The purpose of UW-Cooperative Extension is to “teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.” Organizational core values revolve around community, discovery, inclusiveness, relationships, and respect. Achieving this purpose and these values requires frequent assessment of whom is served, and how.

During the months of August and September, 2013, the UW Cooperative Extension staff in Calumet and Outagamie Counties conducted four Community Needs Summits. The purpose of the Summits was to assess the priorities and needs of those whom we serve, as well as others that aren’t currently being served, thereby helping offices in both counties make the best programming decisions based on the real needs of people, organizations and communities. Over 200 invitations were extended to attend the Summits, and 67 people participated.

Summit attendees’ reflections on community life, future trends, educational issues, and potential roles for UW-Extension in the urban and rural parts of Calumet and Outagamie Counties provided important insights for UW Extension staff, helping to formulate future educational programming priorities which are included on page 2.

Why a Community Needs Summit Process?

Based on input at the Community Needs Summits, Calumet and Outagamie UW Extension staff have devised three programming priorities that will receive emphasis during the next three years. Coined the “BEE” priorities they are:

- **Building Resource Capacity**
  - This priority focuses on programs that build human and natural resource capacity in the two counties, including life skills, workforce readiness, generational work ethic, leadership development, collaboration, volunteerism, and natural resources/water resources.

- **Empowering People in their Communities**
  - People are a critical resource in Calumet and Outagamie Counties. Attention will be given to efforts that help empower people, including a focus on diversity and inclusion, improving community relationships, building intergenerational respect, stemming the brain drain, and addressing social isolation.

- **Enhancing Economic Opportunity and Development**
  - Educational programs in this priority area will address matters that enhance economic activity for farms, businesses, families, and communities. This includes agricultural profitability, family financial management, workforce readiness, healthcare, and poverty.

Cooperative Extension’s core values focus on

- Community
- Discovery
- Inclusiveness
- Relationships
- Respect

2014-2016 UW Extension Program Priorities

2014-2016 UW Extension Program Priorities

2014-2016 UW Extension Program Priorities

2014-2016 UW Extension Program Priorities
Turning the Priorities into Educational Programs

UW Extension Educators in Calumet and Outagamie Counties met several times following the Needs Summit Priority meetings to consider the input that was shared. In addition to developing the “BEE” priority themes described on page 1, educators also suggested several specific educational programs that can address the needs identified during the public meetings. The following graphic depicts those educational program priorities, showing the opportunities for collaboration between the primary educational programs of Ag and Natural Resources, Community Resource Development, Family Living/WNEP, and 4-H/Youth Development. For example, as shown in the upper left, Ag agents intend to work collaboratively with 4-H/Youth Development agents on agricultural literacy and youth horticulture. Of considerable importance, all staff intend to work together to focus on leadership and organizational development, and on workforce readiness.

This graphic does not represent ALL of the educational programs provided by Calumet and Outagamie UW Extension, only those that resulted from the Needs Summit meetings.
What Needs Summit Participants Said….

Strengths of the Region

Participants at the four Community Needs Summits identified numerous strengths in the region:

Natural Amenities
Location in relation to fresh water and lakes
River Access
Outdoor recreation opportunities
Natural resources
Cultural opportunities and cultural diversity
Growing Ethnic Diversity
Community Events
Good farm land

Education
High quality Educational System — K-12,
UW Fox, FVTC, public school system
School systems

Physical Infrastructure
Good transportation system — Highway infrastructure
Great infra structure
Healthy downtown

Medical facilities
Affordable Housing
Quality Health Care
Great Healthcare
Proximity to other larger community assets
Public Library System
Growing biking and trails system
Arts and arts-related events

Capabilities
Clean Communities — Strong waste management and public awareness
Lots of free wifi access
211 Access
Mom and Pop Businesses
Manufacturing
Innovative and Entrepreneurial
Diversified industry
Strong and relatively stable economy
Jobs in area
Strong Agricultural Industry
Safe community
Safe area — low crime

Local, state and national trends that will impact life and work in next 5 years

Workforce and economy
Workforce availability
Loss of number/quality living wage jobs
High Paying Jobs with Benefits
Economic Development
Workforce Development Initiatives — improving opportunities
Decline in manufacturing jobs
Tendency to shop locally
Need for Affordable housing
Need for Caregivers in the workforce
Inadequate Mass Transit
Changes transportation infrastructure to lead to more tourism

Financial
High taxes
Accessible affordable high quality child care
Funding for social programs and education
Decrease in federal funding
Poverty — seen and unseen
Loss of experienced government people
Growing gap in income
Potential future housing stock — will market be there to buy
Mortgage and tax rates

Healthcare
Cognitive issues, including Alzheimer’s and dementia
Substance abuse issues
Mental health issues
Changes in Health Care Policy
Affordable Health Care Act
Lack of good health care coverage
Obesity
Greater awareness of the importance of being healthy

