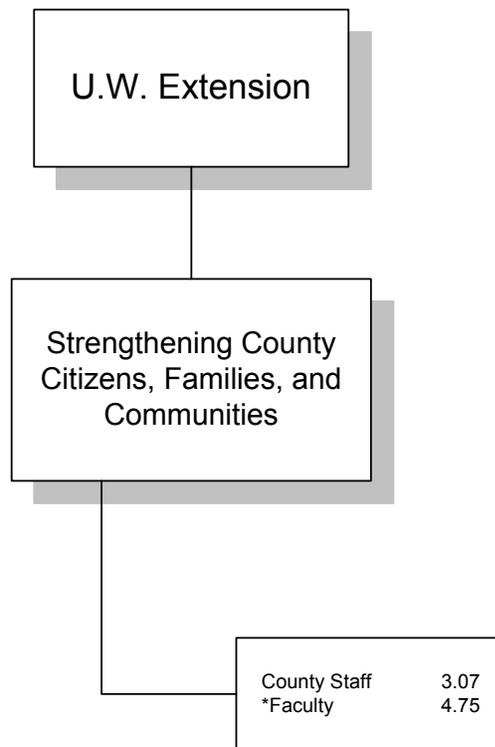


# **University of Wisconsin Extension**

# U.W. EXTENSION OFFICE

## FUNCTION / PROGRAM CHART



3.07 TOTAL FTE'S

\* State 133 Contract UW-Extension Faculty and Academic Staff funded by State/County/Grant/Fee sources.

1. Position counts stated in terms of budgeted full time equivalent positions (FTE) includes extra help and overtime.
2. See Stats/Trends Section for position detail.



### Statement of Purpose

Waukesha County University of Wisconsin–Extension (UWEX), in partnership with the state UW Cooperative Extension Office, delivers research based information to improve the quality of life for families in the areas of youth development, family living, community resource development, horticulture, nutrition, and health. UWEX provides community based education for families, businesses, governments, and organizations using non-traditional educational methods.

Financial Summary	2008 Actual	2009 Adopted Budget	2009 Estimate (a)	2010 Budget	Change From 2009 Adopted Budget	
					\$	%
<b>Revenues</b>						
General Government	\$162,146	\$159,150	\$237,550	\$289,250	\$130,100	81.7%
Fine/Licenses	\$0	\$0	\$0	\$0	\$0	N/A
Charges for Services	\$26,036	\$35,854	\$57,168	\$26,470	(\$9,384)	-26.2%
Interdepartmental	\$0	\$0	\$0	\$0	\$0	N/A
Other Revenue	\$21,914	\$29,299	\$68,979	\$47,418	\$18,119	61.8%
Appr. Fund Balance	\$83,325	\$0	\$25,072	\$0	\$0	N/A
<b>County Tax Levy</b>	<b>\$307,426</b>	<b>\$312,646</b>	<b>\$312,646</b>	<b>\$326,994</b>	<b>\$14,348</b>	<b>4.6%</b>
<b>Total Revenue Sources (a)</b>	<b>\$600,847</b>	<b>\$536,949</b>	<b>\$701,415</b>	<b>\$690,132</b>	<b>\$153,183</b>	<b>28.5%</b>
<b>Expenditures</b>						
Personnel Costs	\$163,542	\$170,085	\$181,569	\$180,390	\$10,305	6.1%
Operating Expenses	\$311,840	\$289,558	\$418,799	\$415,199	\$125,641	43.4%
Interdept. Charges	\$85,238	\$77,306	\$78,021	\$94,543	\$17,237	22.3%
Fixed Assets	\$0	\$0	\$0	\$0	\$0	N/A
<b>Total Expenditures (a)</b>	<b>\$560,620</b>	<b>\$536,949</b>	<b>\$678,389</b>	<b>\$690,132</b>	<b>\$153,183</b>	<b>28.5%</b>
Rev. Over (Under) Exp.	\$40,227	-	\$23,026	-	-	N/A
<b>Position Summary (FTE)</b>						
Regular Positions	3.00	3.00	3.00	3.00	0.00	
Extra Help (a)	0.27	0.06	0.31	0.07	0.01	
Overtime	0.00	0.00	0.00	0.00	0.00	
<b>Total County Positions</b>	<b>3.27</b>	<b>3.06</b>	<b>3.31</b>	<b>3.07</b>	<b>0.01</b>	
<b>Additional Human Res.</b>						
State 133 Contract (b)	4.75	4.75	4.75	4.75	0.00	
Grant Funded State 144 Contract (c)	1.75	1.75	1.75	2.10	0.35	
Americorp VISTA Workers (d)	3.45	3.45	3.00	3.45	0.00	
Wisconsin Nutrition Education Program (e)	7.10	7.60	7.60	8.60	1.00	
<b>Total (Non-County)</b>	<b>17.05</b>	<b>17.55</b>	<b>17.10</b>	<b>18.90</b>	<b>1.35</b>	

