

Wisconsin Ag. Ed. & Workforce Development Council – 2-19-13

Horrible snowy day.

Attendees: Terri Dallas, Randy Zogbaum (Conf. Call Ins), Dave Williams – UW-Ext., Pat Link - Badgerland, Cal Dalton-UWGP, Dom Tervalon – DWD Guest, Sharon Wendt -DPI, Tom Tieding – WEDC, Darlene Arneson – WI Farm Bureau, Steve Smolek – Admin. Antigo Schools, Tony Savarin - McCain Foods, Jeff Hicken – DPI Ag. Consultant, Guest, Paul Larson – Chair, Freedom HS.

Call to Order – 10:15

Approved of minutes from Dec. meeting.

Career Clusters Project:

Lori Weyers and her team are working on project: Overview - streamline the process to allow HS courses to be accepted at post HS institutions. Increase articulation between HS and WTCS in a streamlined process, model for career pathways projects as well to be used by other career areas.

- Brochure to give to parents to promote ag. career paths to parents, students, counselors - to distribute to gaining momentum for ag courses and careers. Could be used as a funding option by having sponsors pay to be on brochure.
- Standardization? of these courses, success rates are not as high as we would like, challenged by them transferring from tech school to four year institution and they are carrying AP and ag classes that are not helping them make a successful leap to a four year degree program. Comment from Mike Compton – UW – P.
- 80 transfers last year most with associates of science, take a majority of general transfer credits so they get associates rather than applied science, his experience was with an Associate's degree where transfers required to take 60 additional credits to get bachelors degree.
- Last year one third of students /ag students were transfers, usually about one quarter

Fund Raising:

- Investigating fund raisers, need to get Why Ag portal out there and accessible to support the ag industries and ag jobs.
- Al Hermann has retired and is available to renew his dedication to the Council, unpaid, reimburse for travel/expenses. ADHermann Consulting,LLC he pursued us to be a part of the Council/Foundation effort.
 - Draft proposal: leadership development efforts with added resources, with WAEWDC and Foundation
 - Confirm initiatives, needs and objectives - primarily Why Ag campaign
 - Develop phase 1 strategy and implementation plan with fundraising team, ID key team members on 1 year campaign. Coordinate effort with other Ag. related funding groups to not step on toes or hit the same businesses within a short window of time.

- ID materials, fundraising materials, initiatives total consulting fees not to exceed \$30K starting March 15, 2013 hired as an employee of the Foundation.
- Lets get private industry to buy-in, engagement, quality employees, fill a need and add value, need is to have high quality trained employees, qualified, will the Why ag portal provide a steady stream of qualified employees, is it just building awareness? do we need to target K-12, tech school, university, or businesses??? Why Ag vs. DWD website

DWD Career Data:

Paul Larson worked with Nelse from DWD to get the agriculture related career clusters included in the career data numbers. The VERY conservative Report shows in 2010 377,020 employees, with growth 2020 need will be for 414,850 employees. But in addition we will need 89,190 replacement workers for people who advanced, retired, left the industry. These additions will create the need for a total of 132,020 by 2020. How will we get the employees we need to keep the industry strong. Part of the solution is a PR campaign to let people know the impact of agriculture and the great jobs available in the agricultural industry. We will need to work with displaced workers to be trained/retrained in addition to new entries to meet the needs of the industry.

Darlene Arneson's ideas to utilize WhyAg and Data:

1. Why Ag, should bring money in, build that into the sponsorship part of job seeking sites
2. School counselors - how many of your schools participate in career day? not happening, existing structures, one of our biggest marketers are middle school/high school counselors, pull guidance counselors together via CESAs, 11 out of 12 serve rural schools, bring in guidance counselors with tech colleges in each district to share a plan for what is available
3. Job centers - connecting to Why Ag
4. Presence at career days, ie. career adventure 135 youth
5. Displaced workers

Five areas where we could really bridge from middle school/hs to adult audience without competing with our current ag groups

FFA is an excellent leadership training ground are these students the choir? Are they considering the seven job clusters or looking outside of ag careers?

