

**JOINT COUNCIL OF EXTENSION PROFESSIONALS (JCEP)**  
**2017 Team Award**  
**Nominations due February 13, 2017 by 5 p.m.**

Wisconsin's Joint Council of Extension Professionals (JCEP) is a partnership of Extension associations working to promote communication, cooperation and professionalism among all Extension Educators. JCEP focuses on strengthening the efforts of the member organizations (ESP, WACAA, WAE4-HYDP, WEAFCs, WEECDA) and accomplishing what each cannot do individually.

**AWARD INTENT:**

- The JCEP Team Award is intended to recognize multi-disciplinary work within our member associations. This state-level award includes a \$1000 cash prize to be divided equally among team members\*.
- The award winning nomination will be displayed at the JCEP Annual Conference. It will be the responsibility of the award recipient to contact the JCEP Committee Chairs to confirm location of display at the annual JCEP Conference.
- Award winner may also submit to be considered for the National JCEP "Excellence in Teamwork" award.

**ELIGIBILITY:**

To be eligible for the JCEP Team Award, a team must have "members in good standing" representing at least two of the following JCEP member associations: ESP, WACAA, WAE4-HYDP, WEAFCs, or WEECDA. ***At least two program areas must be represented among the team members.***

The described educational program must meritoriously meet the need(s) identified within the community or communities involved.

**NOMINATION FORMAT AND PROCEDURES:**

- Indicate **the name or title of the educational program** or team being nominated for the award.
- Identify the name, title/position, program area, and association membership (s) **for each team member.**
- Indicate the **nominator's contact information** (including name, e-mail address, phone number.)
- Indicate **who will accept this award** (if chosen) at the JCEP Conference All Associations Luncheon. Please include name and e-mail address for all who will be in attendance.
- Nomination Statement: Please provide a brief (600 word maximum) description of the program. The **nomination statement should be submitted via email** to all members of the JCEP Promotions and Marketing Committee (see below for e-mail addresses).
- Supplementary Material (optional): Nominators may submit up to three supplementary materials to support their nomination. **It is preferred that these materials be submitted**

**electronically with the Nomination Statement.** If this is not possible, please contact the Chair of the JCEP Promotions and Marketing Committee and be prepared to mail a copy of the supplementary **materials to each member** of the JCEP Promotions and Marketing Committee. The strength of the Nomination Statement remains paramount. Examples of supplementary materials include: video/audio recordings (5 minute max), brochures, newspaper articles, photos, testimonials, and evaluation data.

**AWARD CRITERIA (100 Points):**

The program meets identified need (s) within the community(ies). (10 points)

The audience and situation are described. Relationship to educational program is clear. (5 points)

The role of each team member is specified including the role of community partners if applicable. Each team member contributes in a meaningful way. (35 points)

Measurable outcome(s) with respect to the team efforts are detailed. When possible, include short-term, intermediate, and/or long-term outcomes and the program's impacts on the audience or community's knowledge gained, behavior change, and/or increased community capacity. (40 points)

The team intends to share the results of the program with colleagues. (10 points)

**DEADLINE:**

Nomination Statement must be received electronically by all members of the JCEP Promotions and Marketing Committee **on or before February 13, 2017**. **Supplementary materials sent via mail must be received by all Committee members on or before February 13, 2017.** Please allow time for delivery!

**NOTICE:**

If selected as the JCEP Team award winner, the \$1,000 will either be divided between each team member or given as one lump sum to a county to use for future team programming (Choose 1).

- ☐ Divide between the team members
- ☒ Make check payable to Waupaca County

*\*The JCEP Promotions & Marketing Committee Chair is obligated to report the recipients of the cash prize to UW-Extension Business Services to ensure that tax implications are taken care of in the payroll process.*

**2016-2017 JCEP Promotions and Marketing Committee**

**Heather Schlessner, Chair**

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**Title of Educational Program:** Building Bridges across Communities

**Team Members:**

Sandy Liang  
Family Living Educator  
Waupaca County UW-Extension  
Family Living Area  
WEAFCS, ESP