Education
Access to non traditional education
Changes in Public Education
Higher costs for higher education
Strength in Technical Colleges
Growing trend in home and online schools
Flexibility in higher education offerings
Open enrollment in public schools

Social issues
Domestic Violence
Increasing aging population
Child Abuse
Human Trafficking
Racial interactions
Gang and Crime issues
Immigrant/Ethnicity increase
Pornography and Internet Crimes
Shrinking nuclear family
Housing
Social policy ie gay rights fewer youth getting license

Organizational collaboration
Need more cooperation between local governments
Consolidation of services
Government regulations
Leadership
Complacency

Volunteerism
Lack of or slow down in volunteerism
Decrease in participation (clubs, extra-curricular, volunteering)
Youth/adult involvement decreased

Environmental Issues
Sustainability/climate change
Non point pollution in the Great Lakes
Pollution and Traffic . . . lack of light rail
Storm water
Urban sprawl

Agriculture
Ag infrastructure is changing; less farms
Land value increase
Loss of valuable farm land
40-50 yrs not be able to grow enough food to feed population
Agricultural trend, ideas around food more conscious around nutrition
Trends ag/ed all need to look globally .
Shifting of farms from family run to a top down mgmt. with employee’s bringing in immigrants

Non-traditional Ag
Technology
Advances in technology
Application of Technology
Social Media (as a ride share medium/solution for not getting license)
Dependence on technology

Participating Organization:

Lake Winnebago and other water resources are a strength of the region.

“The hard times that hit the economy in other places seem to not have hit so hard here.”

PARTICIPANT COMMENT
Summit Participant Input—Important Issues that UWEX should address

Summit attendees provided a number of rich comments on which UW Extension based its priorities. The following pages include those comments, categorized in similar groups, primarily in unedited format.

### Changing Communities

#### Subcategory: Youth Development/Changing Needs for Youth
- Less active kids, need more outside play for kids
- Caregiving for younger people
- Youth recreational opportunities
- Fewer healthy activities — need more outdoor activities — childhood obesity
- Kids don’t have the same opportunities
- Less active kids, need more outside play for kids, total consumption orientation
- Summer and after school activities for kids are absent in Appleton.
- Kids watching their siblings can’t take advantage of programs.
- Needs clubs and interactive opportunities — something that connects people like 4-H does.

#### Subcategory: Aging Population
- Retired and elderly population needs, including healthy lifestyles, loss of life partner, moving out of home, technology, finances for retirement
- Understanding retirement and health care due to upcoming longevity; best practices and outcomes
- Aging — needs natural supports — assisted living, community 85+
- Aging population — healthcare needs, sheer numbers, accessibility
- Technology...the understanding of it, application, particularly for elderly
- Aging population — isolation for seniors
- Aging works — cost of care for long term
- Aging communities — raise awareness/focus groups to prepare
- Caregiving for elderly people
- Older generation isolation with social media that dominates our life

#### Subcategory: Family Change, Strengthening Families
- Quality Time for families
- Fatherhood impacts
- Growing need for family and self-care, compassion
- Focus on families; values are skewed
- Single parent family — parenting
- Changes in family structure
- Life skills — guilt in parents doing too much for kids, kids not prepared
- Major time management issues for parents; takes aware from family life
- Grandparents raising grandchildren
- Housing — family size is impacting housing
- Need clubs and interactive opportunities — something that connects people like 4-H does.
- Family support — living within means
- Family structure — single parent families, shortage of time, prevention issues (child abuse, sexual assault), caregivers in the workforce
- Family strengthening
- Father groups (feel left out compared to the amount of women groups)
- Resources to help develop healthy families
- Family structure and time with family has changed, can be less safe for youth
- Idea of community — takes a village to raise a child
- Becoming less cohesive as a community
- Family unit
- Self-care, protecting and taking care of oneself
- Smaller places for public housing in hi high demand; larger units less demands
- Rural generational
- Changes in family structure
- Family support systems
- Child care needs — people who work 2nd or 3rd shift
- Not enough 2nd/3rd shift child care. Quality affordable childcare critical for workforce development.
- Caregivers, grandparents caring for grand kids, kids should be exposed to volunteering young.
- Care giving for children and elderly
- Child care and shift care
- Growing demands for caregivers
- Monitor what the children are doing

### Changing Communities—continued

#### Subcategory: Technology Changes and Needs
- Technology related issues such as increased impacts on work and family, risks, ethics, changes to communication, choices to use or not.
- Social Media — isolated because of technology
- Online buying, loss of face to face communication not all is good
- Communication skills, including addressing social media
- Technology...less human factor
- Personal isolation — shift in community structure due to time demands
- Technology — not everyone has access, generation gap
- Social media more isolated
- Children reach out through social media they have never met
- Social isolation not just physical — technew created as well on-line education
- Social impact, soft skills, skills, marketing, media
- Tech/tech, intergenerational

