



Extension Winnebago County Review

DECEMBER 2022

The Extension Winnebago County team continues to extend research-based information and provide outreach education programs to the residents of Winnebago County and beyond. Please take a few moments to explore some of the highlights of the last month.

Financial Education - Todd Wenzel

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- Overview of participant totals and demographic information for all Human Development & Relationships programming through November, 2022. This includes both Financial Security and Family Engagement & Relationships workshops presented in Winnebago County and virtually as part of regional or statewide colleague teams.
- Participant numbers are from Rent Smart (in-person at OSCI, NHS, ONHS, COTS, Nova Counseling, and virtually), Encouraging Financial Conversations (virtually), Financial Coaching (in-person at COTS), Reentry Ready Financial Capability (in-person at OSCI), Positive Parenting Program/Triple P (virtually), financial topics at State Street Center, and various in-person presentations in the community.
- Total participants reached by HDR programming in 2022= **825**
Ethnicity: Hispanic 8%; Not Hispanic 64%; Prefer not to respond 28%
Race: Alaska Native/Native American 5%; Asian 0.5%; Black/African American 13%; Native Hawaiian/Pacific Islander 0.5%; White 54%; One or more races not listed 3%; Prefer not to respond 23%
Sex/Gender Identity: Female 55%; Male 22%; Prefer not to respond 22%
Age: 5-17, 5%; 18-24, 9%; 25-44, 40%; 45-64, 19%; 65-74, 2%; 75+, 0.5%

4-H Youth & Science Educator - Sarah Thompson

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- Currently conducting afterschool programming at Butte des Morts Elementary School in Menasha, averaging about 16 students each week.
- We are less than a week away from our first round of **ChickQuest** hatching to take place. The fourteen students at Shattuck Middle School who I have been working with and I are super excited to see our chicks on Monday. We have been doing lots of experiments, talking science and agriculture, and are ready to see the chicks pip through their shells and fluff out to real chicks!
- The next Explorer Workshop will be held Thursday, December 8th at the JPCC. We will be learning about electricity and will be designing a simple flashlight.

4-H Youth Development - Dana Berger

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- Youth Adventure Committee (YAC) met to brainstorm ideas for winter, spring, and summer trip/adventure/experience. A survey went out to all 4-H youth in grades 6 and up. The main objective for this group is to provide a sense of belonging and camaraderie to help boost retention of youth in this age group. Winning choices so far:
 - Winter: Skiing/Tubing,
 - Spring: Chicago Day Trip
 - Summer: Theme Park Day
- Stop by our ChickQuest display at our Extension office (front counter). Expected hatch date is December 12th. Hatching will be live-streamed. Visit our Facebook page to view videos I have been putting together about this: <https://www.facebook.com/4hwinnebagocounty>
- Re-enrollment ended on November 20th. We were able to reach our goal of exceeding last year's numbers! (537) New pathways to membership have made this possible (forming afterschool, in-classroom, and single project clubs). I expect this number to grow as we expand these new pathways.
- Continued work on assisting the Leaders' Association with a 5-yr spend down plan. Club and project leaders are being contacted to begin collecting ideas to share at our upcoming All County Meeting (January 24th). Focus will be on how to use the funds to enrich programming and grow our numbers.
- 4-H Holiday Cookie Exchange and creating cocoa mixes (foods focus) planning. This event will happen December 18th.
- 4-H Fun Day planning is underway. Fun Day will take place February 4th at Webster Stanley Middle School.
- Discussion with Ethan Hollenberger: 4-H will be offering make n take project boxes to Winnebago County employees (children, grandchildren, etc) geared for grades K5 to 5. The boxes will feature a variety of activities in arts, crafts and STEM. Boxes will be free but are limited. Promotion and registration for boxes will begin in late December.
- 4-H Summer Camp Counselor applications from our 4-H high schoolers are beginning to come in. We are holding interviews on December 11th and camp training begins in January!

