HMAA director Pa Thao, "I was directed to you as a person who [may] be able to assist with acquiring land for the proposed garden and expertise in community gardens. Pa Thao had mentioned that the two you have had discussions about locating this community garden . . ." I was happy to hear that she remembered that I was with UWEX and involved with the community gardens which indicates to me that my networking activities were successful and genuine.

#### How did you identify and overcome participation and access barriers?

I was invited to meetings by my Extension colleagues such as Nancy Coffey with the Wisconsin Nutrition Education Program and Julie Keown-Bomar when she was Family Living Educator in Eau Claire. They were already working with HMAA on programs and helped introduce me to HMAA.

I know that walking into a traditionally underserved audience and asking, "What can I help you with?" sends the message that I'm assuming that they need help, that something is wrong with them. I took the approach, with the Hmong community, to let them know what I do with Extension and how I could be available to them, if needed.

#### How did expanding access to this audience contribute to program outcomes and impacts?

The HMAA Hmong Elder Program participants are excited to stay at the community garden and expand the garden size including a permanent shed. This is a sign that they had a successful experience and will continue to partner and be exposed to UWEX Eau Claire County.

Hmong Mutual Assistance Association and the Hmong Elder Program participants valued the partnership with UWEX Eau Claire County as is evident from their continued plans to be at the community garden site. Collaborating with the Hmong population is adding to my experience of working with traditionally underserved populations and English as second language populations. These experiences could help inform other colleagues who are starting to work with populations similar to this situation.

News coverage <http://www.wkow.com/story/29078736/2015/05/15/local-agencies-partner-to-create-a-wellness-garden>



## Hmong Community Gardens in Harmony with the Land

*Above: Ka Ying Vang, NRCS Soil Conservationist (left) presents soil health information to Hmong community members.*

A collaboration with the Eau Claire Area Hmong Assistance Association (ECAHAA) in Eau Claire, Wisconsin, sparked a successful community garden project through a cooperative agreement with the Natural Resources Conservation Service (NRCS). “Through our partnership, I was confident a project like this would greatly be of value in the Hmong community in Eau Claire,” explained Pa Thao, ECAHAA Executive Director. “Helping the historically under-served population into growing their own food locally, in a community people’s garden is part of NRCS’s mission of Helping People Help the Land,” said Ka Ying Vang, NRCS Soil Conservationist, Menominee Service Center.

The ECAHAA and Hmong community welcomed the opportunity to work with NRCS. Elders in the community have a passion for gardening and were interested in learning about growing food more sustainably and using conservation practices. Hmong community residents in the Eau Claire area were limited initially due to the lack of affordable land available for gardening, lack of transportation to and from available land, and language barriers. Through a cooperative agreement with NRCS, the ECAHAA was able to provide rented land for a large community garden plot and provide transportation to and from the garden plots for 13 Hmong community members throughout the 2015 growing season. “NRCS is committed to ensuring its programs and services are accessible to all our

customers, especially the under-served. This great opportunity enabled us to provide technical and financial assistance in getting conservation on the ground, to assist the Eau Claire Hmong community,” said Jimmy Bramblett, NRCS State Conservationist for Wisconsin.

Within this historically under-served community group, knowledge on soil health and conservation was very limited. On May 15, 2015, project members participated in a ground breaking ceremony and workshop. NRCS employee Ka Ying Vang helped overcome barriers by giving presentations on land conservation, soil health, and the use of fertilizer, chemical pesticides, and herbicides. Ka also provided demonstrations on soil aggregate stability and further discussed soil health topics tied to farming practices Hmong communities practiced back in Laos and Thailand when conservation wasn’t understood. “I had the opportunity to teach modern conservation practices and talk about land management; show the group what was going on in the soil and how traditional practices back in Laos and Thailand degraded soil fertility. I was able to discuss and demonstrate ways to improve the soils and provide guidance to the community members in adding cover crops, crop rotations, reducing tillage, and other soil health practices,” said Ka. “If community members are taught how to manage land with conservation and sustainability in mind, they can effectively use the same plots of land

# Helping people help the land



Left: Hmong community members at their garden plots. Below: Pai Lee harvesting vegetables.



for 20, 40, or even 100 or more years from now," explained Ka. "This workshop really opened their eyes, they never thought of the soil as being something living; it was so fulfilling to teach them and help make a difference; hearing they've never thought of some of the teachings before and were excited to try them, was rewarding."

