

Agenda

Eau Claire County

Extension Committee

Date: July 15, 2020 at 4:00PM

Virtual meeting via WebEx

Meeting Link:

<https://eauclairecounty.webex.com/eauclairecounty/j.php?MTID=m8c6bc7f6fd09e926bd285ddaf6f9922d>

Password: GGhfBPDg283

Join by phone: 1-415-655-0001

Access code: 145 484 6196

1. Call to Order and confirmation of meeting notice
2. Roll Call
3. Public Comment
4. Review/Approval of Committee Minutes – **Discussion/Action**
 - a. June 17, 2020
5. Financial Overview
6. Fair Committee by-laws - **Discussion/Action**
7. Area Extension Director Report - Catherine Emmanuelle
 - a. Annual Report
 - b. 2021 Budget Review and Discussion with County Administrator and Finance Director September 16, 2020
8. Educator Report – Margaret Murphy, Horticulture Outreach Specialist
9. Scheduling of Future Meetings / Agenda Items
10. Announcements
11. Adjourn

Minutes

Eau Claire County

Extension Committee

Date: June 17, 2020 at 4:00PM

Virtual meeting via WebEx

**Members present: Don Mowry, Colleen Bates, Melissa Janssen, Missy Christopherson,
and Heather Deluka**

Others Present: Catherine Emmanuelle, Kristi Peterson, and Erika Gullerud

1. Call to Order and confirmation of meeting notice at 4:00 pm
2. Roll Call was provided by Kristi Peterson
3. Public Comment – no one was present
4. Election of Eau Claire County Extension Committee Chair and Vice Chair–
Discussion/Action
 - a. A Roll call vote was provided for Supervisor Mowry and selected chair with 3-5 votes for Chair
 - b. Supervisor Mowry make a motion to select Melissa Janssen as vice chair and Motion missy Christopherson seconds. Motion passes
5. Review/Approval of Committee Minutes – **Discussion/Action**
 - a. May 27, 2020
Supervisor Bates makes the motion with the change of Supervisor Mowry being removed from the Members Present section and Supervisor Deluka seconds.
6. Nomination of an Extension Committee Member to Fair Committee for County Board appointment– **Discussion/Action**
 - a. Supervisor Bates makes a motion to select Supervisor Christopherson and Supervisor Janssen seconds
7. 2021 Budget preparation – Requested by Supervisor Bates
8. Area Extension Director Report - Catherine Emmanuelle
 - a. Extension office operations – Office open by appointment
 - b. State updates
 - i. Furlough and contract fee adjustment
 1. 136 contract staff contract will be adjusted for the second invoice

- c. Save the Date – September 1, 2020 1:00-2:30pm online meeting
Chippewa, Dunn and Eau Claire County Extension Committee members,
Administrators and Extension staff (County and State)

9. Office Coordinator Report – Kristi Peterson

10. Educator Report – Sandy Tarter, FoodWise Nutrition Educator

- a. Sandy provided updates on programming being provided

11. Scheduling of Future Meetings / Agenda Items

- a. July 15, 2020 at 4:00 pm

**Add announcements to the agenda

12. Adjourn at 5:13 pm

University of Wisconsin – Madison, Division of Extension, Eau Claire County

For a century, Extension has come to represent the Wisconsin Idea –expanding university knowledge to every person in the state. As a Division of the University of Wisconsin-Madison, Extension expands the University’s outreach. Extension epitomizes the Wisconsin Idea, delivering programming across the state to create solutions. Extension also partners with business and government leaders, community groups, and agriculture, natural resources, and youth and family development professionals to collaborate on research opportunities.

Extension works alongside the people of Wisconsin to deliver practical educational programs—on the farm, in schools and throughout urban and rural communities. Extension has a measurable impact –changing lives and communities through:

Supporting Wisconsin’s Agriculture Industry »

Whether on the farm or in the field, we’re on the front lines of modern agriculture, building stronger, more productive food systems and agricultural products. From animal management to crops and soils to financial planning, our educators and researchers help solve challenges that Wisconsin producers face.

Fostering Leadership and Civic Engagement»

From educating elected officials to training the next generation of local leaders, we’re committed to empowering citizens to make positive, transformative change in their communities.