- (a) The 2009 estimate for expenditures and revenues exceeds the adopted budget due to 2008 carryover and purchase orders and additional expenditure authority added to the budget by approved ordinances.
- (b) State UW Extension 133 Contract educators are funded with approximately 40% local revenues, including tax levy, grants and other revenues, with the State funding the remaining 60%. The cost of the 40% local share is recognized in operating expenditures.
- (c) The State 144 Contract for UW-Extension community educator staff is paid 100% through Community Development Block Grants (CDBG) and other grant and program revenue. Additional grant and other revenues may be identified and requested for appropriation through ordinances during 2010 to increase the level of 144 Contract educator community support.
- (d) Community Development Block Grant (CDBG) revenues are anticipated to fund 1.0 FTE Americorp VISTA worker (Volunteer in Service to America), with the other 2.0 FTE provided at no charge to the County through a cost share agreement with the Federal Americorps Program.
- (e) The Wisconsin Nutrition Education Program (WNEP) is federally funded and administered by the State's UW Cooperative Extension. Its operating expenses, personnel costs, and grant funding are not included in the County Budget. This program is run through the County UW Extension with approximately \$204,000 of County in-kind match in 2010.

Strengthening County Citizens, Families & Communities

County-Wide Key Strategic Outcome: Quality programs and services delivered with competence and skill

Program Description

Extension educational programs apply the research and resources from the Wisconsin University System to strengthen Waukesha County citizens, families, and communities. Programs are planned and implemented by developing partnerships with community organizations, building collaborations and incorporating teamwork. Faculty and staff design and implement educational programs, conduct local research, train leaders and volunteers and build networks for the benefit of the citizens in Waukesha County.

Education is provided to protect the environment, assist communities with growth and change, increase agriculture and horticulture productivity, and economic development. Waukesha County UW Extension also teaches programs to build strong families, develop youth and adult leaders, improve nutrition and mental health, promote family and public safety, strengthen neighborhoods, and provide opportunities for developing life skills and workforce development. The number of educational program participants served (reflecting participation where single individuals may attend multiple educational programs) in 2008 was 38,289, budgeted for in 2009 is 35,435, estimated for 2009 is 38,445, and budgeted for 2010 is 38,500.

 Program Highlights

General Government revenues increase by \$130,100 to \$289,250 from the 2009 budget, including the federal Drug Free Communities (DFC) grant, which adds \$125,000 to the base adopted budget in 2010, to be used to continue and strengthen the Waukesha County Drug Free Communities Coalition. These coalition partnerships are used to help reduce underage alcohol consumption and other drug abuse. Federal Community Development Block Grant (CDBG) funding for community development work in the City of Waukesha's three Neighborhood Revitalization Strategy Areas (NRSAs) increases by \$20,150 to \$130,000 (including \$40,000 in CDBG funding from the City of Waukesha Department of Community Development for work in the West Side neighborhood). In addition, the City of Waukesha is expected to approve an award of \$29,250 in CDBG funding for the UW Extension Office to pilot a NRSA Planning Board project to help coordinate and evaluate grant funded activities and update the five-year strategic plan in the Phoenix Heights NRSA. Contingent upon future funding, the NRSA Board is planned to extend its work to the other two NRSA neighborhoods.

The Charges for Service revenue base budget, which consist mostly of horticultural and community planning/zoning workshop and other fees, is reduced by \$9,384 to \$26,470, to be closer to the 2009 estimate for these mostly workshop-related revenues. Higher 2009 estimated Charges for Service revenue include contract revenues for helping develop comprehensive plans for the City of Waukesha and Village of Chenequa.

