USU Extension

Mission Statement

- The hallmarks of the extension program — openness, accessibility, and service — illuminate how cooperative extension brings evidence-based science and modern technologies to farmers, consumers, and families in Davis County. Through extension, land-grant universities such as USU reach out to offer their resources to address public needs. These services improve the lives of consumers and families through modern agricultural practices, water conservation, home horticulture help, nutrition education, food safety training, and 4-H youth leadership development.

Prior Year Inputs/Outputs

FTE (2023):

- 3 staff assistant FTE's paid from Davis County funds
- $739,937 for 7 FTE faculty salary and benefits paid by Utah State University
- $116,394 for 2 FTE 4-H Program Coordinator paid by Utah State University
- $1.7 million worth of grant funding obtained in 2023 by Davis USU Extension faculty for programs to better the lives of Davis County residents.
- **Total of $2.55 million contributed by Utah State University in 2023** for the benefit of Davis County citizens.

Core Functions & Services

- Translate science for practical application
- Identify emerging research questions, find answers and encourage application of science and technology to improve agricultural, economic, and social conditions for the citizens of Davis County
- Prepare people to break the cycle of poverty, encourage healthful lifestyles, and prepare youth for responsible adulthood

Current Year Projected Outcomes

- Further applied research and subsequent publications available to the public on water conservation, improved fruit and vegetable varieties, urban agriculture, and use of native landscape plants.
- Further expansion of 4-H youth programs, especially in the areas of science, engineering, technology, shooting sports, youth mental health, suicide prevention, and agriculture programs such as Jr. Livestock and 4-H Horse programs.

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- Changing the Davis Heritage Festival to a 4-H Agriculture Event and creating three additional seasonal events at the USU Botanical Center in partnership with Davis County. Spring event will be Quilts and Quartets in the Garden, Summer event will be the 4-H Agriculture Festival (name still not decided), Fall event will be the Scarecrow Walk, and Winter event will be the Reindeer Express.

Performance and Measurement Standards (Extension Outcomes from 2023)

Social Media Results (September 1st, 2022 – August 14, 2023)

Objectives:

- Inform the public of our services, classes, events, etc.
- Build and strengthen active online community by engaging with fans.
- Recruit members, youth, and volunteers
- Educate on important and timely topics (Extension Expert advice). Food safety recalls, etc.
- Maintain positive brand reputation.

Facebook –

Facebook **followers** increase:

- USUBC: **319** new (3,493 total) 9.8% growth rate
- Davis County Extension: **96** new (1,319 total) 7.8% growth rate
- Davis County 4-H: **69** new (732 total) 10% growth rate

Posts

USUBC: **214 posts**

Total People Reached	Average reach per post	Highest Reach	Lowest Reach	Engagements	Clicks
92,906	434	6,129	239	825	1,071

Davis County Extension: **347 posts**

Total People Reached	Average reach per post	Highest Reach	Lowest Reach	Engagements	Clicks
34,435	99	22,177	7	564	613

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Davis County 4-H: **169 posts**

Total People Reached	Average reach per post	Highest Reach	Lowest Reach	Engagements	Clicks
11,428	68	2,068	1	299	141

TOTAL OF ALL FACEBOOK ACCOUNTS: 484 new followers and 730 posts

Total People Reached	Engagements	Clicks
138,769	**1,688**	**1,825**

Instagram

Instagram followers increase:

- USUBC: **386** new (2,578 total) 17.7% growth rate
- Davis County Extension: **239** new (1,247 total) 23.75% growth rate
- Davis County 4-H: **71** new (425 total) 20% growth rate

Posts

USUBC: **133 posts**

Accounts Reached	Likes
53,268	**5,018**

Davis County Extension: **200 posts**

Accounts Reached	Likes
71,189	**3,249**

Davis County 4-H: **140 posts**

Accounts Reached	Likes
8,596	**643**

TOTAL OF ALL INSTAGRAM ACCOUNTS: 696 new followers and 473 posts

Accounts Reached	Likes
133,053	**8,910**

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Public Horticulture Education and Urban Agriculture Program Highlights