Empowering Families and Communities»

We provide individuals and families with the tools and guidance they need to adopt positive health behaviors. Our programming focuses on nutrition, food security, food safety, chronic disease prevention, mental health, substance abuse and health insurance literacy.

Promoting Aging-Friendly Communities»

We embrace the philosophy that each stage of life is unique, exciting and filled with potential. Our programs promote aging-friendly communities, coach parents and help families put technology, mindfulness and financial awareness into everyday use.

Enhancing Resilient Natural Resource Systems»

We work with partners across the state to ensure that our diverse natural resources remain resilient and productive. From water and forestry programming to conservation training and youth environmental education, our educators and researchers navigate complex issues, facilitate challenging conversations, and help develop innovative solutions.

Supporting Positive Youth Development»

Our research-based youth enrichment programs give young people the hands-on experiences they need to grow into the global leaders of tomorrow. From youth governance to Wisconsin 4-H clubs, we provide diverse educational opportunities to prepare youth for success in Wisconsin and beyond.

2019 Accomplishments

Agriculture

- Completed 2 barn ventilation calculations for farms implementing modernization and improving well-being of animals with 200 calf units for Eau Claire County residents.
- Completed 2 tech school presentations:
 - Raising heifers
 - Balance sheet preparation
- Presentation for regional DNR (which included Eau Claire County) on differentiation of livestock systems, including feed requirements and manure outputs on CAFO sized farms and non-CAFO size.
- Farm Technology Days ongoing preparation throughout this time frame. May want to note that with COVID, FTD has been postponed to July 20-22, 2021. Also, may be of note to share that Mike Gintner, loan officer with Compeer Financial, is stepping in to replace John Leary as Executive Chair for Farm Technology Days as of August 1.

Human Development & Relationships

- Co-chaired the Healthy Communities Mental Health Action Team and led initiative to develop and offer a training for youth-serving professionals; served on the Healthy Communities Steering Committee for Eau Claire County
- Served on the Mental Health Matters Steering Committee to provide guidance and education for a 1-million-dollar multi-county grant focused on improving behavioral health of children; chaired the Education/Awareness subcommittee; developed and offered community trainings

Horticulture

- Worked with MGVs at the Youth Garden in North River Front Park. This project partners MGVs with FoodWise educators and the local Boys & Girls Club to engage community youth in growing vegetables. Each week 20-25 kids meet Monday through Thursday at the garden to learn about plants and develop gardening skills. Through gardening, kids not only learn leadership, decision-making and problem-solving skills but they reap the benefits of outdoor exercise and eating freshly grown vegetables.
- To increase their connection with the community, MGVs designed and maintain a display/teaching garden around the Eau Claire County Extension Office. The space is used to educate the public on how to grow various flowers, herbs and vegetables, plus demonstrate several different gardening methods, specifically techniques for small spaces. This summer, MGVs hosted a neighborhood event at the teaching garden that attracted 35 people. Participants learned about the Master Gardener Program as well observed many gardening

techniques that allow you to grow your own food even with limited space. Gardening trends reflect an increased interest in home gardening, specifically food gardening. According to the National Gardening Association's, one in three households now engage in food gardening with the largest increase being from urban areas. Demonstrating how to grow food even in limited space is an important contribution to the community that we can provide.

4-H Program & Youth Development

- The 4-H Program Educator hired an intern for the summer of 2019. The main objective was to update language and create promotional materials for the 4-H program. We now have professional-looking promotional materials including a brochure, a bookmark, and a Welcome to Eau Claire County 4-H packet. These materials have been shared around the state with at least 10 other counties to use for their promotional purposes.
- Tech Changemakers is a grant-funded program through National 4-H with monies from Microsoft. We have a small group in Eau Claire that has met to plan educational events for young people and the elderly. The group has taught 55 young people how to use technology toys such as snap circuits, sphero balls, and the coding program, Scratch. And, it has held events at nursing homes and libraries with 20 elderly attendees where information on creating safe passwords and avoiding phishing scams were shared while the young people also helped individuals with phones, tablets, and computer difficulties. Young people felt helpful and effective and the elderly were pleased to have their devices working properly whether it was a cordless phone or a cell phone that was now connected to Bluetooth in their car.
- 4-H promotes youth development through the four elements of Positive Youth Development: Mastery, Independence, Belonging, and Generosity. Through the 16 community clubs and 6 county-wide projects, youth develop relationships with caring adults, focus on project areas that spark their passion, and grow into caring citizens of the world.