During the 2015 growing season, the ECAHAA was also able to provide transportation for the Eau Claire Hmong community individuals to attend additional conservation education events, including the participation at the Minority Farmer Conference held in St. Paul, Minnesota. UW-Extension was also a key partner in the community garden project, providing financial assistance in garden plot maintenance. "Cost savings, due to UW-Extension's partnership, provided the gardeners extra opportunity to visit their plots more frequently during the peak growing season," said Tom Krapf, Assistant State Conservationist and Program Liaison. The Hmong Cooperative Agreement was successfully completed on September 30, 2015. Hmong community members have continued the community garden, utilizing their newly learned conservation practices provided through NRCS technical and financial assistance, sharing their harvest with friends and relatives. The group has future plans to rent larger plots for more gardening in the upcoming seasons. "The community garden, made possible through partnerships with NRCS, ECAHAA, and UW-Extension, gave them an opportunity to be useful, to fulfill meaningful traditional Hmong roles, and to contribute to their community in a positive way," said Ka.

***"If community members are taught how to manage land with conservation and sustainability in mind, they can effectively use the same plots of land for 20, 40, or even 100 or more years from now."~ Ka Ying Vang***



Hmong community members participate in the ground breaking ceremony for the community garden plot.





**2015 Self-Initiated Faculty Review**  
**Sara Novotny, 4-H Youth Development Agent**  
**University of Wisconsin-Extension**

**Summary of Accomplishments- Highlights**

**Community Outreach**

A continually growing and ever-changing portion of Eau Claire County 4-H Youth Development programming is community youth development and outreach. Throughout 2015, I have been successful in growing partnerships and outreach opportunities at sites across Eau Claire County, including ten school sites in the Eau Claire Area School District, the Boys and Girls Club, Altoona Middle School, Augusta Elementary, and Osseo-Fairchild Elementary. Programming in 2015 has focused on STEM, with robotics activities offered for week-long sessions in partnership with Blugold Beginning mentors. Two returning interns and a volunteer have provided weekly programming throughout the school year at three sites. I have facilitated teaching for over 100 college mentors in partnership with UW-Eau Claire Blugold Beginnings and taught youth at various camps at UW-Eau Claire throughout the year, including Leadership Camp and STEM Camp. Continued programming outreach is planned for the upcoming year, including expanding into outlying school districts and increasing summer outreach programming. Additionally, I hope to have older traditional 4-H community club members teaching at these sites. A summer intern position, approaching its third year of funding, has provided outreach to bridge the gap between school years with summer programming at various sites around the county. Summer plans include programming partnerships with local libraries and other outlets to offer outreach programming.

Eau Claire County 4-H continues to partner with the WNEP program in the local office to support the Farmers Market Token Program. Since its institution in 2012, 4-H youth and adult volunteers have given over 450 hours of service to working the machine, which allows FoodShare users to turn their dollars into tokens to be used to purchase fresh, healthy, and local food at the Farmers Market in Eau Claire. In 2015, nearly \$30,000 was spent at the Farmers Market through this program. Youth and families are gaining knowledge about local food insecurity and are finding a new way to give back to their local community, while helping others feel like a greater part of their community.

**Youth and Adult Empowerment**

The traditional 4-H community club program continues to evolve and expand. The Leaders Association has continued to work to increase leader and youth involvement in the decision making process for the county, from offering additional trainings for leaders to developing leader presentations at each Leaders Association meeting on leader development, and club member involvement. In 2015, the leaders developed a plan to share activities and lessons via the 4-H Clover Leaves newsletter, which increased the number of families, youth, and leaders reading the newsletter. To continue to support the 4-H Record Book process, the Older Youth Council members have begun a "train-the-trainer" series where they hosted an evening of interview prep, resume creation, and increased understanding of the process for both youth and adults. The increased education has been successful enough to have a record number of youth applying for awards and trips again in 2015; a trend that has been occurring since 2013.