Strategic plan to market the ag career opportunities available, don't lose sight of the training grants that got us a great deal of exposure but are limited number of hits/employees. Senator Cowles' district has a DWD grant coming that will be a good fit for the WAEWDC.

Tom Tieding:

Other clusters struggling with what we need as far as trained employees go from Why Ag to the seven sectors to the job titles and skill sets = a matrix approach to filling jobs. Do we appeal to agriculture or do we appeal on job based need, insurance, finance, risk management, trucking, science, genetics, sales, management = appeal to broad industries with ag specific.

Sharon Wendt: Council and Foundation crossover paying too much attention to the fund raising, two pronged approach, if we have money we can do this, if we don't have money, what will we do? Let's be clear on what our mission and purpose (of the council) will be regardless of fundraising efforts. Gov's budget will require all students to have an individualized career plan starting in 6th grade progressing through the career function

DWD – Job Center Website:

Dom Tervalon - jobcenterofwisconsin.com industry page,
Focus on Ag

Featured Employers - anyone with jobs to post can be featured
Industry Workforce Links

Trucking and manufacturing are very productive with their sites also contacted green industry, and food processors, restaurant below there are workforce Links that provide statistics, facts, openings, skills needed, training opportunities, videos of jobs/career areas

Ag associations = ask to put links to all the commodity groups and employers on the right side of page. Could individual companies submit videos to be available on website, pictures to scroll through would also be good to submit requires a log on to perform a job search ag. is the next addition, then the finance page, = featured industry need to get approval form filled out by all our corporate sponsors to get placement on the Job Center of WI site also, this is a free service, to link jobs available and employees. Also link to apprenticeship programs, specifically youth apprenticeship, WA only links to DATCP, want to get the DWD site links as well.

Mike question on drop down header, ag. and food science, ag. and natural resources - what's long term vision for this site? finance, health care, more coming and biotech has a site through the Milwaukee Seven, over 1000 registrations/week at this time will also link to FaceBook, twitter?

WhyAg's purpose is different

- Why Ag targets the K12 folks to begin a career cluster and skills/training/educational goals
- JCWI targets the employers and training
- Brakebill - we haven't gotten Why Ag out there as a go to location for students and potential hires
- Why Ag traffic is picking up, > 6000 hits last month.

Tom Teiding, Reed Hall new CEO - WEDC, building companies and certain sectors to channel people to develop which companies need to be integrated.
work with industry, identify clusters where they already have an industry cluster, ie energy, water technology, Milwaukee 7 Food and Beverage Cluster, take those opportunities as they arise - competitive advantage WI has over other states and regions due to clustering, ie. Center for Dairy Innovation not succeeding due to lack of support from the industry.

Lunch Break

Nehls - when looking at the numbers we return to What do we mean when we say "agriculture"

Ag. as an industry deals with the production of ag goods, disconnect occurs when we are looking at value added, manufactured goods, all show up in manufacturing not as ag. same for wholesale rs and farm implement dealers - wholesalers not retailers, occupation side a little more usable = ag related cluster, base = 372,000 jobs, 2020 42830 jobs added growth in this area, a lot of new jobs and another 89190 attrition jobs = 414000 jobs in the next, eight years, 132000 people needed in ag related activities biochemists, golf course and landscape, etc etc. competitive, strong growth area and this is a conservative number. 2010 - 2020 going to need 1000s of people as financial managers,

11-9013 Farmers, ranchers and other agricultural managers = 170, 170, 0 growth, 30 retirees however this does not measure all farmers and all employees

West coast farmers do not list all employees, have to use different measure

Farm labor contractors = NA

key point is we want to maintain the integrity of a farm operation, is there a need to include hired hands - leave well enough alone as far as assisting in getting more data on these areas

- trying not to expose trade secrets or specific practices thus a relatively conservative number but need is at least 132000 jobs

how do you derive the forecasted numbers? OES survey, scientific sample, largest in the world, who do you have working for you and what do you pay them? we require 75% response rate for state and 11 metro areas, from those surveys, get a base number, then identify by industry and what areas are hiring in those industries. ie, financial manager, working for a bank, a city, smaller company, predict the industries based on these staffing patterns from that segment

id industrial patterns, how occupations fit those patterns, id industries and how those jobs fit into those patterns.

