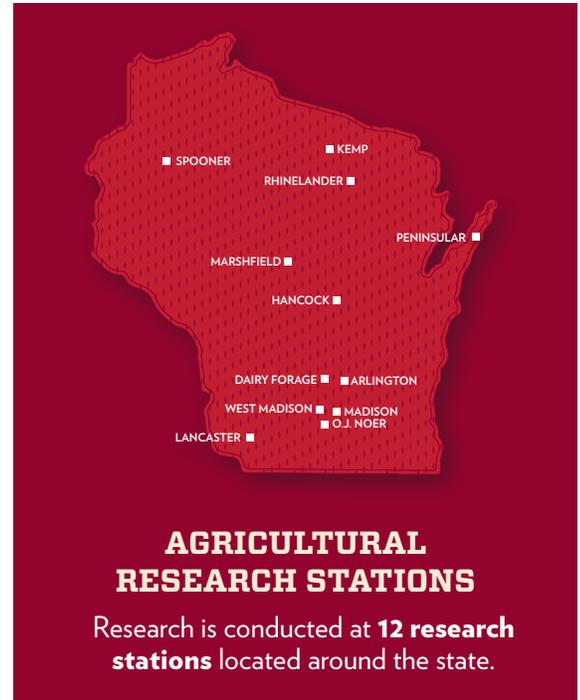


OFFICE OF EXTENSION AND OUTREACH

Our office facilitates and fosters Extension and outreach efforts in the College of Agricultural and Life Sciences (CALs). With more than 80 faculty and staff with Extension appointments, a network of research stations, and connections to communities, schools, industry, and stakeholders throughout the state, the college helps deliver valuable information and education, provide advice to various partners, and share cutting-edge research. We seek to provide a solid core of expertise and knowledge and adapt research and outreach to the problems our communities face.



COLLEGE CENTERS

6 are focused on Outreach

9 collaborate with the Division of Extension

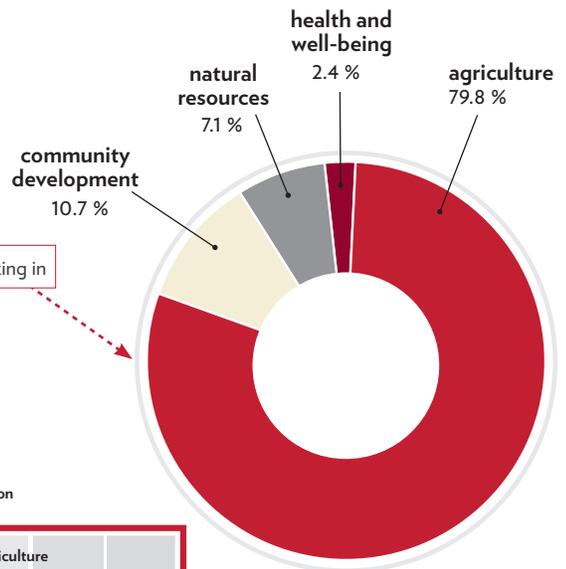
EXTENSION SPECIALISTS

Faculty and staff with Extension appointments in CALs (extension specialists) conduct research and develop training programs in their area of expertise. Their applied research is used by citizens of Wisconsin and beyond and is reviewed by peer scientists from around the world.

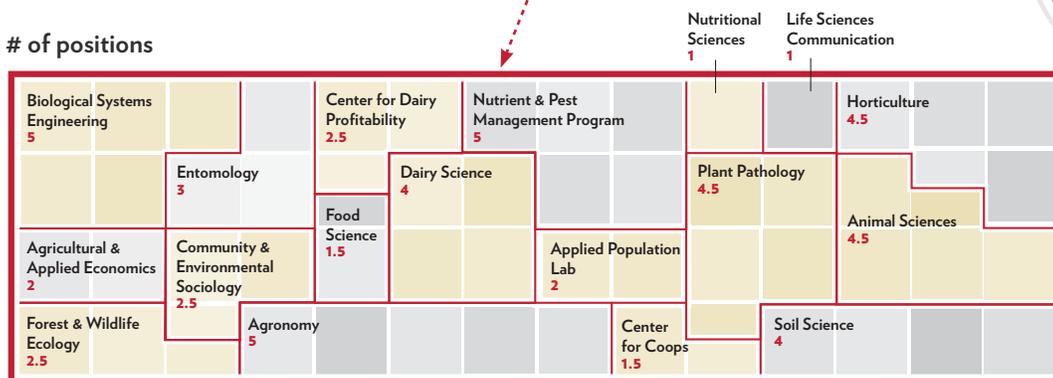


With appointments in **18** CALs departments and centers

Working in



of positions



Extension specialists are co-funded by the Division of Extension and CALs academic departments.

LEVERAGING A PARTNERSHIP

The UW–Madison Division of Extension supports Wisconsin’s \$104.8 billion agricultural, horticultural, food, and bioenergy sectors through research-based education and technical consultation that promote best practices. The Office of Extension and Outreach helps further the division’s mission through CALS extension specialists. These specialists work alongside county-based educators to connect people with the University of Wisconsin System and improve economic and environmental sustainability for individuals, families, communities, and businesses. The numbers shown here reflect their contributions.



produced with support from
CALS extension specialists



More than
124,000
DIRECT EDUCATIONAL CONTACTS
with members of the public

Direct contacts occur in office, field, or in-home consultations; through in person and online conferences, workshops, seminars, and meetings; and through email and telephone calls and other similar activities in which the educational mission of Extension is carried out.

More than
3 MILLION
website visits

— AND —

Over **400,000**
YouTube viewers and
app downloads

Apps, videos, and software bring campus-based research and expertise to farmers, consultants, and agronomists on the farm and in the field to address time-sensitive issues. From calculating nutrient credits to pricing corn, mobile apps help farmers reap bountiful harvests, earn more money, grow sustainability, and allow people to eat the best food the earth has to offer.



Over
4 MILLION
ESTIMATED TV AND
RADIO AUDIENCE



College of
Agricultural & Life Sciences
UNIVERSITY OF WISCONSIN-MADISON

For more information visit
oeo.cals.wisc.edu