



February 26, 2016

Dear Members of the Sheboygan County Board and the County Administrator,

The UW-Extension Sheboygan County staff is pleased to share this annual report of programs and impact covering the period from January 1, 2015 to December 31, 2015.

Your University of Wisconsin-Extension Office is the local source of information for the University of Wisconsin system. The professional staff are University educators (faculty and academic staff) jointly employed by Sheboygan County, the State of Wisconsin, and the United States Department of Agriculture.

Each staff member possesses specific subject matter knowledge and training. The goal of the staff is to continue providing quality educational programs and information to the people of Sheboygan County, to help them gain the understanding, capabilities, and skills necessary for solving agriculture, family, and community concerns. Our interdepartmental collaboration and the development of our relationship with key partners on the campus of UW-Sheboygan have proven to be assets to the residents of Sheboygan County.

In Sheboygan County, the Planning, Resources, Agriculture and Extension Committee is responsible for the overall direction and policy oversight of Extension programming, as specified in Wisconsin Statute 59.56. The committee is comprised of Keith Abler, Chair; Fran Damp, Vice-Chairman; Libby Ogea, Secretary; Jim Baumgart, Supervisor; and Ed Procek, Supervisor. Our staff sincerely appreciated the committee's advice, guidance, and support during the past year and looks forward to working with the County Board of Supervisors in meeting the future educational needs of the people of Sheboygan County!

Sincerely,

Linda Lueder  
Co-Department Head  
4-H Youth Development Coordinator  
UW Extension Sheboygan County

# UW-Extension Sheboygan County 2015 Annual Report

## MISSION STATEMENT & SUMMARY OF RESPONSIBILITIES

Sheboygan County  
UW-Extension Staff  
920.459.5900

Michael J. Ballweg  
Crops & Soils Agent

Jane E. Jensen  
Family Living Educator

Sarah J. Tarjeson  
4-H Youth  
Development Educator

Linda Lueder  
4-H Youth Development  
Program Coordinator

Betsy Warmus  
4-H Youth Development  
Assistant (25%)

Kevin Struck  
Growth Management  
Educator

- Vacant -  
Dairy & Livestock Agent

Laura Apfelbeck  
Nutrition Education  
Program Coordinator

Janeth Orozco  
Nutrition Education  
Educator (80%)

Kao Vang  
Nutrition Education  
Educator

Support Staff  
Ann Herzog  
Victoria Deterding  
Tammy Zorn

The Purpose to which we commit...We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.



*UW-Madison Soil Science Department Research Associate Jamie West (left) and UW-Madison students assist UW-Extension Agriculture Agent Mike Ballweg with cover crop research being conducted on the Roehrborn Farm near Johnsonville.*

impacted by UW-Extension programs throughout Sheboygan County, and well over 270,000 indirect contacts were made through social networking, media, newsletters, list servers, and mailings.

**Thank you for your support**, which has allowed us to accomplish the 2015 impacts detailed in this report. We look forward to another year of working together.



*Strengthening Families 10-14 Program Alliance in Sheboygan County builds key family skills.*

UW-Extension Sheboygan County works with individuals of all ages, local organizations, families, and businesses. We teach at farms, schools, and public meetings. Funded by the county, state, and federal governments, we empower area residents to make better, more informed decisions and become more self-sufficient in their lives. We serve area residents knowing they will learn and give back to the community.