Horticulture - Madisen Potratz

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- Created multiple Instagram posts, with topics including winter tree damage (sunscald, winter burn, girdling, buck rubs), how to winterize young trees, and how to detect issues with tropical houseplants.
- Worked with Winnebago County Master Gardener Association (WCMGA) and UW-Madison Risk Management to secure a certificate of insurance so WCMGA can participate in the Oshkosh Farmers Market in 2023 to recruit new master gardeners.
- Drafted new website content that better reflects all that Horticulture Extension offers to consumers in Winnebago County. This work is still in development.
- Attended a consultation with the UW-Madison Office of Access, Inclusion, and Compliance to learn about ways to reach diverse audiences on social media and retool existing Horticulture assets (videos, articles, events) to be more relevant to minority populations and cultures.
- Met with the Wisconsin Horticulture "Social Media User Team" to develop a plan for a statewide, online forum for evidence-based horticulture information, plant diagnostics, and other emerging topics related to horticulture. This effort is still in development and is intended to launch in 2023.

Community Development - Mia Ljung

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- **[Entrepreneur of Color \(EoC\) Spotlight](#)**

Every First and Third Thursday of the month on Facebook Live

Check out the recordings of these wise and inspiring entrepreneurs:

→ [Recording with Fanni Xie](#) of [Uni Uni Bubble Tea](#)

→ [Recording with Coua Xiong](#) of [CC Interiors](#)

The EoC Spotlight highlights an entrepreneur's business journey and strategies and invites viewers to interact and learn. Are you or someone you know interested in being featured in this amazing opportunity? Fill out [this interest form](#) and we will provide a follow-up. Some details:

- The entrepreneurs are from Northeast Wisconsin
- The business owners are compensated for their time and expertise.
- The Spotlights happen twice per month on the 1st and 3rd Thursday at 6:30pm CST.
- The interviews are either done live or prerecorded.

The EoC Spotlight is brought to you by the Appleton Public Library, the ColorBold Business Association, and Extension Outagamie & Winnebago counties.

- **Fast Pitch Competition huge success!**

In collaboration with local partners, I prepared and coordinated the annual [Fast Pitch Competition](#) on November 17th during [Startup Wisconsin Week](#) with entrepreneurs in Outagamie, Winnebago, and Fond du Lac Counties, held at the Timber Rattlers Stadium in Appleton.

- Before the events, I co-facilitated three prep-pitch workshops to set the Fast Pitch applicants up for success.
- Ten entrepreneurs pitched their business ideas and entered to win up to \$1,000 and advance to the regional competition on December 1st and win up to \$2,000.
- Hang 10 and E-PT Solutions were the two winners of the Fast Pitch, and they will compete on December 1st at Tiletown Tech in Green Bay.
- Learn more about the [annual competition here](#).

The Fast Pitch was made possible by the FVTC Venture Center, the Oshkosh Chamber of Commerce, UW-Madison Division of Extension, UW-Oshkosh Small Business Development Center and Envision Greater Fond du Lac; Sponsored by New North, Inc. and WBD, Inc.

- **Grant Writing Basics Virtual Workshop - a high-demand training!**

Planned another high-demand grant writing workshop, where participants learned:

- The outline of a common grant proposal.
- Where to look for funding for your organization.
- The most common grant writing mistakes.
- And MORE!

The Zoom workshop was bilingual in English and Spanish. Let Mia know if you're interested in a future grant writing workshop and she will notify you.

FoodWise - Kris Soper

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- Just finished up working with Roosevelt Kindergarten classrooms. This was my first time working with this age.
- Started working with Merrill School second graders and this will continue into the new year.
- In December, I have my second teaching lesson with State Street. This is a group of adults with some minor disabilities.
- Planning on attending the All Conference in Madison.
- I transitioned from Farmers Market tours to grocery store tours with a couple scheduled in December.
- Will continue with my scheduled monthly sites with Friendship Place and Oshkosh Area Community Pantry.

FoodWise - Hannah Phillips

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Agriculture - OPEN

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Human Development & Relationships/Health & Well Being - OPEN

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