#### Subcategory: Changes to Education and Educational Systems
- Literacy — people/adults that can’t read
- Don’t value education as much as we used to.
- Awareness of major social issues to stakeholders/leaders
- College student loan debt/can’t find jobs and health care
- Impact of voucher system for schools — Need to stay on top of education
- We don’t value education as much as before; lack of jobs for college educated
- Student issues...living on financial aid. If they don’t get it, they don’t eat.
- Education root of all solutions Education root of all solutions
- Education as the root of solutions
- Sustainability of education

#### Subcategory: Life Skills & Self-Care Needs
- Life skill training needs for gardening, social skills, cooking, and tech skills.
- Lack of communication about community needs, example: food needs
- Family financial planning
- Social isolation and interpersonal skills
- It takes a village, need communication i.e.: food needs
- Obesity — make better food choices
- Sustainability with finances, housing, government
- Health and wellness, self-care
- Consumption of media, food, etc. instantaneous want it now, then faster
- Obesity — challenge to make good food choices and purchase healthy food
- Helping veteran families know what benefits are available (college benefit/surviving spouse benefits. Need standard practice
- Less cohesive communities — gaps in things that connect
- Teach life skills to be effective adults i.e.: bringing food for kids that don’t have food at home
- Know each other intimately without knowing each other i.e.: how to play a game of football
- Character education and parenting education
- Address suicide rates

#### Subcategory: Changes in Agriculture
- Need to increase agricultural literacy among urban clientele
- Understanding of what happens with “farm activity” in the county
- Very few planners understand agriculture — no roots in history
- Communication between Ag groups
- Traditional farming communities with farming again
- Responsible use of farming technologies
- Isolation by rural/urban
- CAFO’s (Confined Animal Feeding Operations) before people were ready
- Teach urban people how Ag works
- Very few planners (professionals) understand Ag

#### Subcategory: Transportation
- Transportation to/from Chicago and Fox Cities
- Transportation for families to cover basic needs
- Safe public transportation
- Public transportation — safe ride home, roundabout use, train system
- Transportation and access
Economic Development

Subcategory: Farm Profitability

Importance of Ag to economy and the resource base
Young producers cannot afford startup costs associated with land
LEAN Management with Ag Programs: too many programs overlap
Family farm transition process 
Farm equipment modernization
People looking for non-GMO, local foods
Micro-breweries – barley-alternative crops

Subcategory: Workforce Readiness

An effort to look at real jobs has been happening in the schools
Career services — job training, interview prep, resume work
Business community, connecting education with community needs and teaching entrepreneurial
Economic Development — job force training
Skills and educational programs to fit needs of the future
Skilled employees who are earning sustainable, living wages 
Wages and jobs
Need to help families so that they know how to work
Public Schools and preparation for the work world
Work ethic is important
Non-preparedness for jobs, need more STEM
Collaboration for real world work
Prepared youth for technical college and workforce
Workforce education — connect with careers, job shadow, apprenticeships
Free training to make people job ready 
English impacts, writing in full sentences
Education to make workforce ready
Education — educate those bridging the gap from being on public assistance to self sufficiency
Need-show people they can move forward
More internships — work ethic
Education...going down to basics. 
Workforce development
In-house training at manufacturers
Career path and what’s needed for the job
Develop a work ethic 
Home family base not learning work needs
Business ethics 
Job readiness - Skill prep, work ethic, soft skills
Youth work ethic, work to get youth engaged 
Education — technology training
The loss of people skills — too much technology 
Build work ethic
Corporate work force not understanding hard work or “job well done”
Expectations of a job from younger staff “that’s too hard”
Build work ethic (learn to enjoy a job well done)
More internships — work ethic
Communication with the work force
Community resource development — business needs
Well educated but work ethic is lacking
Kids had chores, built in responsibility
Communication with the work force

Subcategory: Livable, good paying job creation

Need for economic development in the area
Stable job for husband and wife
Small business development 
Cost of food
Livable wage with benefits such as retirement, health care
Ability for low income people to have access to assets and resources.
Brain drain, losing young people due to lack of jobs & rec apps
Think about innovation, creative solutions, be more proactive 
Economic development
Pathway to prosperity, working together
Lack of jobs for college educated
Brain drain—quality employees leaving because of poor wages
Adequate jobs and wages
Jobs-living wage — poor wage quality driving employees out
Meaningful economic development and jobs creation
Jobs and wages, wages of professors
Job issues are a concern, adequate opportunities
Build businesses
Create more jobs 
Support incubators
Jobs, wages, and health insurance
Family financial struggles.
Economic growth regarding housing, jobs, schools for high and low income people
Outward and upward mobility 
Work one job with good pay and benefits
“The brain drain” how to retain young people
Lack of job opportunities
Employment — quality jobs
Family income/employment/support
Financial debt 
Availability of affordable “starter” housing
Affordable, nice housing 
Homelessness (higher % for veterans)
Financial distress overall to population 
Middle income is too low
Student loans/familial and ability/willingness to pay it back
Increase in debt, financial wellness training

