Cooperative Extension at a Glance
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An overview of the organization
Cooperative Extension Assets

We work with federal, state and local partners to offer educational programs that address the learning needs of individuals, families and communities. We offer quick and convenient access to university research and knowledge through faculty and staff in every Wisconsin county and on eight 4-year Wisconsin campuses.

Cooperative Extension’s people assets
- Located in 72 counties and three tribes
- 764 FTEs and 1,000 people resources
- Faculty specialists on eight 4-year campuses
- We invest $15.2 million on the eight 4-year campuses
- 157 FTEs on campus provide research
- 437 county-based educators
- 284 faculty on-campus plus off-campus
- 170 FTE county-funded administrative assistants

Program partnership assets
- State level—Dept. of Health and Family Services ($6.5 million); Dept. of Natural Resources ($2 million)
- State level—Dept. of Agriculture, Trade, & Consumer Protection, Dept. of Commerce, Dept. of Public Instruction, Dept. of Justice, Natural Resources & Conservation Service (significant annual resources)
- Federal level—Resource connections to Land Grant Universities in all 50 states
- Local level—Agencies, organizations, and communities of interest
- Volunteers—19,000 for youth development
- In 2006, Master Gardeners in Wisconsin volunteered more than 167,477 hours to UW-Extension and their communities

Cooperative Extension political assets
- Wisconsin Associated County Extension Committees (WACEC)
- County Extension committees
- Federal and state legislative relationships
- Graduates from leadership programs
- Community Partner Advisory Groups
- Great potential to partner with UW Colleges
- Family issues impact seminars for legislators

Organizational assets valued by county educators
- Non-credit educational programs that meet identified needs of local citizens, including many hard-to-reach audiences
- Ability to positively impact the quality of life through human, social, economic, creative and environmental capital
- Strong relationships with campuses providing a research base
- Continued strong connections to county government crucial to future success
- Facilitated, informed discussion, analysis and decision-making on public issues
- Strong faculty governance tradition that encourages open and free dialogue
- Technology-enhanced educational delivery
- Partnerships with county faculty crucial to continued Cooperative Extension success
- Shared leadership in administration and faculty governance

Organizational assets valued by Cooperative Extension’s administrative team
- Decentralized shared leadership decision-making
- Trust-based partnerships based upon mutually beneficial collaborations
- Locally driven educational program planning process
- Ability to leverage resources from multiple sources to meet educational needs
Extension’s Statewide Reach

- UW campuses
  - 4-year
- UW Colleges
  - 2-year
- County offices
- Tribal offices
Grassroots Needs Determine Cooperative Extension Priorities

Local voices shape programming

Why do we go through this planning process?

The Cooperative Extension program planning process provides direction and guidance to make sure faculty and staff are providing Wisconsin communities with the educational programs they want. By listening to people across the state, we are accountable to our citizens, county boards and partners and are better able to link the resources of the University of Wisconsin to the needs of our state's communities.

How do faculty and staff engage in planning?

County-based faculty and staff solicit input from a wide variety of individuals and community partners. They engage local voices, such as local business leaders and associations, social service agency staff members, volunteer leaders from the nonprofit sector, as well as citizens from all walks of life. County extension offices analyze the information they collect, identify three to five priority issues they intend to address, and submit these issues to statewide program area teams. These teams, composed of campus and county-based faculty and staff, review the issues from across the state. They develop plans that link the expertise of campus-based faculty and staff to the priority issues of Wisconsin communities in the form of research and outreach education.

Why do our clients, county boards and partners care about our planning?

Planning provides us with concrete evidence that we respond to local needs. The process itself shows that local needs are the foundation of our programs. Through planning, we make sure we are working on the most important educational issues in our communities. Planning gives our clients, county board members and community partners an opportunity to tell us what's on their minds. And, the planning process gives us an opportunity to gather feedback about their priorities. Time, our biggest resource, is scarce. Planning helps us use our time on the most important issues in our counties. Information gathered through program planning helps program area faculty and staff evaluate and assess statewide educational needs and develop plans to address those needs. The planning process is tangible evidence of the Wisconsin idea, bringing the resources of the University to the needs of the state's communities.

Programming themes

Improving the quality of life for Wisconsin families and youth

Strong communities begin with strong families. We offer programming on affordable housing issues, nutrition, youth issues, family financial management, health care and parenting, to lay the foundation for economic viability.
Strengthening the economies of Wisconsin communities

Cooperative Extension can help the state regain economic ground. We assist communities and local businesses in exploring opportunities to "grow Wisconsin." We address family and farm economic security; maintaining farming's viability in competitive economic environments; improving the economic well-being of families and communities; and creating and sustaining jobs with livable wages.

Balancing the use and protection of Wisconsin's natural resources

Nothing is sustainable without a healthy environment. We assist families, businesses, farmers and communities as they protect, preserve and conserve natural resources, including water. We also help communities balance economic development and land use.

Strengthening leaders for Wisconsin's future

Helping local leaders develop skills and gain confidence is important to the continued vitality of our communities. We assist public, private and non-profit groups to increase confidence and develop leadership skills, in both youth and adults. We also offer organizational assessments and planning.

Supporting community and local government decision makers

Demands on local governments continue to change. Our programming supports local leaders in a time of shrinking resources and changing priorities, to help them seek citizen input and involvement and to allow decision makers to make the best, most cost-effective and informed decisions possible. We also work to involve young people in local government.

Supporting multicultural communities

Wisconsin continues to become more ethnically diverse. This diversity both enhances and brings challenges to communities. Cooperative Extension partners with community-based organizations, business owners and local decision makers to develop educational initiatives that build on the strengths of our diverse communities.

