



Extension

UNIVERSITY OF WISCONSIN-MADISON
OUTAGAMIE COUNTY

ANNUAL REPORT 2021

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Extension in 2021!

Chris Viau, Area Extension Director

Teach. Learn. Lead. Serve.

While cleaning out an older notebook I discovered a tri-fold Extension brochure tucked in the back, and noticed the four words above boldly printed on the top of one of the sections. These four words may seem simple, but they help our team of faculty and staff make significant impacts in our communities. This is the Wisconsin Idea in four simple words.

Teach. Our educators teach in a variety of ways. We teach our volunteers who in turn use their new knowledge to contribute to youth and adults learning and practicing new skills. We conduct field days and onsite visits where agricultural producers, or community members, can learn more about important topics. We teach in classrooms, both virtual and in person, to help individuals and families be healthier, more productive, and knowledgeable.

Learn. When you are engaged in outreach you also need to be a lifelong learner. Our team is continually improving our skills by participating in training and courses to bring the latest information to our communities. But that is not all, we listen and observe our community needs working with partners to bring timely and relevant programs to where they are needed most, right here in Outagamie County.

Lead. The Extension team leads by example through active participation in local, regional, and statewide organizations, coalitions, committees and work groups. Through these networks they have an opportunity to Lead, Learn, Teach and Serve.

Serve. By serving our community as volunteers, board members and committee members, our team of dedicated professionals magnify the impact of the most up to date information that impacts our community and its residents.

Take some time and read how our team has Taught, Learned, Led and Served this past year. We look forward to another year of continued impact.

ColorBold Business Association

Soft Launch

GROW CONNECT HAVE A SEAT AT THE TABLE

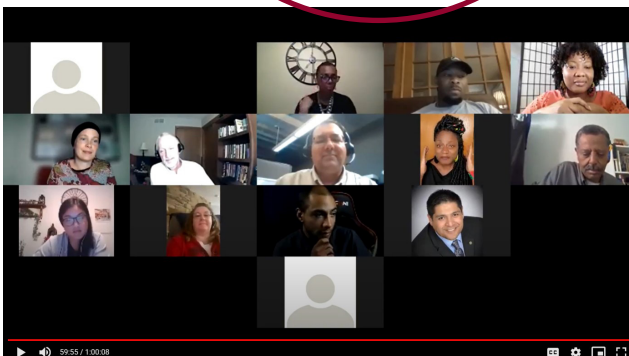
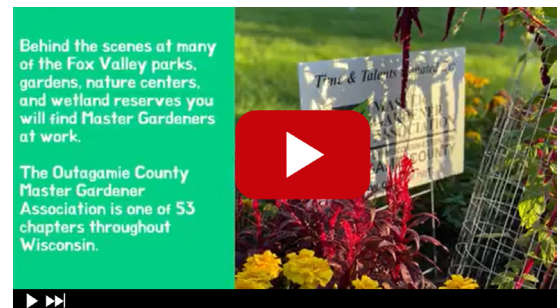


- Learn what ColorBold is about
- Network
- Understand How to use Business Credit
- \$25 Visa Gift Card Giveaways!

Sept. 21
2021
TIME: 6:00pm -7:30pm

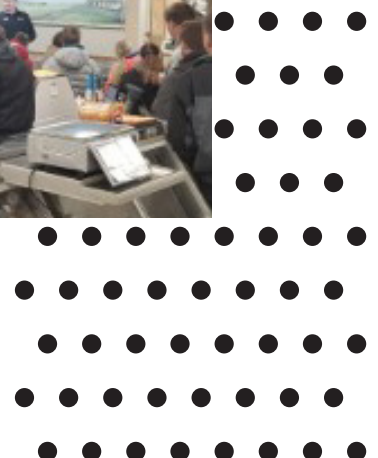
Register for this Free Virtual Event at:
www.ColorBold.org

ColorBold
Associated Bank
Extension
UNIVERSITY OF WISCONSIN - MADISON



Clockwise from top right:

Farmers bring samples of their crops to Educators to test; The County Executive Facebook page features a video highlighting work by the Master Gardeners; Members of Outagamie County 4-H learn about meat processing; Community members learn more about ColorBold Business Association; FoodWise Educators teach at the Growing Together garden; ColorBold Soft Launch promotion



4-H

About Alicia

Alicia Schroeder-Haag is the Outagamie County 4-H Program Educator. She oversees the complete county 4-H program including volunteers, membership, county events, meetings, trainings and activities. Alicia has worked to provide strong support and high quality opportunities for the youth in Outagamie County. Many efforts are focused on positive youth development which is supported by University-backed research and locally collected data.