FoodWise

- Engaged 152 adults learners to utilize strategies in shopping, planning, and preparing healthy meals; reached 1,315 youth in making behavioral changes around eating more fruits, vegetables, whole grains and less sugar sweetened beverages, and Market Match program provided 439 unique participants with \$11,248 in match dollars, increasing their produce consumption while saving them money.

Community Development

- Conducted a needs assessment January - June 2019. The assessment utilized key informant interviews with 20 community members and organization leaders, participant observations during meetings, and informal conversations with people in the county. This was supplemented by secondary data analysis of agencies' annual reports, strategic plans, and community needs assessment.

Major findings

- Mental health and substance abuse issues
- Lack of affordable housing
- Chronic diseases associated with nutrition
- Food security - restricted access to healthy food for families with low income
- Decline of small-scale family farms
- Concerns about environmental quality (air quality, water quality, and soil health)
- Inadequate workforce to fill jobs

Two major educational programing priorities informed by the results of community needs assessment are: 1: Developing community-based food system in Chippewa Valley and 2: Community capacity building through research, strategic planning, and program evaluation

Alignment with Strategic Plan

Ensure Financial Stability	Innovate and adapt	Improve Collaboration
<p>4-H Program</p> <ul style="list-style-type: none"> · Research grant and donation opportunities to develop outreach programming, specifically in STEM. · Secure donations and financial support for 4-H Youth Development programming to support in and out of state trip opportunities for youth. 	<p>4-H Program</p> <ul style="list-style-type: none"> · Develop new methods to reach underserved and underrepresented populations with youth development programs · Apply national research to local needs assessments to develop, implement, and evaluate youth development programs at a county level 	<p>4-H Program</p> <ul style="list-style-type: none"> · Partner with community organizations to avoid duplication in youth development programming · Partner with Chippewa and Dunn Counties to provide across-county line programming that develops working relationships among 4-H members and families.

<p>Human Development & Relationship Education</p> <ul style="list-style-type: none"> · Focus on prevention, knowing that is our best return on investment of dollars · Being a good steward of funding and writing grants to support programming initiatives · Helping other community non-profit organizations with strategic planning and support to ensure quality programming to support local families 	<p>Human Development & Relationship Education</p> <ul style="list-style-type: none"> · Responsive to citizens needs by leading needs assessments and implementing plans based on citizens input. · Using innovative approaches to education using digital media, micro-learning videos and social media to meet parents where they are. · Working on system change through the lens of mental wellness. 	<p>Human Development & Relationship Education</p> <ul style="list-style-type: none"> · Facilitating change through improved coordination and collaboration of groups working on improving behavioral and mental health. · Offering professional development (BRAIN conference, Raising Caring Kids, Eau Claire Healthy Communities, Child Care Director's Retreats) to foster networking and information sharing to better serve children and families in the community.
<p>FoodWise</p> <ul style="list-style-type: none"> · Market Match at Downtown Farmers Market · Food resource management classes with SNAP participants to save money when purchasing food. 	<p>FoodWise</p> <ul style="list-style-type: none"> · Use ecological models to expand Policy, Systems and Environmental (PSE) changes affecting behavioral outcomes. · Utilize our new Program Evaluation and Recording System (PEARS) in FoodWise to illustrate outcomes and identify trends. 	<p>FoodWise</p> <ul style="list-style-type: none"> · Market Match at Downtown Farmers Market. Build relationships with private donors, EC City and regional DHS Great Rivers Consortium to garner funds for program sustainability. · Partner with Eau Claire, Chippewa and Dunn

