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SHEBOYGAN COUNTY

Jayna Hintz

Extension, Sheboygan County-University of Wisconsin-Madison

March 1, 2024

Honorable Members of the Sheboygan County Board and County Administrator Alayne Krause,

I am pleased to submit the 2023 Annual Report for Extension, Sheboygan County, University of Wisconsin-Madison. Our goal is to provide quality educational programs to empower the people of Sheboygan County to gain knowledge, build capacity, strengthen collaboration, and develop relationships with key partners in the community.

Highlights of the various educational outcomes in 2023 include: obtained vital input for the Cascade Village Board from residents regarding the future of the Cascade mill pond, dam, park, and Nichols Creek which ultimately guided the board to pursue a feasibility study for their residents' top-ranked alternative; provided groundwater and private well education through a well water testing event and educational session in the Town of Rhine; hired Human Development and Relationships Educator who met with over 20 community partners to build relationship and identify community needs; hired Crops Educator who began building relationships with producer-led watershed groups, Natural Resources Conservation Service and Farm Service Agency staff, growers, dairy producers, and the Sheboygan County Planning & Conservation Department with the goal of creating partnerships that allow us to scale future programming; FoodWise taught 358 nutrition education classes to 4,608 participants; revisited the Core Values of the Wisconsin 4-H Program with club leaders, officers, and youth leadership to refocus the program's vision and outcomes; responded to the rapid onset of drought conditions in early summer with timely crop management updates to growers around topics such as weed management, forage production, pests, cover crop considerations, and crop insurance.

I want to thank the County Board and County Administrator for your collaboration and support.

Respectfully Submitted,

Jayna Hintz
Area Extension Director

Mission Statement and Summary of Responsibilities

Through Extension, Sheboygan County, University of Wisconsin-Madison, the people of Sheboygan County and beyond can solve their most pressing issues and uncover their most promising opportunities through hundreds of programs and initiatives.

Fundamental to this mission are Extension, Sheboygan County, University of Wisconsin-Madison's partnerships with Sheboygan County government, UW-Green Bay, Sheboygan campus, and other public and private organizations. Extension, Sheboygan County, University of Wisconsin-Madison's wide-ranging initiatives impact over 15,000 Sheboygan County residences directly and indirectly every year by providing access to university resources and engaging people in learning and transforming their lives wherever they live and work.

Summary of responsibilities include the following:

- Supporting personal growth, professional success, and organizational effectiveness through formal and informal learning.
- Addressing the changing needs of the state and community by conducting, applying, and conveying relevant university research.
- Integrating a scholarly approach to outreach into Sheboygan County focusing on Youth Development, Community Development, Human Development & Relationships, Nutrition, and Agricultural education.
- Addressing the specific educational needs of underserved populations in our community.
- Empowering area residents to make informed decisions, become more self-sufficient, improve their lives, and add value to the communities in which they live.

Goals and Objectives Achieved in 2023

- In response to a request by the Cascade Village Board, created a two-page fact sheet, an open house feedback form, and a follow-up opinion survey that was sent to every household in the Village to obtain vital input regarding the future of the Cascade mill pond, dam, park, and Nichols Creek. A total of 74 residents provided feedback, which the Village Board took into consideration and ultimately voted in favor of pursuing a feasibility study for their residents' top-ranked alternative.
- Provided groundwater and private well education through a well water testing event and educational session in the Town of Rhine, held in cooperation with the certified lab at UW-Stevens Point. Over 130 households participated, which made this one of the highest attended events for this program in Sheboygan County. The follow-up educational and troubleshooting session was attended by 60 people.
- Hired a Human Development and Relationships (HDRI) Educator in July, 2023. The HDRI Educator has since met with over 20 community partners to build relationship and identify community needs.
- Newly hired Crops Educator began building relationships with producer-led watershed groups, Natural Resources Conservation Service and Farm Service Agency staff, growers, dairy producers and Planning & Conservation Department with the goal of creating partnerships that allow us to scale future programming.