Other Revenues increase by \$18,119 to \$47,418, mostly due the Healthy West Side Initiative grant from the Greater Milwaukee Foundation, estimated to add \$30,000 to the base adopted budget in 2010, to help revitalize the City of Waukesha Neighborhood by working to strengthen neighborhood organizations and develop potential re-designs for neighborhood streetscapes and park space. The state is reducing its non-grant funded cost reimbursements provided for the County resources used by \$11,250 to \$3,750. County Tax levy support for this Department increases by \$14,348 or 4.6% to \$326,994, or 47% of base budget expenditures.

Personnel costs increase by \$10,305 to \$180,390, mostly due to the cost to continue 3.0 FTE County employed administrative and clerical support staff, and an increase in health insurance costs by \$5,781 to \$38,613, resulting from a change in a part-time position's health plan from single to family. Temporary extra help increases by \$498 or 0.01 FTE (20 hours) to \$1,783 for 0.07 FTE (150 hours) for the Farmers' Market Garden Gleaning Project, continued with County Tax Levy funding after the anticipated loss of CDBG funding for this project.

Operating expenditures increase by \$125,641 to \$415,199, mostly due to the increase in grant awards in this budget, including the DFC grant (mentioned above), which funds two half-time project coordinators and part of the 133 Contract and clerical support costs of \$88,900, and required program evaluations, promotional services, training and travel related expenses and supplies, estimated to cost \$21,700. In addition expenditures for the state "144 contract" community educator services increase by \$35,962 to \$132,026, which are grant funded (for 2.10 FTE), an anticipated increase in community educator staff time of 0.35 FTE (730 hours).

Interdepartmental Charges increase by \$17,237 to \$94,543, partially due to an increase in End User Technology Fund (EUTF) Charges by \$12,921 to \$65,372, mostly offset by tax levy of \$11,348 shifted in from EUTF (for a net increase of only \$1,573) to help cover the phasing in of the full-cost of computer resources being used, recommended by Internal Audit. In addition, Countywide indirect cost recovery charges increase by \$7,203 to \$15,313, related to the higher grant awards anticipated in the 2010 budget.

State 133 Contract Educator and County-Employed Administrative/Clerical Positions

State funding support is approximately 60% of position costs for the UW Extension Director/Family Living Educator; the Community Resource Development Educator; the 4-H & Youth Development Educator; the Commercial Horticulture Educator; and the Consumer Horticulture Educator. These contract educators are State employees, and are required to take 8 unpaid furlough days in state fiscal year (FY) 2010 (beginning July 1, 2009) and FY 2011, based on the 2009-11 Adopted State Budget. In addition, the State Legislature froze state employee salaries for 2010. State officials estimate the salary freeze and furloughs will lower educator salary and benefit costs by 3.065% in 2010. The table below details the estimated local share of funding for these positions.

Position	Local Share Amounts paid by County Tax Levy	Local Share Amounts Paid by County Grants/Fees/Contracts
UW Extension Director	\$47,835	\$0
Community Resource Development Educator	\$0	\$33,214
4-H & Youth Development Educator	\$31,582	\$0
Commercial Horticulture Educator	\$0	\$27,714
Consumer Horticulture Educator	\$20,385	\$0
County Employed Clerical Support (3.0 FTE)	\$145,308	\$32,932
<b>Total</b>	<b>\$245,110</b>	<b>\$93,860</b>

## Major Departmental Strategic Outcomes and Objectives for 2010

### County-Wide Key Strategic Outcome: An economically vibrant county

**Objective 1:** To continue to increase small business development by teaching Going Solo: Building a Family Business to families in the Neighborhood Revitalization Strategy Areas of Waukesha. (Community Resource Development Educator, pending grant funding)

**Key Outcome Indicator:** Assist in the startup of two new businesses.

Performance Measure:	2008 Actual	2009 Target	2009 Estimate	2010 Target
Number of new businesses	4	2	2	2
Number of employees	12	4	5	5

**Objective 2:** Provide specialized training for farmers' market managers to increase sales and sustainability in the business. (Commercial Horticulture Educator)

**Key Outcome Indicator:** The success of farmers' markets are dependent upon the skills and effectiveness of the market manager. In Waukesha County, the market manager retention rate averages less than 5 years. Farmers' market managers and vendors will develop skills to design marketing strategies to increase consumer sales.

Performance Measure:	2008 Actual	2009 Target	2009 Estimate	2010 Target
Farmers market managers developing marketing strategies	NA	6 (20%)	16 (53%)	35 (100%)

**Objective 3:** Conduct web based independent study certification course for municipal planning commission members to increase knowledge and skills for effective implementation of the Comprehensive Smart Growth Plan.