Activities

- Adventure Day Camp & Cloverbud Day Camp - Calumet and Outagamie Counties partnered to provide two day camps in place of an overnight camp the summer of 2021.
- 4-H Horse Association Hunter Hack Clinic - Alicia provided education to 4-H youth in the horse project on beginning Hunter Hack on how to safely jump their horse over fences.
- Volunteer in Preparation (VIP) Training - Offers basic training for new volunteers.
- Discover 4-H Boxes & virtual training for non-4-H members - A six-week program for youth of Calumet, Outagamie, Winnebago and Waupaca Counties.
- County Officer Training - Club officers learn about their position and meet other 4-Hers from around the county.
- Northland Festival Foods Outreach Event - Members and volunteers share basic information about 4-H.
- Supporting Youth Mental Health Train the Trainer - Alicia can now provide additional support to youth and their mental health and can train volunteers to do the same.

Outcomes

All of the activities listed above (in addition to many others) along with the work of all of our volunteers, play a role in creating a high quality 4-H program that is helping youth to thrive. Youth ages 13-19 participated in a survey that helped us measure the quality of the program and the probability of youth thriving in the future. We discovered that much of what we do in the program (projects, events, trainings, youth/adult partnership opportunities, etc.) is very beneficial. Our overall program quality score is 5.8 out of 7. One youth said, "I've learned a lot throughout the years. The level of quality expected has increased my own standards. I have always been encouraged to try something new."

Community Development

About Mia

Mia Ljung is the Community Development Educator for Outagamie & Winnebago Counties. She is focusing her work on inclusive economic development with entrepreneurs of color, farmland preservation, and farmland access. Mia grew up in Stockholm, Sweden, and has two Bachelor of Arts degrees in Urban & Regional Planning and Art History.

Activities

The Community Gardens Fox Valley-Oshkosh Area map and directory was launched.

Strategic planning with Kaukauna Public Library that assessed community aspirations and needs, budgetary priorities and established a shared vision for the future.

Advised the Village of Greenville in pursuing the competitive Regional Conservation Program Partnership (RCPP) grant in moving forward with their permanent farmland preservation program.

Educated entrepreneurial ecosystem stakeholders such as economic development professionals and Fox Valley libraries through the pilot curricula "Homegrown: Entrepreneurship in Your Community" and "Maximizing Business Success Among Entrepreneurs of Color in Your Community."

Capacity-building work with ColorBold Business Association in grant writing, coordinating business development programs and strategic planning.

Outcomes

- The Kaukauna Public Library strategic planning involved a community survey with 261 responses, over 20 focus groups, several one-to-one meetings as well as library-specific and community data. The 2022-2025 strategic plan includes concrete goals, timelines and actions.
- The RCPP grant was awarded to the Village of Greenville and will match up to \$560,000 in permanent farmland protection through a Purchase of Development Rights program.
- The New North Board endorsed the Small Business and Entrepreneurship workgroup recommendations for implementation in 2022.
- ColorBold Business Association partnership highlights:
 - Mia provided program development support for events such as the September Soft Launch and Main Street Bounceback grant session.
 - The popular Facebook event, the ColorBold Monthly Spotlight, where Mia interviews business owners of color in Northeast WI reached a total of 7,536 people in 2021.
 - Capacity support in securing financial and in-kind support from Wisconsin Economic Development Corporation, New North, African Heritage Inc., Associated Bank and CAP Services.

Crops & Soil



About Kevin

As the Crops and Soils Agent, Kevin serves the public by providing education and outreach in agronomic areas including, but not limited to, forage production and management, nutrient management/water quality and farm management. Kevin holds a Bachelor of Science and Master's Degree in Agricultural Education from UW-River Falls and a lifetime of experience in production agriculture.

Activities

- Alternative Forages Research: Conducted a multi-county study to identify the Economic Optimum Nitrogen Rate (EONR) for various alternative forage crops. The EONR helps farmers maximize yields while protecting natural resources by reducing the potential for over-applications of N fertilizer, thereby lowering the risk of an unintended negative impact on groundwater quality.
- Focus on Forage: Developed an educational webinar series that delivered seven one-hour programs sharing the latest research and management information with farmers and agricultural professionals.
- Alfalfa Scissors Clip and Corn Silage Drydowns: Led these outreach activities to help farmers identify the ideal time to begin harvesting to maximize forage yield and quality.