Master Gardener Education and Plant/Pest Diagnostic Clinic

- Diagnostic clinic has served 623 individuals over 48 unique zip codes alleviating concerns and answering questions related to primarily residential gardening.
- 37 new Master Gardeners in 2023 have joined the 140 active Master Gardeners to maintain gardens and grow food at the USUBC. So far **1,264 lbs**. of food with a wholesale value of **$2,615.00** have been donated to various organizations in Davis County including Mercy House, St. Rose of Lima Food Pantry, and the Bountiful Food Pantry.
- Davis Heritage Festival (estimated 6,000 people). The horticulture area was interactive and targeted toward both youth and adults and was consistently busy throughout the entire festival.
- Create Farm Fresh Gardens (Clearfield Community Garden). The new pollinator garden (installed 2022 by USU Davis County Master Gardeners) in conjunction with this program at the Clearfield Community Garden is thriving and for the first time in many years the community garden plots are completely rented out. The garden has made an impact in the surrounding community, providing a sense of space and giving the area a feeling of safety rather than the eye-sore it has been in past years. The Create Farm Fresh Gardens program has again involved 6 families that have never gardened. These families are taught beginning gardening skills and are given a plot in the Clearfield Community Garden to grow in. Families have harvested over 100 pounds of fresh produce so far this season. For the first time, this program included a homeless family. The program and community garden space has given this family something to focus on in a very difficult time and also supplied them with fresh produce and food.
- Garden Guys and Gal has reached 631,730 individuals in 2023 providing relevant and timely gardening information targeted to Davis County residents.
- Public horticulture education classes, radio spots and television segments have reached 550,728 individuals as of August 14, 2023.

Urban Farming

Number of classes/presentations: 5
Number of participants: ~900
Urban demonstration farm located at the USU Botanical Center is the only one of it's kind along the Wasatch Front.

New Programs related to Public Horticulture Education

- The USU Botanical Center hosted the first Urban and Small Farms Field Day with 118 small growers brought on-site. Growers learned about fruit, vegetable, and cut flower production as well as irrigation, soil testing, and weed management. Growers toured the USU Botanical Center and we are hoping to continue with this programming every 2-3 years to showcase new research and cutting-edge advancements for Utah growers, as well as connect growers to each other and university faculty who can serve as resources to them.
- Sheriden served as a panelist in the sustainability program at the University of Utah representing agriculture in Utah throughout 2022 and 2023. This has been an incredible opportunity to reach over 200 students who have

an interest in learning about agriculture in Utah and share the importance of preserving the remaining agriculture in the state.

Pesticide Education (Dr. Michael Wierda is housed in Davis County and in addition to serving Davis County citizens has become the statewide expert and main producer for Utah Department of Agriculture of Pesticide license study guides and exams)

- 2023 USU PSEP CEU webinars
  - Served 1,100 applicators over 8 events in 2023
  - served applicators in 144 zip codes in 2023 with no travel time or costs
  - provided CEUs to applicators valued at ~$60,000 since 2020
  - presented safety CEUs for 2186 people in 2023 (~53% increase from 2022)

Home and Community/Health and Wellness Program Highlights

Create Better Health (CBH) SNAP-Ed: *2022 federal fiscal year Oct. 2022 – Sept. 2023*

- Total Direct participants: 1518
  1. Total estimated indirect education reach so far in 2023: 63,021
- Direct Program activities: 55, 22 volunteers
- PSE (Policy, Systems, Environment changes) Sites: 14 sites
- Partnerships: 30
- CBH has delivered nutrition education to our low-income and underserved population in Davis County throughout 2023. Davis County was named the Urban County of the year, I received Supervisor of the year, Amberly (ambassador) received Youth Programming Ambassador of the year, and Rachel (ambassador who has since resigned) received Ambassador of the Year award.
  1. The CBH Ambassadors have done an outstanding job of utilizing social media to deliver online programming, creating or reconnecting with partners to provide in-person classes, and working with the health department to create a volunteer guide for pantry work. We were able to teach in every single Head Start class in Davis County again this year (we received Head Start's Community Partner Award), and continued our partnership with Sheriden Hansen and her Master Gardeners for a "beautification project" of a Clearfield community garden where we taught the curriculum Create Healthy Gardens. We now have a full-time nutrition educator, and are trying to hire a Spanish-speaking ambassador as well as we have made a great partnership with Francis Peak (low income apartments in Kaysville) and over 50% of their population is Spanish-speaking.

Statewide Marathon Kids: Marathon Kids is a volunteer-led coaching model that combines technology and evidence-based practices to build a structured physical education program. The program promotes youth and adult physical activity via family, school, and community-based activity clubs or programs. Participants set goals to run, jog, walk, or perform any other physical activities equivalent to one or more marathons over the course of the program and coaches (faculty) track their progress.