**Key Outcome Indicator:** 3a: Percent increase in knowledge by program participants. 3b: Percent who now understand their role as a plan commissioner (pre and post test). 3c: Percent who applied knowledge to decisions made as plan commissioner (follow up evaluation).

Performance Measure:	2008 Actual	2009 Target	2009 Estimate	2010 Target
3a: Percentage of participants who report an increase in knowledge	75%	75%	80%	85%
3b: Percentage who understand role	75%	75%	80%	85%
3c: Percentage who applied knowledge in decision making	60%	70%	80%	85%

### County-Wide Key Strategic Outcome: A county that assists at-risk citizens

**Objective 4:** Improve nutritional health of participants (low income) in the Waukesha County Nutrition Education program (Nutrition Educators and Garden Gleaning Programs).

**Key Outcome Indicators** 4a: Percent increase in consumption of fruits and vegetables by program participants (pre and post test). 4b: An estimated 14% increase for 2010 (from the 2009 estimate) in fresh produce collected through farmers' markets and collection sites for donations to at risk families. 4c: Through participation in the County-wide food pantry survey completed in 2008, participants have identified barriers to accessing healthy, affordable food and community services (this will no longer be monitored after 2009).

Performance Measure:	2008 Actual (a)	2009 Target	2009 Estimate	2010 Target
4a: Percentage of participants who report an increase in fruit and vegetable consumption	66%	50%	55%	60%
4b: Pounds of produce donated (a)	15,270 lbs	28,560 lbs	25,000 lbs	28,500 lbs
4c: % of participants identifying barriers	NA	60%	80%	NA

(a) The lower 2008 actual pounds of produce donated is mostly due to severe flooding during June 2008.

**Objective 5:** Increase family self-sufficiency through participation in community gardening. (Consumer Horticulture Educator)

**Key Outcome Indicators** 5a: Participant assessment of economic savings realized by gardening. A survey will be taken of participants to report their progress. 5b: Explore expansion of community garden, with the addition of 5 new rental garden plots.

Performance Measure:	2008 Actual	2009 Target	2009 Estimate	2010 Target
5a: Percentage of participants who report a savings (number of participants)	70%	70% (150)	75% (195)	75% (245)
5b: Garden Plot Revenue Generator	\$2,712	\$3,334	\$3,042	\$3,435
5b: Garden Plots Rented	80	92	91	96

**Objective 6:** Design a curriculum to develop the capacity of adult and youth residents to provide leadership in their neighborhoods and reduce crime by training residents to develop 3 new neighborhood block clubs and 2 youth clubs. Conduct advanced educational training with neighborhood leaders. (Community Development Block Grant and Greater Milwaukee Foundation Grant)

**Key Outcome Indicator:** Train 18 adult neighborhood residents with 50% assuming a leadership role within their community. For 2010 create 3 new neighborhood block clubs to increase community engagement and stability in the neighborhoods. Develop 2 youth leadership clubs with 35% of graduates assuming a leadership role.

Performance Measure:	2008 Actual	2009 Target	2009 Estimate	2010 Target
New Neighborhood Block Clubs	6	4	3	3
Adult Graduates in Leadership Roles	N/A	35%	55%	50%
Increase in Youth Leadership Clubs	1	3	2	2
% Youth Graduates in Leadership Roles	20%	25%	30%	35%

**County-Wide Key Strategic Outcome: A county that provides customers with quality programs and services**

**Objective 7:** Conduct training series on Latino Culture and Values to increase staff effectiveness when working with Latino families. (0.50 FTE Latino Project Coordinator; 4<sup>th</sup> and final year of UW Extension Quad County State grant funding)

**Key Outcome indicator:** By conducting a post program survey, participants will evaluate the usefulness of the information received during the training. The Department will measure the percentage of program respondents who indicate the training will be **very useful** in their interactions with people from Latino/Hispanic cultures and the percentage who indicate the program will be **very useful** in providing services to Latino/Hispanic audiences.