In 2015, the Eau Claire 4-H Summer Camp partnered with Dunn County in to offer more expanded camping programming. Counselors were selected through an application and interview process and were trained together to best develop an excellent camping experience. A record 104 campers attended camp in 2015, and counselors were responsible for developing and evaluating educational sessions at camp. A new Junior Director position was instituted for an older 4-H youth to increase leadership and oversight of counselors and assist agents in delivering programming. Data collected in three previous years was

dispersed to 4-H stakeholders in 2015 to showcase the life skill development from both campers and counselors ([Exhibit 1](#)). In order to foster greater leadership opportunities for both middle and high school youth and prepare future counselors, my local colleagues and I have continued the winter leadership camp for Dunn, Chippewa, and Eau Claire Counties. We have sustained this educational event that encourages older youth to teach leadership to younger youth and begin to grow a relationship and sense of belonging with those younger youth, focusing on teaching the counselors to process leadership with campers. A follow up survey ([Exhibit 2](#)) is in the process of distribution to parents of campers from the previous four years to determine the leadership and life skill development of campers. I have also worked to continue to increase programming for youth in younger age ranges. This was the third year of the elementary school-aged Science, Technology, Engineering, and Mathematics (STEM) Day Camp, giving youth more opportunities to access our programming. Data collected from parents from campers who have participated over the three years indicated that youth are showing an increased interest in STEM and improved their problem solving skills ([Exhibit 3](#)).

### **External Relations**

Primary partners for projects included the Eau Claire Area School District, Altoona School District, Augusta School District, Osseo-Fairchild School District, Eau Claire County Agriculture Teachers, the Eau Claire County Coalition for Youth, UW Eau Claire and UW Eau Claire Bugold Beginnings, the Greater Chippewa Valley Boys and Girls Club, LE Phillips Library, Children's Museum of Eau Claire, and numerous other community members.

### **Internal Relations**

The 4-H Youth Development agents in the Northwest Region frequently collaborate and network with each other to share ideas and areas of expertise. I work closest with the agents in Dunn, Chippewa, and Clark counties as needed when we hold multi-county events, but I have also had the opportunity to program with the majority of agents in the region. I have also worked with various state specialists and my liaisons on different programming efforts.

The team that I am involved in has been newly renamed and reworked into the Growing With Agriculture Work Team. I have helped with individual events pertaining to the GWA team, including Farm Technology Days and Area Animal Science Days. Additionally, we are working on developing lesson plans and materials to share with colleagues and programs state-wide.

I have also helped in teaching at various youth equine events in the state through my working relationship with the equine specialist for UW-Extension. I am a member of the work team that puts on the four Area Animal Science Days contests. Additionally, I am the coordinator for the Wisconsin State 4-H Horse Expo Judging Contest, the Wisconsin State FFA Equine Evaluation CDE Contest, and an assistant for the Eastern National 4-H Horse Roundup at the North American International Livestock Exposition in Kentucky.

### **Valuing Differences**

Programming within the schools and community organizations has given 4-H an opportunity to reach the growing Hispanic and Hmong populations in Eau Claire County, as well as those who live in poverty and other underserved populations. In 2015, programs were also targeted at rural youth and youth who don't have access to programming in the actual city of Eau Claire. Youth and leaders are embracing the opportunity to share 4-H with as many others as possible. I have encouraged youth with physical and mental disabilities to participate in the 4-H record book/interview process to earn trips and have worked closely with the state to make such trips accessible and fun for them. I have worked to make camping scenarios more accessible for a youth with physical disabilities, and through encouragement and support, this youth has applied and been a successful counselor as well.

All programs have been promoted as extensively as possible to encourage all interested individuals to attend.

### **Future Directions**

I look forward to developing the afterschool and outreach programming in 2016 and beyond. There is the opportunity for growth of the community club program with the afterschool program, there will be more qualified volunteers to provide programming. This will allow more sites and teaching opportunities, thus

expanding 4-H outreach exponentially. We continue to fill our afterschool opportunities to the max; additional youth and adult volunteer assistance will be key to continuing robust programs. I have evaluated the Farmers Market Token Program participants from the past three years and have begun sharing the impacts had on youth and families who participate. The summer internship program will lend to expanded outreach in the summer, taking 4-H programming to youth outside the city of Eau Claire, and providing extended contact to youth in need throughout the summer.

I hope to foster strong working relationships with youth officers and possible new adult volunteers to help grow the Older Youth Council as they are approaching a change in adult leadership. I will work with the Leaders Association to foster their plans of leadership development and networking among club leaders, with the end goal of producing stronger club leaders. I continue to work with partnership groups such as the Fair Committee and Fair Promotion to strengthen the relationship between the UW-Extension Office and fair-serving organizations.

**Professional Development Needs**

Opportunities to be determined as needs arise, but to include functions that provide resources and information on grant writing, positive youth development, afterschool programming, and program evaluation. Additionally, as I continue in my co-department head role, continued support and information on the role will be helpful, especially when working through personnel and budget issues through the restructuring of UW-Extension.

