



Extension

UNIVERSITY OF WISCONSIN-MADISON
BAYFIELD COUNTY

Budget Summary and Highlights

The proposed Extension budget is \$296,966 in 2022. This is a 2.7% increase over the 2021 budget, primarily due to personnel costs. A levy of \$293,306 or 2.8% increase is included. The proposed budget request for 2022 includes revenues of \$3,660 consisting of postage allocation funds as received in the past from the University.

The Extension budget includes expenditures for Extension Office support, as well as educators focusing on the areas of Community Development, Human Development, Financial Security, and 4-H Positive Youth Development. In addition, the budget includes a 4-H Operations & Communications Associate and support for a statewide Emerging Crops Specialist working locally in hazelnut and other crop development. Bayfield County contracts with the University of Wisconsin System Board of Regents to co-fund Educator positions at a flat fee rate. Additionally, Extension FoodWise nutrition educators are completely funded by the University of Wisconsin System through federal grants. Nutrition educators are shared with Ashland and Iron Counties.

Overview and Function

The University of Wisconsin-Madison Division of Extension is a partnership of county government, the University of Wisconsin and the U.S. Department of Agriculture. Extension accesses the knowledge and research of the University of Wisconsin to meet the educational needs of Bayfield County residents. Educational programs are developed and implemented where county residents live and work.

To make sure educational programs meet local needs, county Extension educators secure input from residents and community leaders on an ongoing basis and work closely with the Agriculture and Extension Education Committee members.

Our local Extension educators are supported by a statewide network of specialists and administrative staff serving the entire organization.

Bayfield County belongs to a 4-county administrative Area along with Douglas, Ashland and Iron Counties. Partnerships, resources, programming, funding and staffing in each Extension office in the Area is led by the Area Extension Director, which is a state-funded position.

Responsibilities

- The **Human Development & Relationships Educator** is responsible for planning, implementing and evaluating programs that meet identified needs and interests of county families and community organizations. Common programming topics include relationships and parenting, co-parenting, and

preventing childhood adversity. Bayfield County is a pilot project for Literacy Link, a literacy program that connects incarcerated parents with their children through reading.

- The **Financial Security Educator** develops and delivers programs that foster partnerships and action to help people develop and maintain budgets, learn about credit, renting, and other financial aspects, and support healthy family finances.
- The **Positive Youth Development Educator** and **4-H Operations & Communications Associate** are responsible for providing leadership for the development, implementation and evaluation of the Bayfield County 4-H Community Club Program, as well as other Extension youth development programs including leadership development, educational trips, camps, teen court, and outdoor education such as Superior Adventures.
- The **Community Development Educator** is responsible for developing and implementing programs that help foster community economic development, community vitality and creative placemaking and local government education. Programming focus includes regional food systems, addressing regional housing and transportation issues and organizational development.
- The **FoodWise Educators**, in partnership with agencies and schools, provide knowledge and skills needed to make healthy food and active lifestyle choices for Food Share eligible residents. Bayfield County's FoodWise program is administered jointly with Ashland and Iron Counties and brings over \$170,000 in federal sub-recipient grants, which fund nutrition education.
- The **Emerging Crops Specialist** develops local research and delivers educational programs in the areas of agricultural economics and natural resources. Programming includes applied research using high tunnels and new breeds for crop development and field trials.
- The **Office Manager** is a county employee who provides support for all the educators and their programming, performs budget and bookkeeping duties, and helps the public understand the opportunities and programs provided through marketing and personal contacts.
- Additional part-time staff include a bookkeeper (county-funded), summer assistant for Superior Adventures (county-funded), and grant-funded University researchers who work on agricultural trials under the supervision of the Emerging Crops Specialist.

2021 Outcomes

Our Mission: We teach, learn, lead and serve, connecting people with the University of Wisconsin and engaging with them in transforming lives and communities.