		<p>County Health Coalitions to build healthy retail</p> <ul style="list-style-type: none"> · Work with statewide groups to bring initiatives and added funding opportunities to the Chippewa Valley.
<p>Agriculture Education</p> <ul style="list-style-type: none"> · Assisted Land Conservation to assure \$50,000 in Nutrient Management Cost-share funds to participating farmers and landowners. 	<p>Agriculture Education</p> <ul style="list-style-type: none"> · Continued to assist farmers to accept the computer software program SnapPlus for Nutrient Management planning which is a switch from years of paper record keeping. 	<p>Agriculture Education</p> <ul style="list-style-type: none"> · Collaborate with ECC Land Conservation Nutrient Management Planning efforts with farmers · Collaborate with Komro Equipment and J & D Manufacturing to improve in the design and installation of ventilation systems in livestock facilities. · Collaborate with CVTC in the delivery of educational programs related to Cost of Production and Beef Quality Assurance

2019 Future Opportunities

Agriculture

- Chippewa Valley COVID-19 Economic Recovery Task Force – presence on the agricultural & rural subcommittee to help inform efforts to ensure recovery from the pandemic for agricultural and rural areas of Eau Claire County.
- Be responsive to market volatility issues related to COVID by increasing awareness of milk production (or reduction) strategies.
- Targeted outreach on dairy reproduction with new research and data from our state specialist.
- Bring Heart of the Farm, a program for women in agriculture to Eau Claire County to help build social support networks and increase farm financial literacy.

Human Development & Relationships

- Continue collaborative efforts with the Eau Claire City-County Health Department to address increased challenges of vulnerable populations (e.g. those experiencing poverty, food insecurity, and non-English speakers) during the pandemic; explore and develop culturally relevant resources to support family stability
- Continue needs assessment to explore ways of strengthening relationships and opportunities for underserved populations
- Provide research-based education, such as Triple P and I Can Problem Solve, face-to-face or online; explore digital platforms to provide positive parent/caregiver education

Horticulture

- Working with Extension Master Gardener Volunteers, I will be offering a Master Gardener Volunteer training to increase participation in the Master Gardener Program that will be either online or, possibly, a hybrid of online and in person depending if we can offer some in person programs. This class will be offered in the fall or spring.
- I am working with Master Gardener Volunteers to transition their monthly educational programs to an online format as well as considering best options for continuing with the annual garden seminar, "Ready, Set, Grow", if we are not able to offer in person programming by next February.
- I will continue to answer horticulture inquiries. As many of the plant identification questions concern invasive species, I am participating in the Lower Chippewa Invasives Partnership (LCIP) Inc. Invasives Monitoring Program. Participating in the monitoring program will aid in strengthening my skills at invasive species identification and create a working relationship with LCIP to help map both invasive species and critical native species in our area.

4-H Program & Youth Development

There is program and curriculum out of North Carolina Extension called JUNTOS that focuses on after-high school readiness and family education in the Latinx community. Several Wisconsin counties are piloting the project and Eau Claire is exploring the possibility of joining them.

- Families will be ready to return to in-person activities when that is safe, but right now, we must provide meaningful programming for families and youth while they are unable to gather in groups. This includes ways to continue to connect with other 4-Hers as well as support in project areas.
- There are some amazing organizations in Eau Claire County that would be great partners in 4-H programming. We will be looking for partnerships to bring programming to more youth in Eau Claire County.

FoodWise

- Virtual programming with online classroom education, creating instructional videos to enhance education, working with state colleagues to expand our programming and offer more opportunities with local Hmong and Hispanic families.

Community Development

- This position has been vacant since April and a current hiring freeze at the state. We are hopeful to have the position filled and resume the work of educational programming in the areas of 1: Developing community-based food system in Chippewa Valley and 2: Community capacity building through research, strategic planning, and program evaluation to assist leaders, communities, and organizations realize their fullest potential. This work builds the vitality that enhances a county's quality of life and enriches the lives of their residents, in areas such as community food systems, community economic development, rural broadband initiatives, and much more. In short, a Community Development educator plants and cultivates the seeds for a thriving community and organizations.

Agriculture and Natural Resources

Educational programming provided by: Agriculture Educator and Horticulture Program Coordinator. Agriculture and Horticulture programs provide tailored educational activities, resources, and partnerships that create advancements for residents and the community at-large. Mandated agriculture services provided are: Private Pesticide Applicator Training (PAT) and Certification, Tractor and Machinery Safety and Certification, Livestock Premises Identification, Beef and Pork Quality Assurance and Youth for the Quality Care of Animals, Farm Worker Safety Education, and mandatory reporter training for Master Gardener Volunteers.