- Total participants: 171, approx. 82 actively tracking so far.
- Total marathons completed so far: 458 marathons (12.011.85 miles!)
- Number 2 program in the nation for the month of August
    1. Davis County specific: 81 marathons completed, 2135.50 miles
    2. Additional impacts will be available at the end of the year.

New Programming:

- **Marathon Kids, Davis School District After School**: Emma will be training all DSD After School Site Coordinators in Marathon Kids, which will be implemented immediately, on September 1st. After School programs have complete autonomy to implement their Marathon Kids program in a way that is appropriate for their students (i.e. after school, during recess, etc.) and she will be assisting them along the way. She has also talked about proposing Marathon Kids to all Title I principals as well, and hope that this will turn into a district-wide program.
- **Food Preservation**
    - **Youth Canning Classes**: Emma has developed an amazing partnership with the culinary arts teacher at the Davis Catalyst Center. She guest teaches for all of her classes each semester to teach them about safe food home preservation, and then do a hands on lab in their kitchen. So far they have learned about jams, jellies, and salsas. Impacts:
        1. 100% of participants indicated they were satisfied or highly satisfied with the presentation quality of instructor, subject matter knowledge of instructor, and overall quality of workshop.
        2. Post-knowledge increased when asked about the following topics: safe home food preservation practices, knowing where to find safe research-tested recipes, ability to follow safe home food preservation practices, and ability to share safe food preservation with others.
    - **Master Food Preserver:** We hosted MFP in Davis county for the first time since COVID at the Davis Catalyst Center. We had 17 attendees who all passed the final exam and received a certificate of completion. Approximately 9 of them agreed to be official MFP volunteers, and I am on the team developing the volunteer program. We have 2 volunteers for Davis County.

- **Road to Happiness and Meaning**: this year Emma was trained in a new curriculum, R-HAM, which was developed by USU Specialist Dr. Dave Schramm. She has tentative plans with Francis Peak to host this series for their residents the Fall of 2023.

4-H Youth Program Highlights

Horse

- Horse program had a total of 5 shows this year.
- Western horse program has 60 youth participants
- English horse program has 15 participants.
- This year we added 1 new horse club to the program.
- There is a total of 19 club leaders, 45 adult volunteers and 14 horse youth ambassadors in the horse program.

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Livestock

- There was 93 youth who showed a market animal in the livestock show. This is including all market species: beef, lamb, swine and goats.
- The sale brought in over $150,000 for the youth in the program.
- There is a total of 6 people on the jr. livestock committee, 10 superintendents, 38 adult volunteers and 10 youth livestock ambassadors in the jr. livestock program.

General 4-H Program

Program Impacts

- Wings and Water reached 1,795 students from 28 schools (double the number from last year). Feedback from teachers is always positive.
- iSEE program reached over 2,500 students from over 30 schools. There was no official impact survey used for this program, but anecdotal reports from teachers suggest that the iSEE program was a helpful way to review for end of year testing and provided a fun way to introduce information not usually covered in the school year.
- The Junior Master Gardener Program provides participants with an increased knowledge in agricultural science, where their food comes from, why nutrition is important. It provides food security for youth in under privileged communities and gives youth the opportunity to provide food for themselves. This program uses service learning as a main component – so while providing a service they are learning a new skill that will help them in the future. The program increased by 10 youth this year and all produce is donated to the local food pantries.
- Davis Heritage Festival – 4-H was able to come into contact with thousands of youth and parents who have never heard of our programs or what we do. This increased our numbers in our Teen Council and Cloverbud programs.
- Summer Camps – We were able to serve 220 youth in the county with our various summer camps. Youth that participated in our camps were exposed to many different scientific principles and were able to make meaningful connections with other campers and their leaders. Many of our camps were ran by members of the Davis County 4-H Teen Council/Project Ambassadors. By having youth run our camps we were able to provide leadership learning experiences while also providing a fun and interactive camp for those in attendance.
- 12 youth participate in the Davis County 4-H Shooting Sports Program with 3 adult volunteers.

Expanded Food and Nutrition Extension Program (EFNEP) Highlights

In 2023, EFNEP, Davis County reached **131 adults** and **1955 youth** directly and **384 family members indirectly**.