**Comments:**

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County Faculty Member

Date

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Department Head

Date

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Regional Director

Date

# WHY 4-H SUMMER CAMP?

Data gathered from Eau Claire 4-H Summer Camp campers and counselors, 2012-2014

## CONTENTS

This brief contains the results from campers' evaluations who participated in camp from 2012-2014, and counselors' evaluations who participated in both camp counselor training and camp from 2012-2014.

## PURPOSE OF THE EVALUATIONS

4-H Camp is a long-standing tradition in many counties, including Eau Claire. Understanding the purpose and value of camping programming to both campers and counselors is imperative to the support and continued success of the program.

## DEMOGRAPHICS

- Campers were in third through eighth grade
- Counselors were in ninth grade through one year post-high school

Most campers:

- Were likely to return to camp (94%)
- Made new friends (94%)

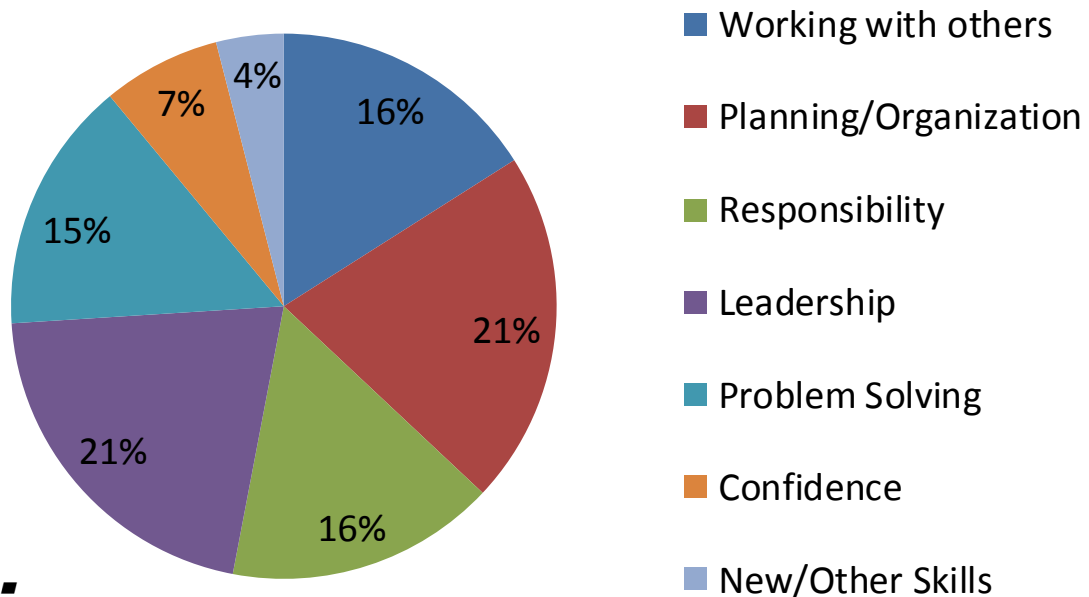
Most counselors were:

- Multiple year counselors (75%)
- Former 4-H summer camp campers (86%)