Cooperative Extension teams address program priorities, local needs

Teams within Cooperative Extension are self-directed. They create their own mission and vision, set their goals and objectives, and work with a community of interest to obtain impacts and outcomes. Cooperative Extension priorities identified at the local level are linked to the program teams listed.

- Affordable Housing
- Building 4-H After-School Programs
- Building Community Connections with Families
- Community and Economic Development Preparedness
- Community Planning and Plan Implementation Team
- Community-Based Leadership Program
- Consumer Health Education
- Consumer Health Education
- Dairy
- Developing Multicultural Understanding
- Downtown Vitality and Community Placemaking
- Eating Well, Being Active
- Emerging Agricultural Markets
- Energy Education
- Entrepreneurship
- Families in Stress and Transition
- Family Caregiving
- Family Financial Education
- Farm and Risk Management
- Forestry
- Fresh Market and Commercial Vegetable
- Fruit Crops
- Future Land use Issues and Priorities
- Grains
- Groundwater
- Helping Youth Understand Agricultural Issues
- Horticulture
- Invasive Species
- Livestock
- Local Government and Finance
- Nutrient Management
- Organizational Development
- Other Local Programs
- Other State Programs
- Parenting Education
- Political Effectiveness
- Poverty and Food Insecurity
- Public Policy Education
- Stormwater
- Strengthening Community Environments for Positive Youth Development
- Strengthening the Vitality of 4-H Community Clubs
- Systems Thinking
- Team Forage
- Tourism Research, Planning & Development
- Volunteer Monitoring
- Wisconsin FIRST
- Youth Voices in Community Action and Governance

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Cooperative Extension’s Educational Areas

Cooperative Extension provides educational programming in the following areas. These programs draw upon evidence-based research conducted by both campus and county-based faculty and staff.

Agriculture and Natural Resources

Teaming up with agriculture

- Focusing on the needs and issues of Wisconsin’s $51.5 billion agriculture and horticulture industries
- Helping farmers modernize, adapt to change and be competitive
- Encouraging agricultural practices that protect land and water resources
- Providing objective, research-based information and facilitation for public policy affecting agriculture, natural resources and communities

www.uwex.edu/ces/ag/

Community, Natural Resources and Economic Development

Meeting community challenges

- Economic development
- Leadership & organizational development
- Natural resources protection
- Local government and finance

www.uwex.edu/ces/cnred/

Family Living Programs

Strengthening Wisconsin’s families

- Responding to community needs with research-based education and partnerships that support Wisconsin families and communities
- Enhancing family relationships, parenting, child care and school readiness
- Providing education focused on family financial security, access to affordable housing and health care
- Promoting community-based nutrition education efforts

www.uwex.edu/ces/flp/

4-H and Youth Development

Supporting young people

- 4-H community clubs
- Community youth development
- Leadership development
- Governance and citizenship
- Skill development

www.uwex.edu/ces/4h/

Wisconsin Geological and Natural History Survey

- Studying natural resources
- Creating partnerships with county and local governments on specific local problems
- Reaching out with information (more than 20,000 requests per year) on environmental and natural resource topics

www.uwex.edu/wgnhs/

Wisconsin Rural Leadership Program

- Training participants to be leaders with a global perspective on issues
- Providing communities with leaders who serve as catalysts for positive change
- Enhancing businesses by educating employees with increased organization, leadership and problem-solving skills

www.uwex.edu/ces/wrlp/

Teaching contacts—2006

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\begin{array}{ll}
\text{Agriculture & Natural Resources} & 290,142 \\
\text{Community, Natural Resources & Economic Development} & 90,704 \\
\text{Family Living Programs} & 425,751 \\
\text{4-H & Youth Development} & 263,829 \\
\text{Wisconsin Geological & Natural History Survey} & 20,842 \\
\text{Total Contacts} & 1,091,268
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Specialists

Counties can draw upon the expertise of approximately 245 state specialists housed on eight 4-year campuses. These specialists, who also serve as research and teaching faculty and staff, provide statewide educational leadership, conduct research with and for counties and serve as informational resources to counties. They work in six educational programs:
1. Agriculture and Natural Resources
2. Community, Natural Resources and Economic Development
3. Family Living Programs
4. 4-H and Youth Development
5. Rural Leadership Program
6. Wisconsin Geological and Natural History Survey

In addition, specialists travel to counties to conduct specialized workshops and work with county Cooperative Extension faculty and staff to address local issues. Specialists also offer assistance through a variety of centers and programs.

Technology

Through local Cooperative Extension offices, people have access to a wide array of computer support and software, audio-conferencing services, instructional design, web-based communications, educational satellite and videos and more, due to our ties with the university system.

Grant writing

County faculty and staff can work with state and federal partners to write grants in efforts to bring in new dollars for local programming.

Publications and university relations specialists

Campus-based resources include a team of professional publishers who help local faculty and staff publish to share research-based educational information that benefits local programming. Campus-based resources also include university relations specialists who help county faculty and staff improve communications with the media and partners to enhance quality educational programming.

University resources

Residents of each county benefit from the wealth of resources offered by the Cooperative Extension office through the University of Wisconsin System, including the library system, educational centers, bulletins and educational materials. One example is access to the Applied Population Lab, a group of research and outreach professionals dedicated to providing the most reliable demographic and economic data currently available.

Program evaluation

The Program Development and Evaluation (PD&E) unit provides training and technical assistance to help campus and community-based faculty and staff plan, implement and evaluate high quality educational programs. PD&E has played a major role in improving programs and accountability by offering in-service educational programs, resource material development, consultation, administrative support and management of high priority evaluations.

Other resources

Your local county Extension office also provides you with access to the Media Collection with more than 2,800 educational resources and the expertise of the Distance Education Unit.
More information about Cooperative Extension programs, which offer more than one million teaching contacts each year, is available at www.uwex.edu/ces.