

Draft Minutes

WAEWDC June 24, 2013 Meeting

Green Bay, WI

The pre-meeting event included viewing exhibits and meeting with instructors and sponsors at the WAAE summer professional development conference.

Meeting attendees:

Members: Lori Weyers, Natalie Killion, Pam Jahnke, Tom Thieding, Terri Dallas, Carrie Mickelson, Sharon Wendt, Morna Fay, Karen Gefvert, Liz Henry, David Kruse, Dave Williams, Mike Compton, Paul Larson, Pat Link, Corey Kuchta, Darlene Arneson, Rich Miller, Becky Lezvow.

Ex-officio: Jeff Hicken, Randy Zogbaum, Al Herrman

Guests: DATCP Administrator Mike Powers, Shelly Mondeik (NTC), Katie Felch (NTC), Laurie Borowicz (NTC), President Logan Wells and the 2013-14 Wisconsin FFA Officer Team, Bridgett Neu and Kim Hauser, WAAE.

The meeting was called to order at 10 a.m. by Paul Larson.

State FFA Officer Team

President Logan Wells introduced the 2013-14 State FFA officer team and addressed the Council laying out their goals for the upcoming year.

Northcentral Technical College Career Pathways Initiative

Lori Weyers, President, Northcentral Technical College, introduced the on-line resource that NTC has been diligently working to develop that can be used on a state-wide basis to help middle-school students, high school students, parents, and displaced workers explore potential career end-points for their educational efforts. The tool is designed to be a resource for exploring options leading to post secondary certificates and degrees in the broad field of agriculture. The tool will also offer links to potential employers so that students can better understand potential benefits, including pay, which can be expected from certain fields. NTC is ready to go live with the web-site. NTC plans to eventually use the tool for all sectors.

Lori indicated their vision is that this tool could be used state-wide. NTC is offering any revenue earned from the tool to the Council with credit given to NTC. The template still needs a business plan for incorporation into the council. The web-site could be hosted at WhyAg for Business. A team should be formed to determine how the tool is to be used, financed, and maintained.

WAAE Welcome

Kim Hauser and Bridgett Neu addressed the Council bringing a welcome from WAAE.

Council Priorities (Handout)

Pat Link and Paul Larson presented draft priorities and lead a discussion on planning for the 2013-14 project year. The Council members were asked to choose one of four potential committees that they would like to support and would be willing to work on. These efforts will be further developed at the September 17th meeting. Communications will be a critical component to all efforts, especially with e-commerce and multi-media efforts.

Primary Initiatives for the 2013-14 year include:

1. School Counselor programs/seminars.
2. School Superintendents and Administrator programs and seminars.
3. Regional career workshops for middle and high school students.
4. Development of materials and communications to support initiatives.

New Member Orientation

A new member orientation is planned prior to the beginning of the September 17 meeting.

Council Annual Report

The Council Annual Report must be provided to the Wisconsin Legislature by the end of September. All members with responsibilities for sections of the report were asked to submit information so that it could be reviewed by the Council prior to the September 17 meeting.

Lunch

The Council adjourned to join the WAAE membership for their luncheon and program. Wisconsin Public Service sponsored the cost for the Council.

Agriculture Page on the WI Job Center Site

Pat Link and Paul Larson described the new Agricultural page on the DWD Job Center website. The key contact is George Tervalon. The site averages 100,000 contacts per month.

Website Discussion

Jeff Hicken led a discussion on state and national agricultural education website developments. Jeff indicated that the Council should discuss how to link the WhyAg, Job Center, NTC and other appropriate sites to the DPI efforts. Sharon Wendt indicated that the state budget calls for every student to have an Academic and Career Plan.

The National FFA organization is attempting to collect job and career data on the Ag Career Network. This effort will also be directed at helping students develop profiles, resumes and portfolios. The "Inspire Ag Careers" is linked to Career Cruising and may be accessible to non-FFA students involved in agricultural education.

Wisconsin Agricultural Education Foundation Expectations (Handout)

Corey Kuchta provided a handout and led a discussion on the history and purpose of the Foundation. The Foundation was created, in part, but not entirely, to help fund the activities of the Council.

Funding raising Efforts (Handout)

Al Herrman presented a draft financial resource campaign plan designed to acquire sustainable resource levels (time, talent, treasure) to support the ongoing efforts of the Council. One of the key vehicles will be a newsletter for former, current and potential supporters. Terri Dallas volunteered to work on this project.

State Fair Display

The WhyAg program will be included in the Discovery Barnyard at the Wisconsin State Fair thanks to the generosity of Badgerland Financial. Laura Herschleb, Badgerland, is coordinating the display. Volunteers should contact Laura if they would like to participate in the event.

Member Recognition

Mike Powers, on behalf of Secretary Brancel, recognized the following members for their commitment to agriculture and service to the Council:

- Darlene Arneson
- Cal Dalton
- Pam Jahnke
- Becky Lezvow

Adjournment

The meeting was adjourned at 2:30 p.m.

Respectfully submitted,
Al Herrman