Outcomes

Determined the EONR for Alternative Forage "Cocktail Mixes" and Italian Ryegrass (tables at right).

660 Individuals from 20 US states, Canada and France representing up to 1.17 million acres

indicated that knowledge gained through the webinar series could result in an increased profit potential/savings of \$9.97 million dollars for the 2021 growing season.

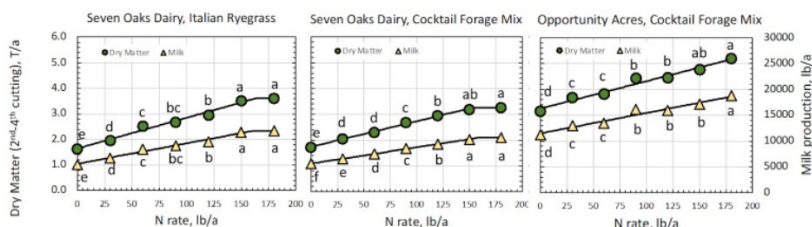
95% of respondents agreed/strongly agreed the information presented was "high quality and clearly presented."

98% of respondents indicated that the information was "directly applicable to their own farm or client's farms."

96% of respondents indicated that "the information will increase forage production and/or quality of their own or their client's farms."

100% of respondents indicated they are likely to attend another online educational experience offered through the Focus on Forage series.

Analyzed 174 alfalfa samples to help farmers maximize the yield and quality of their first cutting hay and moisture tested 100 corn samples to identify the ideal time to begin harvesting corn silage.



Dairy & Livestock



About Sarah

Sarah Grotjan is the Dairy/Livestock Agriculture Educator. She graduated from UW-Madison with a Bachelor of Science degree in Dairy Science, Production and Technology emphasis. She came to Extension in 2016 after farming for 36 years. Her primary emphasis with Extension is dairy/livestock production and she advises the 4-H livestock and dairy youth programs in Outagamie County.

Activities

- Badger Dairy Insights series: Statewide webinar for dairy producers and calf raisers where they learned about housing, health and disbudding procedures for calves.
- Cow College: Webinar and farm tour sessions offered to Outagamie and Shawano Counties in collaboration with Fox Valley Technical College focusing on dairy topics.
- Beef X Dairy: A webinar series for livestock producers (beef and dairy), and industry agribusiness. Sarah's presentation focused on the best practices for disbudding young calves.
- YQCA (Youth for the Quality Care of Animals): A quality assurance training for youth enrolled in the livestock projects.
- Meat Processing Workshop: A workshop for Outagamie County youth and parents interested in increasing their knowledge of the meat processing industry.
- Dairy and Beef Animal Well-being Conference: A conference for dairy workers, farmers, and agribusiness professionals.

Outcomes

Cow College: Over 30 people participated and learned UW-Madison research outcomes regarding group housing and best calf management practices.


YQCA Instructor-Led Training: Over 60 youth learned the best practices to ensure a safe and quality food product for the consumer as well as best practices for animal well-being and character development.

Outagamie County Meat Processing Workshop: Over 40 youth and adults learned how to make the best tasting brat with various combinations of meat and spices, as well as cuts of meat and career opportunities.


Dairy and Beef Well-being Conference: Over 90 participants learned best management practices to maintain and improve animal well-being and welfare. Conference focused on improved production, profitability, and animal well-being topics.

FoodWise/Nutrition

About Hannah & Miranda



Hannah Phillips is the FoodWise Healthy Communities Coordinator for Calumet, Outagamie, Waupaca and Winnebago counties. Her work focuses on Policy, Systems, and Environmental Change Work that makes it easier for people with limited income to eat healthy and be physically active. Hannah is a Certified Health Education Specialist with a Bachelor of Science in Community Health Education from UW-La Crosse.



Miranda Dawson is the FoodWise Nutrition Educator in Outagamie County. Miranda received her Bachelor of Science degree in Dietetics from UW-Stevens Point. As a Nutrition Educator, Miranda leads lessons at local schools and afterschool programs, discussions and cooking demonstrations at local community organizations, works with school gardens and leads tours at farmers markets and grocery stores.