Performance Measure:	2008 Actual	2009 Target	2009 Estimate	2010 Target
The training was very useful during interactions	78%	72%	74%	75%
The training was very useful in providing services	65%	65%	65%	65%

**Objective 8:** Respond to critical and emerging issues by developing and delivering research-based education in cooperation with UW Extension Specialists and the University of Wisconsin System. (UW Extension Staff)

**Key Outcome Indicator:** Total hours and dollar estimates invested in Waukesha County by UW Extension Specialists in educational consultation, professional development trainings, research and analysis.

Performance Measure:	2008 Actual	2009 Target	2009 Estimate	2010 Target
Survey Analysis	175	100	75	100
Comprehensive & Strategic Planning	52	175	110	100
4-H Volunteer Training	120	150	130	140
Horticulture Business & Volunteer Training	195	174	180	175
UW Ext. Staff Professional Development	319	275	300	275
Community Education Consultation	212	160	150	200
Total Hours of UWEX Specialist Support	1,073	1,034	945	990
Estimated dollar value (\$75.00/hour)	\$80,475	\$77,550	\$70,875	\$74,250

**County-Wide Key Strategic Outcome: Cost effective services delivered with competence and skill**

**Objective 9:** Membership in the 29 Waukesha County 4-H Clubs has remained constant with 76% living in cities, while 24% of the members live in small rural communities, in a country setting or on a farm. Expand youth participation by 5% and adult leadership by 6.5% in 4-H. Increase number of age appropriate projects for youth. (4-H and Youth Development Educator)

**Key Outcome Indicator:** 6.5 percent increase from 2008 actual in the number of adult leaders and 5% increase in the number of youth participants. One new educational project developed, annually.

Performance Measure:	2008 Actual	2009 Target	2009 Estimate (a)(b)	2010 Target
Adults Volunteer Leaders (a)	385	410	393	410
Youth Participants (b)	1,070	1,155	1,020	1,122
New Projects Developed	3	1	1	1

(a) Due to parents working longer hours/multiple jobs, fewer adults were available to serve as volunteer leaders.

(b) The decrease in youth participants is due to more individuals graduating from this program than being newly recruited during 2009.

**Objective 10:** To become a Master Gardener Volunteer individuals receive 36 hours of training by UW Extension Horticulture Educators. In addition, annually the volunteers receive an additional 18 hours of advanced training. Trained Master Gardener Volunteers donate time on an ongoing basis, providing educational programs to residents, families, schools, organizations and community groups in Waukesha County. (Commercial and Consumer Horticulture)

Performance Measure:	2008 Actual	2009 Target	2009 Estimate	2010 Target
Trained Master Gardener Volunteers (a)	274	245	290	290
Volunteer hours donated	11,502	10,600	11,900	11,985
Estimated dollar value (\$10.00/hour)	\$115,020	\$106,000	\$119,000	\$119,850

(a) Trained Master Gardener Volunteers providing ongoing volunteer time on an annual basis.

**Objective 11:** Recruit, train and retain volunteers to support educational programs and outreach. (UW Extension and Volunteer in Service to America (VISTA) Staff)

**Key Outcome Indicator:** Number of trained volunteers and investment of hours in educational outreach.

Performance Measure:	2008 Actual	2009 Target (a)	2009 Estimate	2010 Target
Trained volunteers	963	850	1,038	1,038
Volunteer hours donated (a)	38,289	51,114	38,445	38,000
Estimated dollar value (\$10.00/hour) (a)	\$382,890	\$511,140	\$384,450	\$380,000

(a) The 2009 Target overestimates the number of volunteer hours and the estimated dollar value of these hours. The 2010 Target is reduced to be more in-line with 2008 Actuals and the 2009 Estimate.

**Objective 12:** Implement the Federal Drug Free Communities Program to 1) develop a countywide coalition which will 2) reduce the use and abuse of drugs, alcohol and tobacco by youth in Waukesha County. (Drug Free Communities Grant)

**Key Outcome Indicator:**

12a: Number of active coalition members; 12b: coalition support from municipalities; 12c: coalition participation by school districts 12d: number municipalities cooperating in the Parents Who Host, alcohol reduction campaign 12e: pounds of prescription drugs collected through the Drug Collection and Awareness Program

Performance Measure:	2008 Actual	2009 Target	2009 Estimate	2010 Target
12a: Number of active coalition members	25	50	75	85
12b: Number of active municipalities	4	5	5	6
12c: Number of school districts	4	4	5	6
12d: Parents who Host Campaigns	NA	NA	3	5
12e: Pounds of prescription drugs collected	NA	NA	2,500 lbs	4,000 lbs