Nehls - questions -- how do we get this data from surrounding states for a midwest feel? SOC's are comparable from state to state and analyze what is occurring in surrounding states in the ag clusters.

will provide insight into how many students are leaving WI for jobs in ag cluster in surrounding states and how many residents are coming too WI to study.

ag much more diverse than commonly known, can be used to create a strong argument for agribusiness as a high potential field for the future.

total job growth between 2010 - 2020 is 11.9% all industries, break out ag cluster

lot of jobs are 'replacement' jobs, very important cluster to pay attention to.
create a flyer on the ag cluster from the DWD that provides metrics for growth, areas within the cluster, types of jobs, this data is ready for use

each industry has unique challenges, ie manufacturing in clean rooms/environments diverges with the traditional view of manufacturing as a dirty, blue collar labor

is there cross referencing between clusters? are we really getting these numbers right? we don't want to overclaim? ie financial managers on this SOC code 11-3031 are all financial managers across the state with a 10% growth rate, if you are looking for a job in Financial Management don't exclude that agribusiness hires FM also.

372000 ag sector in 2011, three industrial manufacturing, trade transportation and utilities and education and health services are all larger and ag doesn't exist because it is not measured in this way.

manufacturing - durable and nondurable goods, non durable = < 3 years, all food products will be classified in nondurable category.

we don't count ag specific in the UI system need to id ag cluster areas to get numbers created

New data collection system similar to EMSI, labor market information system, = JCW, how we can connect job seekers with positions available = JCW matching of worker qualifications to needs of the employer.

Dave Williams, discussion about using ag census data to using economic impact estimates to be included in the IMPLAN group out of MN and concerned about the 2012 drought and when the new numbers are available we will work to get them out there.

Marketing - want volunteers to serve on a committee, not enough money and numbers to really market this and 'brand' agriculture. Want a press release to announce job numbers, WI Farm Facts, key stats that will support the website, and the elevator speech to a parent and kids in ag.

How/what does council add value?

We need more people in this group or serving with us to keep webpage fresh, pull data for press releases, sharing, messaging? audience?

Eg. 4H council working board, people on the marketing committee do all the pr, news announcements, finance committee does the budget, financial analyses.... seeking a committee to prepare a marketing message

1. connect with Why Ag - Darlene Arneson, Randy Zogbaum, Al Herman, need for a flyer to get people to go to website and the value of the Why Ag website and sponsorship most critical function of connecting workers to jobs

2. general marketing, Ashley Andres has volunteered to help, Jackie Bevan at UWP has done some nice work, 5x5x5 - Hartungs first, five scholarships, five students, five years

3. Job Center Website - Pat Sternitsky will post announcements, Tom Theiding, Liz Henry

Website is going to launch by April - we should get something prepared for the state 4H and FFA conferences so we could do a workshop, fertile minds for growing development, at career expo, elevator speech to create interest/opportunities, push information to sponsors

Need to develop a succession plan, June Pat moves into Chair position and need a new vice chair, Karen Gepfert suggested as replacement for Darlene with approval, Darlene hopes to stay involved and connected to the Why Ag Committee for her work with Ag in the Classroom. Cal Dalton finished with second term - he represents energy - Kevin Malchine , Mike Powers at the DATCP needs to approve, Becky Levzow replacement general ag, Pam Jahnke's term is up,

Need for another meeting or just a call? next meeting in June, need to discuss foundation efforts to hire a fundraiser, Monday, June 24th meeting in Green Bay, will make a conference call

E-mail on job center needs, testimonials, pictures, videos, current articles to post, update Why ag. posting on the DWD webpage, descriptor on the data page and SOC data.