OUTPUTS

(Outputs are the steps required for carrying-out programming by educators)

		<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Number of educational programs provided to community (in person and online)		80	81	60	76
Number of educational contacts to direct learners		14,286	12,220	11,000	9,077
Number of volunteer hours provided to community to expand Extension programming		3,960	3,916	4,165	4,821
Number of youth trained in livestock projects:		410	354	48	102
Outcomes Outcomes are the direct benefits and transformations experienced by residents and community entities from participation in programming.	Benchmark	2016	2017	2018	2019
Farmers and landowners demonstrate improved management skills.	28%	85%	85%	85%	45%
Farmers show improved levels of crop productivity.	15%	85%	85%	85%	45%
Farming operations show improved levels of livestock productivity.	20%	95%	95%	85%	45%
Residents receive research-based Extension knowledge to improve their growing skills (achieved through Master Gardener education and successful diagnostic services available to help with everything from plant detective identifying the insects living in their gardens to the diseases on their plants)	400 residents	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020
Extension Master Gardener volunteers show increase in outreach numbers, including new and diverse audiences	300 residents	300 residents	312 residents	not measured - position vacant	MGVs reported over twice as many volunteer service hours in 2019 than in 2018. The Master Gardener Volunteers in Eau Claire County reach hundreds of people from all walks of life while answering questions at the Eau Claire Downtown Farmers' Market and at the Eau Claire County Fair, presenting programs to the general public and teaching kids to grow food at youth gardens.

Youth, Family & Community Development

Educational programming provided by: Human Development and Relationships Educator, Community Development Educator, 4-H Program Coordinator, FoodWise Coordinator and Educators. Youth, Family & Community Development programs provide tailored educational activities, resources, and partnerships that create advancements for residents and the community at-large. Mandated services provided are: youth protection program (background checks, volunteer orientation training, and mandated reporter training) and participation in the Federally Funded Nutrition Education Program FoodWise (per Section 3(d) of the Smith-Lever Act provides that The Secretary of Agriculture may fund extension work in the several states, territories, and possessions. Section 1425 of the National Agricultural Research, Extension, and Teaching Policy Act of 1977 (as amended) (7 U.S.C. 3175) is also known as the Expanded Food and Nutrition Education Program (EFNEP).

OUTPUTS

(Outputs are the steps required for carrying-out programming by educators)

		2016	2017	2018	2019
Number of educational programs provided to community (in person and online)		742	536	627	364
Number of educational contacts to direct learners		9,527	12,155	8,039	6,714
Number of volunteer hours provided to community to expand Extension programming		2,400	2,400	2,400	3,200
Number of 4-H volunteers		120	100	89	204
Number of 4-H exhibitors at the fair			462	411	393 4-H exhibitors and 438 total exhibitors
Outcomes Outcomes are the direct benefits and transformations experienced by residents and community entities from participation in programming.	Benchmark	2016	2017	2018	2019
Children and teens practice skills that enhance the well-being of youth, preparing for healthier and more successful adults (through the research-supported elements of positive youth development: belonging, mastery, independence, and generosity)	385 youth	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020	1,315 youth
Parents demonstrate new knowledge and skills for ensuring childhood health and safety (i.e. 0 - 18 years)	80%	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020
Parents and children develop improved relationships (i.e. 0 - 18 years)	80%	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020
Government agencies, small-scale farmers, nonprofit organizations, and local businesses demonstrate greater capacity in organizational effectiveness and impact	80%	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020
Community and organizational leaders use data and research to inform sustainable community transformations	80%	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020
Youth and adults with limited income increase knowledge and intent to make healthy food choices, such as increased fruit, vegetable, and whole grain consumption, decreased sugar sweetened beverages	80%	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020
Parents and children show a willingness to taste new foods	80%	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020
Youth and adults increase food safety knowledge and practice safe food handling at home	80%	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020
Parents and adults adopt food resource management strategies such as shopping with a list, or comparison shopping	80%	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020	new measurement starts in 2020