UW-Extension adds value to the community through a variety of programs and collaborations that improve relationships, build community, use resources wisely, and foster young leaders. In 2015, nearly 9,000 local residents were directly



*Reaching out to diverse communities through the educational programs of UW-Extension.*

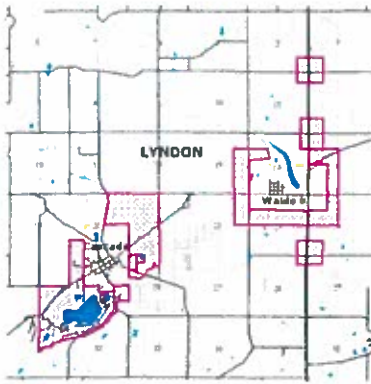


*UW-Extension Sheboygan County programs help support 8,662 jobs and \$3.1 billion in agricultural related economic activity in the county.*

## GOALS AND OBJECTIVES ACHIEVED IN 2015

### Educational Approaches Addressing Community Needs

State statutes require that any community that wishes to regulate general zoning and land divisions must have an adopted comprehensive plan. Further, this plan must be updated at least once every 10 years. The Town of Lyndon adopted such a plan in 2004 but had overlooked the update requirement until Kevin Struck, Growth Management Educator, brought it to their attention. Working with Kevin and Bay-Lake Regional Planning Commission, the Town fast-tracked its update in 2015 and adopted its new plan following a public hearing in June.



In-depth educational programs for local officials and citizens were provided as needed, and information requests were filled throughout the year. Topics included groundwater and private wells, land use, park planning, and farmland preservation. Kevin created a unique and innovative zoning strategy to help six local towns approaching deadlines for recertification of their farmland preservation zoning ordinances. In particular, he helped the towns 1) understand WI Department of Agriculture, Trade and Consumer Protection requirements, 2) gain consensus on whether to continue participating in the program, and 3) customize their zoning text and maps to meet state standards and local goals.

### Improving Soil Health & Water Quality

There is an ongoing need to implement cropping systems that protect water quality. For the past four years, Sheboygan County Crops & Soils Agricultural Agent Mike Ballweg has provided leadership for initiating and conducting cover crops research in Sheboygan County. Three research projects have been implemented to help identify cropping systems best suited for Eastern Wisconsin. Research partners include: UW-Madison - Soil Science Department, Nutrient & Pest Management Program, Natural Resources Conservation Service Planning and Conservation Department, and The Nature Conservancy. Approximately 250 people attended the program in 2015. New in 2015 is a research study to evaluate the effectiveness of how gypsum may reduce the solubility of phosphorus moving off cropland both as surface water and water being discharged from tile lines. A two-year study is planned.



2015 Sheboygan County Cover Crops Field Day

### 2015 Landscape and Grounds Maintenance Short Course

This UW-Extension short course is designed to provide relevant and timely information that allows green industry professionals to improve the quality and profitability of their horticultural businesses.

Sheboygan County sales of greenhouse, nursery, Christmas trees, fruits, vegetables, and floriculture products total \$6.3 million annually. Landscape and grounds maintenance businesses create additional full-time jobs and many seasonal jobs.

Approximately 100 people registered for the Landscape and Grounds Maintenance Short Course in 2015. Over 99% of short course attendees rated the class as either excellent or good.

### Sheboygan County Master Gardener Volunteers Build Community

UW-Extension Master Gardener Volunteers (MGVs) are trained individuals who support UW-Extension Educators by helping people in the community better understand horticulture and their environment. During 2015, 107 MGVs provided nearly 4,500 hours of horticultural expertise to Sheboygan County residents. Since 2000, Sheboygan County Master Gardener volunteers have provided 59,689 volunteer hours at a value of over \$1,102,037. The goal of the MGV program is to train enthusiastic volunteers who provide information and guidance on a wide variety of horticultural topics to the general public. An extensive offering of educational programs developed by MGVs in 2015 reached over 300 county residents in 2015. You will find Sheboygan County MGVs helping out at the: Old Plank Road Trail, Generations, Marsh Park Tower, Kohler Andre State Park, Meals on Wheels Gardens, UW-Sheboygan Campus, Plymouth Art Center, John Michael Kohler Arts Center, and Sharon Richardson Community Hospice to name a few.