Activities

- Keep Calm & Cook On: Virtual nutrition discussions and recipe demonstrations with Women, Infants and Children and Head Start families. Started weekly, transitioned to monthly.
- Bitmoji Classroom: Virtual nutrition education platform created for elementary students.
- Summer Farmers Market Tours: Tours were offered once a month at the Appleton Farm Market.
- Garden Nutrition Education: Started a “pizza garden” at the Appleton Boys and Girls Club, used for a garden nutrition series with 4th-6th graders.
- In-person Nutrition Education: Nutrition discussions and recipe demonstrations for the residents of COTS and ASCEND. Also afterschool lessons at the Appleton Boys and Girls Club with 5th-6th graders.
- Fox Valley Food Security Effort – Coordinated this new group focused on improving food security in Calumet, Outagamie and Winnebago counties.

Outcomes

The Fox Valley Food Security Effort increased its membership. The group interviewed or surveyed several community organizations that provide food in some way to community members and began development of a survey to better understand what barriers community members face in accessing food.

Twenty-three fourth graders at Columbus Elementary used the Bitmoji Classroom in a 6-week series.

Fifteen sessions of the virtual Keep Calm & Cook On discussions were offered in Outagamie County.

Three summer classes participated in garden nutrition education at the Boys and Girls Club in Appleton.

Seven recipe videos, seven Bitmoji lectures, two promotional videos and a virtual grocery store tour video were created and shared on social media.

Horticulture



About Kaitlin

Kaitlin Bricco is the Outagamie County Horticulture Educator. Kaitlin has a Bachelor of Science degree in Professional Horticulture from UW-River Falls. Her work focuses on consumer horticulture, which supports gardens and landscapes as a benefit to individuals, communities and the environment. She also works closely with the Outagamie County Master Gardener program.

Activities

- “Growing Healthy Plants: Basics in Plant Disease Management” was presented in partnership with Brian Hudelson from the UW Madison Plant Disease Diagnostic Clinic. Participants learned about common plant diseases, methods for disease control, and how to adapt these techniques for use in the home garden.
- “Diseases in the Veggie Garden”: a virtual program that partnered with Outagamie County Master Gardeners and Kimberly Library. The presentation covered recognizing common vegetable garden diseases, taking appropriate measures and how to help prevent disease problems in future growing seasons.
- Individualized Horticulture Programming: There has been a trend in horticulture inquiries regarding topics around home gardening such as composting, starting seeds and soil testing. Emerald Ash Borer treatment and prevention has also been popular as the pest becomes more prevalent in the area.

Outcomes

As a result of “Growing Healthy Plants: Basics in Plant Disease Management” 56% of people said their knowledge and understanding in disease prevention techniques and information was increased. There were 185 in attendance via Zoom.

Forty people were able to join virtually for “Diseases in the Veggie Garden.” There were many engaging questions during the presentation related to implementing different gardening strategies from a cultural perspective to prevent disease.

Master Gardener Recognition Events: Kaitlin was able to serve on the committee to plan statewide Master Gardener recognition events. Over 800 Master Gardener Volunteers (MGVs) from around Wisconsin gathered virtually for “Elevate,” a kickoff event to distinguish work that MGVs have accomplished. The first Master Gardener Volunteer Week was held April 5-9, 2021 featuring “Thank a Master Gardener Volunteer Day” where members of the public could express gratitude toward area MGVs.

Life Span Education



About Karen

Karen Dickrell is a Professor of Family Development with a focus on Life Span Education. Programs include outreach to build resiliency skills with individuals and families. Her educational background is in Family and Consumer Sciences with a Bachelor of Science and Master's degree from UW-Stout.

Activities

- Family Caregiver educational programming is done in collaboration with a number of agencies of the Outagamie Caregiver Coalition. A primary focus has been the creation of Caregiver Chats that meet monthly via Zoom. A statewide evaluation was conducted in 2021. Powerful Tools for Caregivers is an evidence-based curriculum, presented in six parts, that was conducted in concert with the Aging Disability and Resource Center's Dementia Specialist.
- Children Caught in the Middle is offered monthly by the Outagamie County Family Court program and Extension. End of session evaluations as well as post evaluations were conducted and results continue to score high with the impacts of the class on families.
- Glimmers of Joy emails are created monthly and include a message and video outreach. They began with the onset of the Corona Virus pandemic and have continued on.
- Encouraging Financial Conversations is a six-part workshop for professionals that work with families, offering basic financial education foundations and tips on how to talk to clientele about difficult topics. A state-wide evaluation was conducted.