Subcategory: Community Economic Strategies

Making the Fox Valley become a destination place
Downtown beautification and accessibility for businesses, return to central communities, deal with urban sprawl
Fox Cities regional partnership — how it helps the community
Enhance the downtown area 
Develop the river front
Bank mergers
Community resource development — business needs

Leadership and Community Engagement

Subcategory: Retaining and engaging adult & youth volunteers

Both people working in a household makes it difficult to volunteer, might see nonprofits leaving.
Volunteerism
Volunteers — family and youth
Types of volunteer opportunities 
Build on generosity of area
Professionals newly retired and tapping those resources
Concern with fewer face-to-face meetings and lack of people interacting with each other and getting involved. Need to get youth involved and keep them in our communities
Stop membership declines for churches, civic organizations, service groups
Prevent burn out of people who still belong to civic groups
Get adults involved to address youth and adult apathy
Youth involvement 
Lack of volunteerism
Overall youth involvement 
Community programs for youth and adults
Help retain youth in our communities, get them engaged and participating
Volunteerism egg: time bank
Interaction with elected officials
Need greater cooperation between governments, technical college, education; need to combine services, be more efficient
Aging population which is causing decreased membership in civic organizations

Subcategory: Leadership Development

Training our next step of leaders; leadership and how to do it differently
Leadership — up and coming with who will be in charge in the future
Skills sets for leadership — setting the future
Ethics and morality on an individual basis and a corporate basis
Community leadership
Youth leadership
Learn from one another and build on strengths
Youth level initiative — give our youth mindset they need
Instill values
Be realistic, change is not bad
Leadership development to help people become good leaders
Building community assets — values these — communicate what is available here in Fox Cities via multiple media — word of mouth, internet, paper
Communication (how do we communicate)
It takes a village — all partners working together, collaboration
Interpersonal skills for youth/young adults/intergenerational communication
Finding and writing grants

Subcategory: Collaboration among governments and organizations

Government overlap with FSA, NRCS, and DNR as examples
Less cohesive communities — gaps in things that connect
Competing for limited dollars...tax dollars, non profits, basic immunization, budgets, border issues
Greater collaboration and better use of resources
Act 10 — how to manage?
We have a collection of communities, no common vision and direction... too fragmented, too parochial.
Good opportunities for collaboration among staff and mayors, but biggest issue are with the alderman, mid level elected officials.
Encouraging change among local government leaders who may not be inclined to change
Community collaboration
Collaboration and partnering, especially for governmental units.
Lack of communication about community needs, example: food needs
Summit Participant Input—Important Issues that UWEX should address (continued)

**Natural Resources and Sustainability**

Subcategory: Water Quantity/quality & Nutrient Management
- Water quantity and quality: Lake Michigan and Fox River
- Nutrient management vs. water quality TMDL reliance on ag, unbalanced
- Nutrient management and water quality Water protection system
- Water quantity — storm water management Water/environmental issues
- Nutrient Management — water resources needed to be protected
- Farmland vs. lawns/homeowner — nutrient loads not all from farms
- Water quality Clean up water
- Sustainability — ground water Impaired water quality
- Environmental protection water resources, stewardship
- Water quantity — people need to understand how pollution will cost us/need for education
- Protecting and valuing surface and ground water

Subcategory: General Environment/Sustainability
- Clean up parks Make the Fox Cities walkable/bikeable
- Sustainability/Climate change. If climate change isn’t addressed, nothing else matters
- Buying local, what does organic mean — education Profitable Ag can push back sprawl
- Animal waste is organic and people complain, yet don’t want pesticides and fertilizers
- Sustainability. Land, jobs, human and global Walkability
- Make Fox Cities more liveable/better quality of life Enjoy weather
- Risk management due to climate variability
- Disconnect on how to make an impact on environment

**Healthcare**
- Medical insurance
- Affordable Care Act — Companies cutting corners (i.e. stay below 50 employees)
- Inadequate insurance – bankruptcy and credit card debt
- Changes in health care providers possible
- Affordable Care Act awareness
- Small business assistance with implementing Affordable Care Act
- Health care access
- How to implement the Affordable Care Act
- Health care education

Find us on the web!
http://calumet.uwex.edu  http://outagamie.uwex.edu

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