- Introduced StrongBodies, an 8-week strength-training and balance program, offered virtually. Participants can borrow weights from FoodWise and attend from the comfort of their homes.
- Provided nutrition education assistance through the Red Cliff Food Distribution program.
- Provided mental health and wellness education using WeCOPE, Taking Care of You, and other programs with a focus on helping people cope with stress.
- Offered the Aging Mastery Program for older adults (and those who will get older).
- Provided education for parents through programs such as Triple P parenting seminars, Parents Forever co-parenting program, Strengthening Families & Systems, and other research-based curricula.
- Provided financial education opportunities through partnerships with Red Cliff Housing Authority and Bayfield County Jail.
- Provided ACEs (Adverse Childhood Experiences) and Trauma-Informed Care training for Red Cliff and Bayfield PD, Brule HeadStart and other organizations.
- Assisted Master Gardener Volunteers with virtual presentations and professional development opportunities.
- Provided Adult and Youth Mental Health First Aid Training, to help participants recognize and assist people in mental health crisis.

- Adapted 4-H CANSKI (Chequamegon Area Nordic Ski), 4-H Cultural Arts, summer camp and other youth programs to be COVID-safe and successful.
- Continued to advance the Superior Adventures outdoor summer education program with additional equipment and a summer assistant.
- Moved Washburn Vitality and Community Branding project forward in partnership between Extension and the city.
- Supported Red Cliff Economic Development Corporation through organizational development and changes.
- Hosted the Cheq Bay Regional Housing workgroup and worked with residents interested in senior housing.
- Supported the Regional COVID Response Cooperators meetings and assisted in setting up vaccine clinic procedures.
- Hosted webinars for businesses regarding COVID funding and PPP.
- Published and distributed newsletters for various audiences on nutrition, 4-H activities, topics on aging, and agriculture. Offered information and education in print, website and social media.
- Developed improved communication systems for 4-H adult leaders and youth members.
- Continued to improve hazelnut processing equipment and the WI New Crops Accelerator.
- Provided Literacy Link programming for justice-involved families where parents in jail are video recorded reading books they select for their children and the books and videos are sent to the children. Reduces the trauma of separation, strengthens family relationships and builds literacy skills.
- Collected and compiled data for the annual county budget survey.
- Provided nutrition education on healthy food choices and physical activity to low-income residents.
- Established vegetable variety trials in field and greenhouse for commercial vegetable gardeners to generate research-based information on the best vegetable varieties for our region in order to support local food production.

2022 Goals

Our educational programs are developed and measured against four strategic directives, aiming to build:

Stronger communities

- Provide capacity building support for local non-profits
- Provide education for community members who want to run for local elected offices
- Support continued success of the Master Gardener Volunteers program through statewide resources
- Provide networking and leadership opportunities for emerging leaders to address community needs
- Provide organizational support for regional stakeholder collaborations working to address workforce housing and economic recovery
- Provide leadership opportunities for youth through Superior Days, Teen Court and other programs

Food safety, security and health

- Adapt additional online and virtual/in-person methods for program delivery to accommodate effects of COVID-19
- Explore development of markets for value-added food products

- Respond to requests by gardeners, farmers, and homeowners for information on gardening, pest management, trees, flowers, and other homeowner-based natural resource issues through statewide resources
- Provide residents with opportunities to focus on and improve their financial health and security

Resilient and productive environments

- Continue work to increase awareness and opportunities for new crop development and production
- Develop educational resources for agricultural and other entrepreneurs
- Support Bayfield County's response to potential impacts from large-scale livestock operations
- Continue development work to establish hazelnuts as a viable crop for growers in NW Wisconsin

Thriving youth, families and communities

- Strengthen the 4-H youth development program through increased volunteer training and support of the 4-H Leaders Association
- Expand the Literacy Link program in the county jail to help children of incarcerated parents
- Provide healthy relationship and family resilience programming for inmates of the county jail
- Offer training and support for parents and agency staff who work with parents
- Continue outreach to young families and those who working with aging and caregiving
- Continue Superior Adventures summer youth program
- Offer programming to professionals and community members on the impact of and prevention of Adverse Childhood Experiences (ACEs)
- Support local organizations through long-range and strategic planning processes

AGRICULTURE AND EXTENSION EDUCATION COMMITTEE

Jeff Silbert, Chair

Jim Crandall

Steve Sandstrom

Tom Snilsberg

Fred Strand