Outcomes

Family Caregiving: 86% reported they identified one or more new ways to take care of themselves. 57% said they were reminded of one or more ways they had learned in the past. 73% reported they tried one or more new ways to take care of themselves. 93% reported they identified ways to manage stress. 93% indicated that the way they view their well-being has changed since participating in the program.

Children Caught in the Middle: 88% reported they were more aware of the importance of building children's support networks to increase their resilience. 93% agreed or strongly agreed that they were more hopeful about their children's future as a result of the information they learned in class.

Glimmers of Joy: The number of people enrolled in the monthly mailing started with 96 and we now are at 125. The percentage open rate ranged from 46 to 79 which is a strong indicator, with 57% watching the entire video in the months of July and October.

Encouraging Financial Conversations: Professionals reported they have initiated a conversation about financial concerns with clientele and they had applied the information to their own financial management. They have also visited the recommended websites to explore additional resources.

Positive Youth Development

About MaryBeth

MaryBeth Wohlrabe is an Outreach Specialist with a focus on Community Youth Development. Her programs focus on housing stability for youth, achieving academic success, and communication skills. These programs include Rent Smart, Juntos, and photography. She earned her Bachelor of Science degree in Human Services Leadership from UW-Oshkosh.

Activities

Photography may be a passion and a joy for MaryBeth, but teaching young people how to improve their photography skills is even more enjoyable. Choosing and exhibiting photography at a county fair can be a bit intimidating, but with her perspective and insight as a county fair judge and photographer, these young people will gain the confidence to share with the judge why they chose that photo and what makes it a good photo.

Rent Smart gives the tools to individuals to be successful tenants, especially those that have no rental history or poor rental history. Participants continue to say that the most useful information is the eviction process and knowing what the rights and responsibilities are of both the landlord and the tenant.

Educational activities focused on social emotional skill building for young people grades K-6 with the Appleton Public Library's English Language Learners (ELL) Club to develop clearer English language skills in a fun hands-on method.

Outcomes

- Over 40 youth and adults participated in Rent Smart throughout 2021 with 21 of those earning a certificate of completion.
 - 100% Rent Smart participants indicated they understand how landlords screen applicants.
 - 100% Rent Smart participants indicated they understand the responsibilities of their landlord.
 - 100% Rent Smart participants indicated they feel confident in communicating their rental needs with their landlord.
- Almost 30 Outagamie County employees participated in Real Colors training.
- Over 60 youth participated in photography workshops.
- More than 40 young people participated virtually in hands-on activities with the Appleton Public Library's English Language Learners (ELL) Club. Activities included Spending, Saving and Earning Money; Benefits of Honeybees and other Pollinators and how we can support their ecosystem; and Generosity and Giving in the Holiday Spirit.



Extension

UNIVERSITY OF WISCONSIN-MADISON
OUTAGAMIE COUNTY



2021 Staff, Administration and County Leadership

Extension Staff

Amy Beck	Office Assistant
Joan Behle	Office Assistant
Kaitlin Bricco	Horticulture Educator
Miranda Dawson	FoodWise Nutrition Educator*
Karen Dickrell	Life Span Educator
Christi Gabriliska	FoodWise Nutrition Coordinator*
Sarah Grotjan	Dairy and Livestock Educator
Vicki Handschke	Office Assistant
Kevin Jarek	Crops and Soils Agent
Mia Ljung	Community Development Educator†
Ina Montgomery	Program Assistant
Hannah Phillips	FoodWise Healthy Communities Coordinator*
Alicia Schroeder-Haag	4-H Program Educator
Kristine Soper	FoodWise Nutrition Educator*
Chris Viau	Area Extension Director*
MaryBeth Wohlrabe	Positive Youth Development Educator
Becky Zoglman	Communication Specialist

**Serves Calumet, Outagamie, Waupaca and Winnebago Counties*

†Serves Outagamie and Winnebago Counties

County Administration

Thomas Nelson	County Executive
Jeff Nooyen	County Board Chair
Travis Thyssen	County Board Vice Chair

Extension Education Committee

Keith Suprise	Chair
Dan Rettler	Vice Chair
Daniel Melchert	Secretary
BJ O'Connor-Schevers	Member
Debbie VanderHeiden	Member

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