Sheboygan County Master Gardeners

## Developing Youth and Adult Leaders

Over 450 volunteers and consumers were reached with training and resources regarding literacy skills, food preservation, food safety, and parenting skills. 225 children and their parents in Head Start classrooms were impacted by these volunteers on a monthly basis. Over 1,450 volunteer service hours at an estimated value of \$24,650 were contributed to families and communities in 2015. An evidence-based multi-session parenting/youth program was provided that has been proven to reduce future costs in drug treatment, lost future earnings, and time in the juvenile justice system.



4-H provides opportunities for youth to learn from caring adults.

The Youth Development Program Coordinator, Linda Lueder, provided primary leadership and support for 33 4-H Community Clubs throughout Sheboygan County. The 4-H Community Club Program enrolled 965 members, grades K-13, and approximately 400 adult leaders. Members participated in citizenship, leadership, service, teamwork, and decision making through their participation in club meetings and activities. Approximately 34,000 volunteer service hours were contributed to youth and communities in Sheboygan County in 2015 for an estimated value of over \$740,000.

## Providing Education to Protected Audiences

In Fiscal Year 2015, the Wisconsin Nutrition Education Program (WNEP) remained unstaffed for 6 months and had been partially staffed for the 3 years prior. Starting with the hire of a new county coordinator in July, WNEP contacted all 11 qualifying schools in the county to begin nutrition education and multiple organizations serving SNAP-eligible families. Current agreements will allow us to contact more than 400 low-income adults and children in Sheboygan County in the first half of 2016 alone. Research strongly correlates diet and health — physical and mental — and reveals strong links between obesity, diabetes, and income level. In Wisconsin, one is more likely to be poor if one is Asian, Hispanic, or African-American. Because language and cultural barriers impact our ability to reach low-income families in their communities, we sought to hire nutrition educators with strong ties to our Hispanic and Hmong communities, which are growing and have experienced levels of poverty higher than state and national levels.

## Building on Community Strengths

Family Living Educator Jane Jensen provided adult and family multi-session caregiver education that increased family caregivers' ability to manage caregiving responsibilities, delay placement of their care recipients in expensive long-term care, lessen costly hospital stays, and balance employment with caregiving. The Family Caregivers Coalition in Sheboygan County, co-chaired by Jane, provided monthly educational programs, access to local resources, and quarterly newsletters to almost 1,000 local family caregivers and the agencies that serve them. Jane also conducted a number of focus groups with family caregivers to identify ways in which the coalition can meet the needs of family caregivers in the next 3-5 years.

## Supporting Healthy Families

The evidence-based, seven-part Strengthening Families Program for Parents and Youth 10-14 was facilitated for the 4<sup>th</sup> time in Oostburg to provide outreach. The family skill building program saves nearly \$10 for every \$1 invested in the program in future costs for drug treatment, lost earnings, and time in the juvenile justice system. Jane provided leadership for the program. Trained facilitators instructed the youth and adults separately for the first hour and joined together for the family session. Additional series are planned for 2016.

A community food assessment was conducted to assess the ability of food insecure households throughout the county to access the necessary quantity and quality of food to have healthy life. Jane Jensen utilized the university research base to develop and pilot survey instruments that were used to survey almost 200 food pantry clients. The results are being used by a variety of family serving organizations, including the food pantries, to revise the ways they serve clients.

## Choose Health Action Teens (CHAT) Program:

Sarah Tarjesson, 4-H Youth Development Educator, worked to provide youth nutritional education through the *Choose Health Action Teens (CHAT)* program. Teen volunteers completed 10 hours of training to help teach *Choose Health: Food, Fun, and Fitness (CHFFF)* curriculum to younger youth. The 5 youth volunteers receive ongoing mentorship and support from UW-Extension Staff, who prepared and co-facilitated each lesson and provide evaluation during the length of the program

The 6-lesson CHFFF curriculum engages 8-12 year-olds in experiential learning activities to teach healthy eating and active play. 17 elementary youth participated in this program in 2015. The program targets behaviors shown by research to be most important in childhood obesity and chronic disease prevention. By co-leading delivery of the curriculum, teens gained experience in facilitation skills and effectively teaching younger youth, while also learning health, nutrition, and fitness information. Younger youth gained knowledge in food preparation, active games, and how to set goals for healthy eating and activity. As a result of participating in a 4-H Healthy Living Program, 100 percent of participants agreed or strongly agreed that they learned how to make healthy food choices.