ADULTS FEMALE	ADULT MALE
69	62

RACE/ETHNICTY - ADULT	# OF PEOPLE
AI or AN	3
Asian	2

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Black	2
NH or OPI	0
White	107
Hispanic	17

EFNEP ADULTS

DEFINING THE PROBLEM

- Obesity, poor nutrition, and limited physical activity are significant health concerns. Poor health disproportionately affects minority and low-income populations. Educational opportunities and resources are limited.

INVESTING IN THE SOLUTION

- EFNEP brings together federal, state, and local resources to target two primary audiences: Low-income families with young children and low-income youth. The program operates in all counties across Utah.

REACHING LOW-INCOME FAMILIES

- **71%** of EFNEP participants **who reported income** are at or below 100% of poverty, earning $27,500 a year for a family of four.

REACHING DIVERSE POPULATIONS

- At least **18%** of all EFNEP adults are **minorities**.

CHANGING ADULT BEHAVIORS

DIET QUALITY

- **96%** - Percentage of adults improving **diet**, including consuming an **extra cup of fruits and vegetables**

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FOOD SECURITY

- **47%** - Percentage of adults improving in food security indicators (not eating less than they wanted so there was more food for family members, or having enough money to get food)

FOOD SAVINGS

- **91%** - Percentage of adults bettering **food resource management** practices

FOOD SAFETY

- **80%** - Percentage of adults improving **food safety** practices

PHYSICAL ACTIVITY

- **80%** - Percentage of adults with positive change in **physical activity**

EFNEP YOUTH

YOUTH FEMALE	YOUTH MALE
930	1025

YOUTH RACE/ETHNICTY	# OF PEOPLE
AI or AN	8
Asian	24
Black	39
NH or OPI	39
White	1504
Hispanic	341

DIET QUALITY

- **82%** - Children and youth improve their abilities to choose foods according to Federal Dietary Recommendations or gain knowledge

FOOD RESOURCE MANAGEMENT

- **46%** - Percentage of children and youth improve their ability to prepare simple, nutritious, affordable food or gain knowledge

FOOD SAFETY

- **63%** - Percentage of children and youth use **safe food handling** practices more often or gain knowledge

PHYSICAL ACTIVITY

- **51%** - Percentage of children and youth improve their **physical activity** practices or gain knowledge

FOOD SECURITY

- **60%** - Youth acquire skills to be food secure or gain knowledge

WHY IT WORKS

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EFNEP educators follow a research-based learning model that allows them to effectively reach and educate program participants. Educators are:

- **Members of the communities** they support;
- **Trained/supervised** by university and county-based faculty;
- **Skilled** in using hands-on, interactive teaching methods;
- **Committed** to delivering sound instruction;
- **Able** to influence changes in behavior and impact the lives of those they teach; and,
- **Dedicated** to reaching diverse, low-income populations.

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Next Year Budget Initiatives

Budget Items and Anticipated Expenditures for Term

Please note variances: Row 1 is an increase of 5% from the previous year. Row 9 is an increase of 10% from the previous year due to increased utility costs.

DESCRIPTION	DOLLAR AMOUNT
1. Salaries and benefits for support staff (3 FTE's)	$197,532 (includes projected 5% or $9,406 COLA increase)
2. Office supplies and operating expenses (copy machine, general office supplies, fuel expenses for Extension vehicle, and outdated computer upgrades)	$6,200
3. 4-H Agriculture Program Support (Lauren Montgomery)	$5,400
4. Family and Consumer Science Program Support (Emma Parkhurst)	$5,400
5. Agriculture/Pesticide Safety Program Support (Dr. Michael Wierda)	$5,400
6. Horticulture Program Support (Sheriden Hansen)	$5,400
7. General 4-H Program Support (Olivia Shively)	$5,400
8. Food Sense nutrition education support	$1,050
9. Operating and Maintenance (O&M) for Extension building	$38,180 +$1,909=$**40,089** (please refer to supplemental invoice that shows O&M expenses billed. Extension pays

	45% of these costs plus an additional contingency amount of $1,909 or 5% requested for unexpected repairs (air conditioning, heating, broken restroom equipment, etc.) Extension shares the building with USU Distance Education. Formula for calculating Extension's share of O&M is: $84,845 total building O&M x 45% (Extension's portion of the building)= $38,180
10. 4-H Horse Show arena fees for the Davis Agriculture Heritage Center. Arena fees for each show is $1,000. For 5 horse shows the cost will be $5,000. Paying these fees will enable the Center to still generate income while not burdening the 4-H Youth Horse Program with fees they will struggle to pay.	$5,000
Total	**$276,871 (budget amount requested for 2024)**

Future Challenges

- Staffing continues to be a challenge to maintain a 130 acre Botanical Garden, growing Extension programs especially in the area of Public Horticulture Education, and a new Agricultural Heritage Center.
- The Davis Heritage Festival has been a challenge. It was a challenge to convince the public that this is the new County Fair. It was decided to do away with the Davis Heritage Festival and focus on a 4-H Agriculture event instead. In addition to the 4-H Agriculture event there will be three other seasonal events at the USU Botanical Center that Davis County will partner with.