- In response to the rapid onset of drought conditions in early summer, timely crop management updates were delivered to growers around topics such as weed management, forage production, pests, cover crop considerations, and crop insurance via newsletters, webinars, and presentations.
- Developed and delivered 14 formal meetings, 6 presentations, 12 factsheets, 2 popular press articles for farmers and agribusinesses to improve farm productivity, profitability, viability, and sustainability by increasing their knowledge and adopting best management practices to improve dairy production, animal health, and animal well-being.
- Evaluated and updated Sheboygan County 4-H promotional materials, including social media and paper brochures, based on national 4-H campaigns and resources.
- Developed a more streamlined and efficient schedule with the Sheboygan County 4-H Leaders Association to maximize the use of committees and reduce the burden on volunteers.
- Revisited the Core Values of the Wisconsin 4-H Program with club, officers, and youth leadership to refocus the program's vision and outcomes. As a result of these efforts, 100% of participants in the Club Leadership Summit agreed or strongly agreed that they were an important part of the 4-H Program. Additionally, 97% indicated they could identify several Core Values of the 4-H Program.
- FoodWise taught 358 nutrition education classes to 4,608 participants. An additional 3,677 participants were reached through indirect education via printed materials.
- FoodWise coordinated the Sheboygan County Activity and Nutrition (SCAN) health coalition and led monthly meetings for over 50 SCAN members. The SCAN coalition worked on various projects to address health, physical activity, nutrition, and food security.
- FoodWise provided ongoing technical assistance and support for the most recent community health assessment (CHA) and community health improvement plan led by the Sheboygan County Public Health Division. This included creating the community health survey tool, conducting key stakeholder interviews, and providing feedback on the CHA report.

Budget

	2023 Budget	2023 Results	Variance
Revenues	\$434,534	\$431,558	-\$2,976
Expenses	\$434,534	\$420,780	\$13,754
Total	\$0	\$10,778	\$10,778

The Extension, Sheboygan County, University of Wisconsin-Madison 2023 budget was \$434,534 with actual expenses of \$420,780. The 2023 levy amount was \$403,299. Our Department ended 2023 with a \$10,778 positive variance. The 2023 budget goals were accomplished primarily by responsible operations, pursuits of matching funds, sustainable program revenue, and support from community, county, and state stakeholders. Our approved budget for 2024 is \$437,061 with a property tax levy of \$407,326.

Issues and Challenges Ahead

Hiring continues to be a challenge for two open positions due to limited pools of qualified candidates.

Goals and Objectives for 2024

- Provide ordinance guidance and mapping assistance for the Towns of Greenbush and Sheboygan Falls to update their Farmland Preservation Zoning Districts and apply to the Wisconsin Department of Agriculture, Trade, and Consumer Protection agency for a new certification to replace their current one that expires on December 31, 2024.
- Guide at least two local towns through the process of amending their zoning ordinance to include regulations for agritourism, which is an emerging land use with a variety of potential impacts.
- Host Regional Agriculture Day program in spring of 2024 to focus on multiple aspects of agriculture – farm marketing, animal nutrition, manure, and crop management.
- Encourage producer participation in on-farm trials related to nitrogen management and/or alfalfa yield and persistence
- Provided timely, research-based solutions to agricultural producers in Sheboygan County through programs, regular newsletters, and webinars.
- Increase in youth engagement and developmental relationships within the Sheboygan County 4-H Program based on the Wisconsin 4-H's Theory of Change in correlation with the 4-H Thriving Model.
- By September 2024, FoodWise eligible parents of young children will have increased knowledge of and/or access to healthy foods as a result of multi-level interventions.
- By September 2024, FoodWise eligible schools will report a positive change in food choices, access, and/or availability as a result of multi-level interventions.
- Life Span will offer education and support to Sheboygan County caregivers through re-establishing the local caregiver coalition, connecting caregivers to statewide resources and specialists, and by offering two Powerful Tools for Caregivers workshops (6-week series).
- Facilitate 7-session course, Planning AHEAD that helps adults of all ages to make end-of-life financial, healthcare, and final wishes decisions in order to reduce the stress experienced by survivors and to ensure that their wishes are honored.
- Work with County partners and agencies in the areas of supporting the aging community, financial security and family engagement and relationships to plan opportunities to address gaps in services.