Sheboygan County  
Planning, Resources,  
Agriculture &  
Extension Committee

Keith Abler  
Chairperson

Fran Damp  
Vice-Chairperson

Libby Ogea  
Secretary

James Baumgart  
Ed Procek  
Frederick Johanning  
Members



Use your phone, iPad, or tablet camera to scan the code above to find UWEX on the web! (Barcode Reader or Google Goggle apps may be needed.)

UW-Extension  
Sheboygan County  
5 University Drive  
Sheboygan, WI 53081  
920-459-5900

University of Wisconsin, United States Department of Agriculture, and Wisconsin Counties cooperating.

University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title IX & ADA.

## BUDGET

The UW-Extension Sheboygan County 2015 approved budget was \$488,377, with actual expenses of \$466,202. The 2016 levy amount is \$463,028. The total approved budget for 2016 is \$490,313. Our budget more closely reflects our expenses and revenue than in past years due to the accountability in management built in regarding the office checking account. The 2015 budget goals were accomplished primarily by responsible operations, pursuit of matching funds, and sustainable program revenue and support from community, county, and state stakeholders.

## ISSUES AND CHALLENGES AHEAD

Many UW-Extension programs leverage substantial local, state, and federal dollars to improve the quality of life for residents in Sheboygan County. The state's 2015-2017 biennial budget reduced University of Wisconsin System funding by \$250 million. Cooperative Extension's portion of the cut is \$3.6 million per year—8.3 percent of its ongoing state funding. State funding cuts prompted the *nEXT Generation Cooperative Extension* initiative, but it isn't simply about reducing budgets. It's a chance to modernize Cooperative Extension and ultimately make it stronger. Sheboygan County UW-Extension staff will continue to work with the Planning, Resources, Agriculture and Extension County Board Committee as we learn about the changes being implemented.

## GOALS AND OBJECTIVES FOR 2016

The primary goal of UW-Extension for 2016 is to continue providing quality educational programs and useful, research-based information to the people of Sheboygan County to help them gain the understanding, capabilities, and skills necessary for solving farm, home, family, business, and community issues and problems.

UW-Extension Sheboygan County has identified the following shared goals:

- ◆ Identify populations of protected audiences throughout Sheboygan County, as well as the needs that are unique to these communities.
- ◆ Participate in a community "mapping" opportunity facilitated by a UW-Extension specialist to explore opportunities and gaps in educational services.
- ◆ Provide training to stakeholders and elected officials of Sheboygan County, in partnership with UW-Extension's Applied Population Lab, to identify the changing dynamics of the population of the county.
- ◆ Provide technical assistance to help the Towns of Holland, Lima, Lyndon, Mosel, and Scott recertify their farmland preservation zoning ordinances in 2016-2017 to ensure approximately \$250,000 in annual income tax credits for local farmers will not be lost.
- ◆ Provide groundwater and private well education through 1) year-round availability of homeowner testing kits at our UW-Extension Office, and 2) a local well water testing event in cooperation with Sheboygan County Planning and Conservation, and the certified lab at UW-Stevens Point.
- ◆ Develop and deliver UW-Extension educational programs for dairy producers, crop producers, and agri-professionals targeting dairy herd management, forage, crop production and farm modernization. Continue cover crop and gypsum research aimed at developing cropping systems that reduce soil loss and improve water quality. Continue to support "Lakeshore Local Food Network," exploring strategies to foster economic development in the production and use of local food.