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- Operating and Maintenance (O&M) costs continue to rise and constitutes a large portion of our budget which limits expanding programs.

Kaysville Education Center

Operating Costs Estimate 2023

Month	Kaysville City Corp Electric, Water, Sewer	Dominion Energy Natural Gas	Waxie-Supplies Janitorial	Stratus Janitorial	Robinson Waste Garbage Service	Netcom BC & KEC 90% Long Distance	Netcom Botanical 10% Long Distance	UEN KEC 80% Network	UEN Botanical 20% Network	First Digital BC & KEC 90% Long Distance	First Digital Botanical 10% Long Distance	USU Facilities HVAC	Total
January	$ 1,148.80	$ 1,848.13	$ -	$ 1,733.00	$ 126.34	$ 90.00	$ 10.00	NA	NA	$ 262.62	$ 29.18	$2,244.48	$ 7,492.55
February	$ 1,152.02	$ 1,836.44	$ 402.25	$ 1,733.00	$ 125.28	$ 90.00	$ 10.00	NA	NA	$ 269.95	$ 29.99	$ 1,572.78	$ 7,221.71
March	$ 1,268.27	$ 1,912.05	$ -	$ 1,733.00	$ 124.91	$ 90.00	$ 10.00	NA	NA	$ 262.08	$ 29.12	$ 3,257.46	$ 8,686.89
April	$ 1,168.64	$ 1,642.20	$ 685.45	$ 1,733.00	$ 123.70	$ 90.00	$ 10.00	NA	NA	$ 272.88	$ 30.32	$ 2,579.90	$ 8,336.09
May	$ 1,131.32	$ 949.76	$ -	$ 1,733.00	$ 122.53	$ 90.00	$ 10.00	NA	NA	$ 274.09	$ 30.50	$ 3,000.28	$ 7,341.48
June	$ 1,393.76	$ 717.47	$ 223.84	$ 1,733.00	$ 248.48	$ 433.35	$ 48.15	NA	NA	$ 283.69	$ 31.52	$ 3,819.72	$ 8,932.98
July	$ 1,503.88	$ 250.00	$ 120.00	$ 1,733.00	$ 129.46	$ 90.00	$ 10.00	NA	NA	$ 268.82	$ 29.87	$ 1,500.00	$ 5,635.03
August	$ 2,200.00	$ 250.00	$ 120.00	$ 1,733.00	$ 129.23	$ 90.00	$ 10.00	NA	NA	$ 275.00	$ 32.00	$ 1,500.00	$ 6,339.23
September	$ 2,200.00	$ 350.00	$ 120.00	$ 1,733.00	$ 130.00	$ 90.00	$ 10.00	NA	NA	$ 275.00	$ 32.00	$ 1,500.00	$ 6,440.00
October	$ 1,800.00	$ 450.00	$ 120.00	$ 1,733.00	$ 130.00	$ 90.00	$ 10.00	NA	NA	$ 275.00	$ 32.00	$ 1,500.00	$ 6,140.00
November	$ 1,500.00	$ 650.00	$ 120.00	$ 1,733.00	$ 130.00	$ 90.00	$ 10.00	NA	NA	$ 275.00	$ 32.00	$ 1,500.00	$ 6,040.00
December	$ 1,400.00	$ 950.00	$ 120.00	$ 1,733.00	$ 130.00	$ 90.00	$ 10.00	NA	NA	$ 275.00	$ 32.00	$ 1,500.00	$ 6,240.00
TOTALS	$ 17,866.69	$ 11,806.05	$ 2,031.54	$ 20,796.00	$1,649.93	$ 1,423.35	$ 158.15	$ -	$ -	$ 3,269.13	$ 370.50	$ 25,474.62	$ 84,845.96

Exact Cost

Kaysville Extensio = 45% of 84,845.96 = 38,180.68