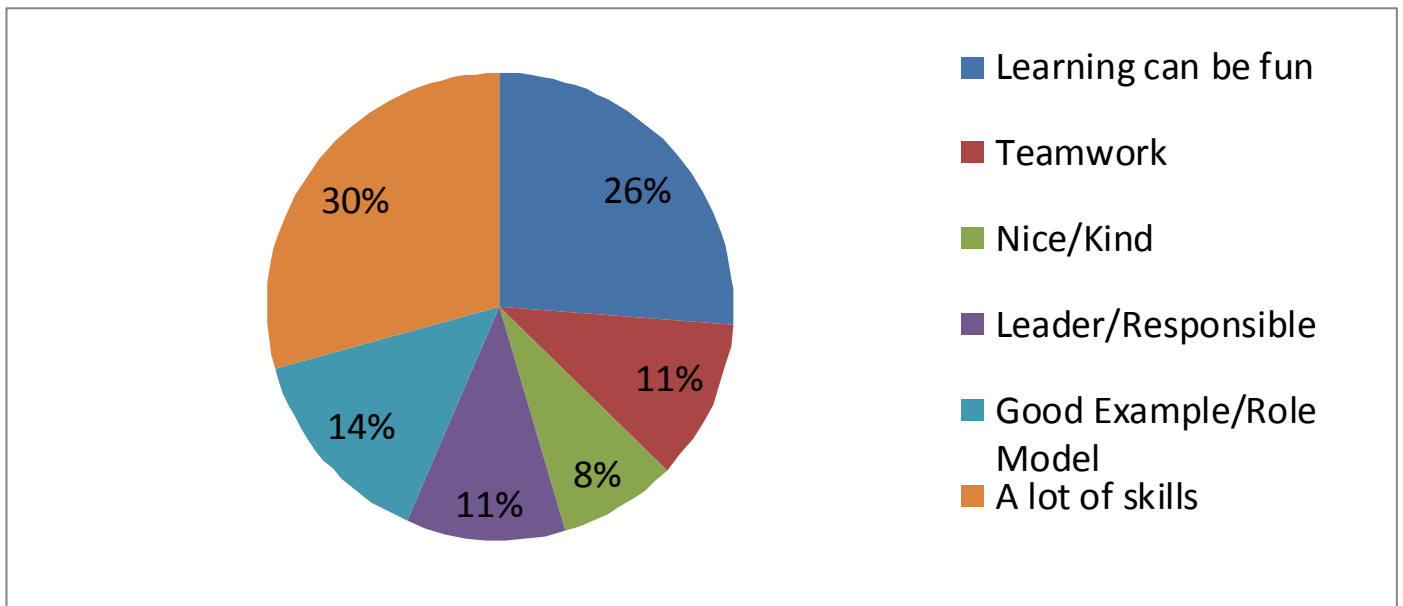
## THEMES FROM COUNSELOR TRAINING EVALUATIONS

### OPEN ENDED COMMENTS

Responses to: Skills Developed/Gained by Attending Camp Counselor Trainings



## THEMES FROM CAMP EVALUATIONS-CAMPERS OPEN ENDED COMMENTS



### ADDITIONAL FINDINGS

- The top responses from campers stated as favorite activities about camp were Lake Wissota State Park (45%), Color Group Sessions (43%), and camp-specific activities (Panic, Campfire, Dance, Counselor Hunt) (30%).
- Working with other campers was a necessity at camp, as 93% of campers reported that they practiced teambuilding throughout the camp.
- Counselors were able to apply their various skills that were either learned or developed through the camp process in other settings, including other 4-H activities (41%), in their current or future job/career (35%), and in other camps/activities outside of 4-H (24%).

### ADDITIONAL STATEMENTS

- “I feel that these newly gained skills will help me in my future through leadership, teaching...”-4-H Summer Camp Counselor
- “I can use these skills every time I deal with people, when leading organizations, and helping me as an officer for FBLA, FFA, NHS, 4-H, and OYC. The skills...have allowed me to be a better 4-H camp counselor, which has given me experiences I can use throughout, even past, my 4-H career.” -4-H Summer Camp Counselor
- “Please make camp longer! I love coming to camp...look forward to it every year!” -4-H Summer Camper



**Dunn County UW-Extension**  
3001 US Highway 12  
Suite 102  
Menomonie, WI 54751

January 22, 2016

Dear 4-H Parent or Guardian,

You are receiving this letter as a result of your 4-H member(s) participation in the tri-county Winter Camp camp over the past four years. Thank you for your support of this great opportunity for 4-H members to learn and grow.

As all 4-Her's do, we are continually looking to Make the Best, Better and thus would like your feedback as to how you feel Winter Camp has impacted your 4-Her's leadership development. Enclosed you will find a quick survey (less than 10 minutes to complete) along with a self addressed stamped envelope.

If you could please take a minute and complete survey and send it back, your feedback will sincerely help to make our Winter Camp better for future 4-Her's.

The deadline to return the evaluation is Friday, February 19<sup>th</sup>. If you have any questions about the survey, or about Winter Camp, you may contact Jackie Johnson (Chippewa), Sara Novotny (Eau Claire) or myself.

Thank you for your time and feedback.

Sincerely,

Jason Hausler  
4-H Youth Development Educator  
Dunn County UW-Extension  
715-232-1636

## 4-H Adventures: Winter Camp Camp Impact Survey January 2016

Please complete the following Winter Camp Evaluation. If you have questions, please contact Sara Novotny, Eau Claire County 4-H Youth Development Agent at (715) 839-4712), Jason Hausler, Dunn County 4-H Youth Development Educator at (715) 232-1636 or Jackie Johnson, Chippewa County 4-H Youth Development Agent at 715-726-7950. By filling out the evaluation, you are agreeing that your results may be compiled and shared with other professionals.