Penny Tank  
4-H Program Advisor/Department Head  
Waupaca County UW-Extension  
4-H Youth Development Program Area  
WAE4-HYDP

Christi Beilfuss  
FoodWise Coordinator  
Waupaca County UW-Extension  
Family Living Program Area/FoodWise

Jessica Beckendorf  
Community, Economic Development Educator  
Waupaca County UW-Extension  
Community, Natural Resource, and Economic Development Program Area  
WEECDA, ESP

Greg Blonde  
Agriculture Agent  
Waupaca County UW-Extension  
Agriculture and Natural Resources Education  
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**Contact Information:**

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**Member to Accept Award:**

Sandy Liang

**Members to be Present:**

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## **Nomination Statement**

Waupaca County's Latino/Hispanic population has grown significantly in the past 10+ years--110% from 2000-2015.

In response, we made a concerted effort to reach these families and individuals. "Building Bridges across Communities" ("Building Bridges" for short) is a learner-based program. We meet about once a month and work toward:

- Goal #1: Increased understanding of the needs of Latino/Hispanic families
- Goal #2: Building trust between family-serving agencies and Latino/Hispanic families
- Goal #3: Empowering leaders in the Latino/Hispanic community with opportunities

## **Outcomes**

We have and continue to work on Goal #1, collecting data through group discussions on needs, assets and hopes for what Building Bridges can accomplish.

We are making progress toward Goal #2:

- Family serving-agencies are connected with "gatekeepers" and are more aware of how to reach intended and potential audiences.
- We had our first cultural holiday potluck last year to celebrate the connections and success we've made in an informal setting.

A key component of the program is Goal #3:

- Meetings rotate locations, "hosted" by leaders and community agencies. It gives us the opportunity to connect to new spaces and faces to learn about existing community assets. Hosts have an opportunity to take a lead role in sharing issues important to them before other agenda items.
- Seven Spanish-speaking volunteers were leaders of translation services at a community event.
- Group selected to be part of the 2017 national eXtension Foundation's *Diversity & Inclusion Issue Corps*. Two Latino "Bridges" members and Liang will attend the workshop component in Cincinnati, Ohio.

A long-term goal is to measure impact and capture capacity building through Ripple Effects Mapping.

## **Member Contributions**

### **Family Living**

- Liang initiated the first contacts in the community and obtained a regional grant to begin more formalized outreach/engagement efforts. Responsibilities include

organizing/planning group activities and continuous assessment and evaluation of the program.

- Beilfuss has participated in the meetings, connected to local leaders and shared FoodWise materials in Spanish, leveraging relationships with leaders in the Latino/Hispanic community and their social networks.

#### **4-H/Youth Development**

- Tank's knowledge and connections related to youth development fit with the passion of many Latino/Hispanic community members, especially parents.
- She connected to community members interested in outreach and engagement efforts. One example was inviting a local representative of a literacy council. Because of this connection, we are exploring English learning/immigrant support circles in Waupaca.
- 4-H enrollment information was requested by three Latino/Hispanic families.

#### **Agriculture**

- Blonde added a needed perspective.
- The group began with mostly human services/family-serving agencies. Blonde recognized the unique connections he had through farmers, because of the many Latino/Hispanic workers on farms.
- Blonde established relationship/trust with a local Latino farmer and the Rural Health Initiative, leading to key stakeholders joining the conversation.

#### **Community Development**

- Beckendorf co-facilitated many of the initial group discussions to learn about the needs, existing assets and hopes of the group.
- Provided encouragement and support (like materials in alternative formats) for our first Latino/Hispanic contact before and during her year with the Leadership Waupaca County (LWC) program. This graduate became one of the most active members in the group.

#### **Results Shared**

Our work has been shared regionally, at the state-level, and has the potential to inform educators beyond Wisconsin. Results were shared at the 2016 North Central Region Conference and through a regional Wisline. Proposals were submitted for poster sessions at the 2017 North Central Region Conference and 2017 JCEP Conference. There will be opportunities with the eXtension Foundation Diversity & Issue Corps. Liang will be hosting a webinar about the outreach and engagement strategies with new audiences with the Civil Rights Leadership Team.