

WI Agricultural Education & Workforce Development Council Meeting

April 26, 2012

The 4/26/12 Council Meeting was held at the Northcentral Technical College Board Room, 100W. Campus Drive, Wausau, WI.

Council members in attendance: Darlene Arneson, Mike Compton, Cal Dalton, Patty Noland (for Mike Greco), Earl Gustafson, Al Herrman, Pam Jahnke, Paul Larson, Becky Levzow, Pat Link, Mark MacPhail, Carrie Mickelson, Jack Ourada, Lori Weyers, Tom Thieding, Sharon Wendt (for Anthony Evers), David Williams, Doug Wilson and Randy Zogbaum (for Dan Clancy).

Council Members not in attendance: Maggie Bishop, Sec. Ben Brancel, Bill Herr, Rep. Steve Kestell, Natalie Killion, Dave Kruse, Andrea Brossard Martin, Rich Miller, Rep. Lee Nerison, Sen. Luther Olson, Sen. Dale Schultz, David Shonkwiler and John Shutske.

Others present: Jeff Hicken, Corey Kuchta, Sandi Cihlar, Don Radtke, Vicky Pietz and Tim Buttke.

Call to Order 10:04 AM: Chair Mark MacPhail called the meeting to order. Mark expressed appreciation to Northcentral Technical College for hosting the meeting and to the members that were in attendance. He introduced Dr. Lori Weyers, President of Northcentral Technical College. Dr. Weyers welcomed the Council to the College. She provided an overview of the College and the Agriculture Center for Excellence.

Chair's Report-Mark MacPhail:

- Each Council Member and guest introduced themselves.
- Mark welcomed Patrick Link of Badgerland Financial as a new member to the Council as an Agribusiness Representative.
- A motion was made, seconded and carried to approve the WAEWD Council Meeting Minutes dated 1/26/12.
- Reviewed discussion of the Executive Committee conference call held on 4/17/12.
- Reviewed terms of Council Members: Al Herrman, Doug Wilson & Mark MacPhail terms end 7/1/12. Encouraged an appointment from DATCP to serve as a representative for Sec. Ben Brancel.
- Appointed Becky Levzow, Rich Miller & Corey Kuchta to the Executive Committee.
- Discussed new Council Member Orientation meeting. This meeting was subsequently scheduled as a video conference sponsored by CRI and held on 6/8/12.
- The next Council Meeting is scheduled for 6/25/12 to be held in Green Bay and the last meeting of the year is scheduled for 10/11/12 held @ DATCP in Madison.

Why Ag Website Update-Mark MacPhail & Pam Jahnke:

- Officially launched the Why Ag website in late February.
- Reviewed current metrics: 2,317 Visits, 1,731 Unique Visitors, 9,669 Pages Viewed, 4.17 Pages/Visit, 05:20 Average Time on Site and 26% Return Rate.
- Why Ag maintenance cost will be about \$1,000/month.

- Pam handed out a packet of Why Ag News Articles that have appeared in the State Farm Papers.
- Pam played the Public Service Announcements created for Why Ag.
- Discussed setting up a Media Kit to show the momentum that this is gaining.
- Need to create a release for the summer targeting young adults, something to use @ FFA Convention.
- Reviewed School Counselor Conference Presentation by Natalie Killion, panel that included Pam Jahnke, Randy Zogbaum and Ferron Havens. Carrie Mickelson sponsored the Trade Show Booth.
- Council Members were reminded to include Why Ag on their social media and include in their public relation events at fairs, etc.
- Discussed possibility of involvement with the District Superintendent and School Board conferences.

Foundation Report-Paul Larson:

- Current available funds of about \$25,000 which will meet about three to four months of expenses.
- The Council/Foundation needs to solicit renewals, make connections and provide referrals to increase funds to meet Foundation costs.
- Annual Budget is about \$110,000. A more formalized plan for fundraising is necessary.
- Foundation Grants of \$2,500 will be awarded in June. Al Herrman, Corey Kuchta & Mark MacPhail volunteered to help judge the Grant applications.

Support Agriculture Education Report:

- Dave Kruse provided a written report of information available from a survey of the WI Association of Agricultural Educators (WAAE). 85 schools responded-see report for details.
- Jeff Hicken reported that Keith Gundlach, a strong supporter of Agriculture Education and the Foundation was in the hospital following gall bladder surgery.
- Al Herrman & Mike Compton reported on the recently held UW-Platteville Town Hall Meeting that featured Education Secretary Arne Duncan & Secretary Tom Vilsack. Al Herrman represented the Council. The event included the signing of an agreement “Together for Tomorrow” to allow their departments to promote farming and agricultural education to students around the country.
- Dave Williams reported the Milwaukee Public Schools have posted a position for an Agriculture Instructor. He suggested that Lauren Baker be invited back to the next Council Meeting to provide an update and “Wish List” on this new MPS program.
- Dave Williams circulated an informational piece on Choose Milwaukee, the Milwaukee region Food & Beverage Manufacturing economic development collaboration. Dave suggested that Shelley Jurewicz, VP be invited to the next Council Meeting to provide more information.

Open Discussion-Mark MacPhail:

- Discussion centered on expanding the Why Ag information to District Superintendents and School Boards. Conferences are held in fall and January. The idea is to offer to make presentations or give workshops to advocate for promoting Agriculture, Food & Natural Resources education and careers.

12:07 Lunch: The meeting recessed for Lunch and reconvened @ 12:27 PM. Lunch was provided by the Northcentral Technical College.

Dairyland Academy Ag Center of Excellence Presentation:

- Lori Weyers provided an overview of the Dairyland Academy including the development of the project. Lori noted that the Dairyland State Academy is a group of area agricultural leaders committed to continuing farming by creating the Agriculture Center of Excellence. She introduced Tim Buttke, Sandi Cilhar, Vicky Pietz and Don Radtke.
- Vicky Pietz, Dean of Agriculture and Sustainability, provided detail on the degrees and areas of study associated with the Ag Center of Excellence. She noted that animals were put on the Technical College Farm on 4/28/11. More than 17 area K-12 districts are partnering with NTC to offer transcribed agricultural courses to students.
- Sandi Cilhar discussed how the Dairyland State Academy was started and formed. This project started with a Task Force in 2003. She noted that this project was an excellent example of a public/private partnership.
- Tim Buttke discussed the finances of the project. This Ag Center of Excellence was completed without any debt.
- Don Radtke reviewed the specifics of the 110 acre Ag Center of Excellence. The Center is located on County Road K at the former John Rackow farm.

1:08 PM: Meeting Adjourned (Northcentral Technical College hosted a tour of the Dairyland Academy Ag Center of Excellence following the meeting.)

Respectfully submitted,

Jack Ourada

Our next Council Meeting is tentatively scheduled for 10:00 AM on Monday 6/25/12 in conjunction with the 2012 WAAE Professional Development Conference to be held @ the Hyatt on Main Street, located in downtown Green Bay @ 133 Main Street.