County \_\_\_\_\_ # Years at Winter Camp \_\_\_\_\_ Male \_\_\_\_\_ Female

Please answer the questions below using the following scale:

**1 = Strongly Agree                      2 = Agree                      3 = Disagree                      4 = Strongly Disagree**

- 1. As the result of attending Winter Camp, my son or daughter has improved their Leadership Skills in the following areas:**

**A. Communication Skills**

1    2    3    4

**B. Team Work**

1    2    3    4

**C. Problem Solving Skills**

1    2    3    4

**D. Listening Skills**

1    2    3    4

**E. Understanding themselves and others**

1    2    3    4





# 27 responses

[View all responses](#)

[Publish analytics](#)

## Summary

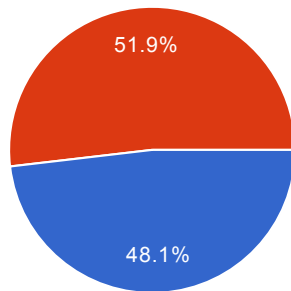
### Age

- 10
- 11
- 12
- 13
- 8
- 9

### County

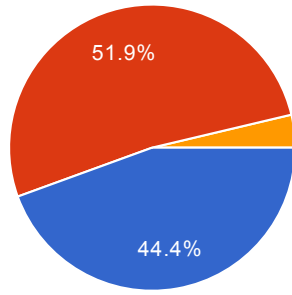
- Dunn
- Chippewa
- Eau Claire

### Gender

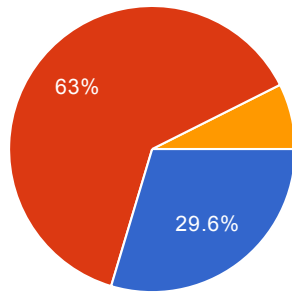


Male	<b>13</b>	48.1%
Female	<b>14</b>	51.9%

### An increase in STEM Activities

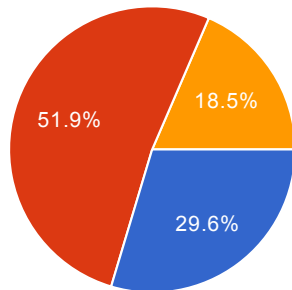


**Taught others about what they learned at STEM Camp**



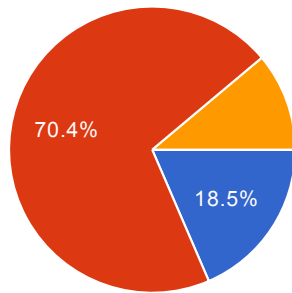
1 - Strongly Agree	<b>8</b>	29.6%
2 - Agree	<b>17</b>	63%
3 - Disagree	<b>2</b>	7.4%
4 - Strongly Agree	<b>0</b>	0%

**Improved their problem solving and critical thinking skills in School setting**



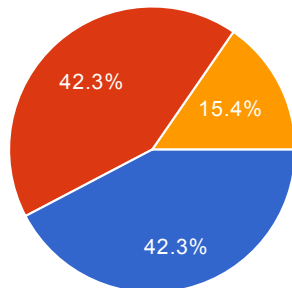
1 - Strongly Agree	<b>8</b>	29.6%
2 - Agree	<b>14</b>	51.9%
3 - Disagree	<b>5</b>	18.5%
4 - Strongly Agree	<b>0</b>	0%

**Improved their problem solving and critical thinking skills in community settings (ie. 4-H, Scouts, etc.)**



1 - Strongly Agree	5	18.5%
2 - Agree	19	70.4%
3 - Disagree	3	11.1%
4 - Strongly Agree	0	0%

**Engaged in more STEM related projects within 4-H (ie. Animal projects, foods and nutrition, woodworking, camps, etc.)**



1 - Strongly Agree	11	42.3%
2 - Agree	11	42.3%
3 - Disagree	4	15.4%
4 - Strongly Agree	0	0%

**Please share with us any other information about your son or daughters experience at STEM Camp and how they have developed as a young person as a result of it.**

he continues to have an interest in science

She enjoyed the day and being away from mom and dad. As parents, we trust that 4-H leaders will provide a safe and healthy learning environment with an affordable cost.

Thank You!

It helps to add to her exposure to STEM fields, to normalize it in her life and remove anxiety. She is more confident and might continue in that vein (hopefully)

Love this program!

She had fun and enjoyed the activities

# Number of daily responses