## Grant Funding

Grant Title	Funding Source	Funding Administration	Amounts Awarded for 2008	Amounts Awarded for 2009(a)(c)(e)	Amounts awarded for 2010 (a) (b)(d)(e)(c)
Community Development Block Grant (CDBG) West-Side Neighborhood Revitalization Strategy Area (NRSA)	CDBG	City of Waukesha	\$45,000	\$39,850	\$40,000
CDBG Haertel Field Revitalization (NRSA)	CDBG	County	\$45,000	\$35,000	\$45,000
CDBG Phoenix Heights Revitalization (NRSA)	CDBG	County	\$45,000	\$35,000	\$45,000
CDBG Sussex Community Development (a)	CDBG	Village of Sussex	\$0	\$4,000	\$5,000
Farmers Market-Gleaning (b)	County	County	\$3,000	\$2,000	\$3,000
CDBG NRSA Planning Board Grant	CDBG	City of Waukesha	\$0	\$0	\$29,250
Drug Free Communities Coalition Grant (c)	Federal	County	N/A	\$125,000	125,000
Greater Milwaukee Foundation - Healthy West Side Neighborhood Initiative Grant (d)	Private	County	N/A	\$35,000	Pending
Coordination & Development of Wisconsin Statewide Farmer's Market Association (e)	Federal	County	N/A	\$35,300	(e)
Business Improvement District Strategic Planning for Waukesha Grant	City	City of Waukesha	\$7,500	N/A	N/A
Village of Chenequa Comprehensive Planning Agreement	State	Village of Chenequa	N/A	\$9,400	N/A
City of Waukesha Comprehensive Planning Agreement	State	City of Waukesha	N/A	\$30,225	N/A
<b>Sub Total County UW Ext. Administered Grants</b>			<b>\$145,500</b>	<b>\$350,775</b>	<b>\$292,250</b>
Subtotal State/Nonprofits/Other Administered Grants (f)	Various	Various	\$446,800	\$671,600	\$599,800
<b>Total UW Extension Grants</b>			<b>\$592,300</b>	<b>\$1,022,375</b>	<b>\$892,050</b>

- (a) The Community Development Block Grant (CDBG) Sussex Community Development award was made to the Village of Sussex. Waukesha County UW Extension is a subcontractor on this project.
- (b) 2010 CDBG funding for the Farmers' Market Garden Gleaning project is not awarded. However, the 2010 budget includes \$3,000 in base budget dollars to continue this program.
- (c) The 2009 DFC grant was awarded in late 2008, and (after an approved carryover) is mainly being spent during 2009. The 2010 DFC grant was awarded during 2009 and is planned to be used mainly in 2010, with any unspent grant revenues planned to be requested for carryover into the 2011 budget year.
- (d) Notification for the second year of the Healthy West Side Neighborhood Initiative grant award is anticipated to be made during the first quarter of 2010. This budget assumes this award will be \$30,000.
- (e) Based on verbal notification, the formal grant award for the Coordination and Development of a Wisconsin Statewide Farmers' Market Association program is anticipated in the fourth quarter 2009, along with an ordinance requesting to accept and appropriate grant funds and expenditures. If approved, any unspent funds are planned to be requested for carryover into 2010.
- (f) These State/Non-Profit and Other Administered grants **do not run through the County's Budget** because they have been awarded to other agencies to administer, but provide benefits to County Residents: 2008 Wisconsin Nutrition Education Program (WNEP) Actuals of \$446,841 (including, Supplemental Food Assistance Program (SNAP) education \$385,613; Expanded Food and Nutrition Education Program (EFNEP) \$51,248; and Summer Youth EFNEP \$9,980). 2009 WNEP Budget of \$521,451 (including, SNAP education \$457,828; EFNEP \$50,000; Summer Youth EFNEP \$13,623); Waukesha Youth Collaborative \$13,000; Quad County Latino Project \$33,000; Wisconsin Commercial Horticulture website \$32,760; Boerner Diagnostic Center \$33,379; and Teaching Garden Life Skills (and more) to Jail Inmates \$38,048. 2010 awards for 2010 include the WNEP Budget of \$567,794 (including, SNAP education \$512,794; EFNEP \$55,000; Summer Youth EFNEP Unknown at this time); Waukesha Youth Collaborative \$13,000; and Quad County Latino Project \$19,049.