

WI Agricultural Education & Workforce Development Council Meeting

January 26, 2012

The 1/26/12 Council Meeting was held at the Department of Agriculture, Trade and Consumer Protection Board Room, 2811 Agriculture Drive, Madison, WI.

Council members in attendance: Bill Herr, Natalie Killion, Darlene Arneson, Maggie Bishop, Dan Clancy, Mike Compton, Mike Greco, David Kruse, Corey Kuchta (for Al Herrman), Paul Larson, Becky Levzow, Mark MacPhail, Carrie Mickleson, Rich Miller, Sandra Smith-Loomans (for Rep. Lee Nerison), Mike Powers (for Sec. Ben Brancel), Jack Ourada, Greg Peyer, Vicky Pietz (for Lori Weyers), Sen. Dale Schultz, David Shonkwiler, Tom Thieding, Sharon Wendt, David Williams and Doug Wilson.

Council Members not in attendance: Cal Dalton, Earl Gustafson, Pam Jahnke, Andrea Brossard Martin, Rep. Steve Kestell, Sen. Luther Olson and John Shutske.

Council guests present: John Dupuis, Randy Zogbaum and Carl Duley

Call to Order 10:02 AM: Chair Mark MacPhail called the meeting to order. Mark lead discussion on the following:

- Introductions of all Council Member including New Members Maggie Bishop, Bill Herr and Tom Thieding.
- The 1/18/12 Executive Committee meeting minutes were reviewed.
 1. There are open positions on the Executive Committee, which were vacated by Paul Dietmann and Sam Skemp. Private industry representative leadership is important on the committee. Succession planning for the committee and expiring terms of the Council is necessary as 3 additional openings will occur 7/1/12.
 2. There is no specific date yet for the Why Ag website launch. A letter was sent to Filament requesting a launch date.
 3. Fundraising for the Foundation has improved in the last few months.
 4. The Foundation Audit which included a review of the Grant accounting has been completed.
- Paul Larson moved to approve the 10/27/11 Council Meeting Minutes, seconded and carried.
- Introduced the opportunity to set up new Council Member orientation. No specific dates were established.
- Reviewed Council meeting dates: 4/26/12, 6/25/12 & 10/11/12.
- Reviewed openings on the Council, expiring Council member terms in 7/12 and Executive Committee openings. Succession planning for the Council & Executive Committee will be discussed at the next meeting.

Why Ag Website Update: Mark MacPhail provided the following update of this initiative:

- The purpose of the Why Ag website is to connect displaced workers and students with career pathways in agriculture, food and natural resources industry.
- Reviewed the Why Ag Sponsor List
- Filament Marketing was asked to provide a timeline for the site launch within the next 3 weeks. Mark reviewed the response received from Jon Brakebill on plans to keep this initiative moving.
- Discussion followed to provide ideas on how to get more sponsorship, how to measure the success of Why Ag, use of Farm Shows, social media to get the word out, coordinating a standard news release within the state Ag newspapers, agencies and private industry to send a consistent message that there is a skills gap in agriculture, food and natural resources.

Foundation Report: Paul Larson provided the following summary:

- The Foundation audit has been completed. The audit reaffirmed the importance of maintaining internal controls. The cost of the audit was \$5,000.
- Received \$25,000 in donation from 7 Sponsors, 7 Individuals and 1 in-kind donation.
- Current funds available balance is about \$30,000 (5 month of funds)
- Please make contacts and refer businesses for sponsorship of the Foundation. Why Ag will assist in fundraising. The best contact is face to face.
- Paul Larson presented EMSI-Economic Modeling Specialist Data, (EMSI). There are seven pathways to careers in agriculture outlined and job titles have been assigned to them. Handouts of assigned job types were reviewed by breakout groups of council members to determine which jobs were potentially misclassified. Once jobs are classified correctly DWD can provide extensive data of job openings and areas of concentration for the occupations in the state. Paul thanked the Council for their assistance in the Breakout Groups.

DATCP Division of Agricultural Development Report: Mike Powers reviewed the Division structural reorganization. Readjustments were made based upon the current needs of the Division, budget consideration and to better realign staff. The Division mission has evolved to enable reevaluation of resources to offer move services, renewed emphasis on exports & regional markets and create teamwork. Mike will be working with Jack to determine how DATCP can assist the council. It was requested that Mike aid in recruiting a DATCP board member for a council position and a designee for Secretary Ben Brancel. The Council appreciates the support received from DATCP and thanked Mike for his presentation.

12:04 Lunch: The meeting recessed for Lunch and reconvened @ 12:34 PM. Lunch was provided by the Foundation with a request that Council members make a donation to the Foundation.

Overview of UW Cooperative Extension Management Assessment Center Programs: Dave Williams introduced the Program and Carl Duley, County Agent. Carl reported that the program is an assessment tool to assist dairy managers. The tool is designed for selecting people for management positions, and then developing their skills. A job description has been created for the position of dairy farm owner/manager. The process begins with a self-assessment activity and leads to a background interview. After the assessment, a final report is generated outlining an action plan for the candidate.

Wisconsin School Counselor Association Conference: Natalie Killion reported the conference will be held 2/22-2/24/12 at Monona Terrace in Madison. The Conference attendance is expected to be about 1400 participants with 150 capacity for the Natalie's presentation on Pathways to Prosperity, Green Bay 4 Year Data Collection and information on Why Ag. A Panel including Pam Janke, Ferron Havens (Agribusiness Council) and Randy Zogbaum will demonstrate Why Ag. Carrie Mickelson will sponsor an interactive booth during the conference. The council was solicited for ideas about a promotional piece that would demonstrate the diverse nature of agriculture, food and natural resource as an occupation.

Milwaukee Public School Launch of Agriculture Education: Rich Miller provided an update of the Milwaukee Public School plans and overview of the tour of Milwaukee Vincent High School. Milwaukee Vincent High School has a strong concentration of Ag related elements that set it apart. The System continues to move forward to develop an Agriculture Education program.

Proposed Agriculture Corp. Legislation: Paul Larson briefed the Council on a proposal to develop legislation in support of on farm employment opportunities. Paul discussed the importance of broadening the legislation and involving the Council in the development.

Council and Foundation Plans: Mark MacPhail summarized the Council plans as discussed during the meeting:

- Foundation Fundraising
- Why Ag Initiative
- Help Milwaukee Public Schools
- Distribute \$2,500 Foundation Grants

Update on Agriculture Education Programs in Public Schools: David Kruse reported a recent survey showed that roughly 70% of programs experienced a decrease in funding. Additional budget cuts are expected in the next year. Dave also reported that the WAAE is developing a 3-2-1-Go Advocacy Campaign to develop a local fact sheet and build a strong Alumni program in support of Agriculture Education.

Open Discussion : Reviewed and discussed the recent article on the 10 college majors with the lowest unemployment rates. Volunteers were solicited to staff the WAEWDC booth at School Counselor Conference.

2:37PM: Meeting Adjourned

Respectfully submitted,

John Dupuis & Jack Ourada

Our next Council Meeting is tentatively scheduled for 10:00 AM on Thursday 4/26/12 at Northcentral Technical College, Board Room-B101, 1000 W. Campus Drive, Wausau, WI