

WI Agricultural Education & Workforce Development Council Meeting Minutes

June 25, 2012

The 6/25/12 Council Meeting was held in conjunction with the 2012 WAAE Professional Development Conference @ the Hyatt on Main Street, Green Bay, WI.

Council members in attendance: Darlene Arneson, Maggie Bishop, Mike Compton, Terri Dallas, Cal Dalton, Mike Greco, Liz Henry, Al Herrman, Natalie Killion, Dave Kruse, Corey Kuchta, Paul Larson, Becky Lezvow, Pat Link, Mark MacPhail, Rich Miller, Todd VanDen Heuvel (for Carrie Mickelson) Tony Savarin, Vicky Pietz (for Lori Weyers), Sharon Wendt (for Anthony Evers), David Williams, Doug Wilson and Randy Zogbaum (for Dan Clancy).

Council Members not in attendance: Sec. Ben Brancel, Bill Herr, Earl Gustafson Pam Jahnke Rep. Steve Kestell, Andrea Martin, Rep. Lee Nerison, Sen. Luther Olson, Sen. Dale Schultz, David Shonkwiler, John Shutske and Tom Thieding..

Others present: Jeff Hicken, Jack Ourada, John Dupuis, Lauren Baker, Shelley Jurewicz, Jeff Lyon, Nicole Nelson, Amy Ryan, Ashley Huibregtse, Laurie Lawrence and the State FFA Officers.

Call to Order 10:02 AM: Chair Mark MacPhail called the meeting to order. Mark welcomed everyone to Green Bay. He asked for introductions from each Council Member and State FFA Officer. Mark also announced that Paul Larsen has been selected as the Region 3 Teacher of the Year.

Chair's Report-Mark MacPhail:

- The 4/26/12 Council Meeting Minutes were approved.
- Mark reviewed the Executive Committee meeting held on 6/15/12. The Executive Committee focused on Executive Committee succession planning, suggesting additional committee members and fund raising.
- Announced the appointment of Cal Dalton, Carrie Mickelson, Lori Weyers and Pat Link to the Executive Committee.
- Announced new Council and Executive Committee leadership with Paul Larson as Chair, Pat Link as Vice Chair and Mark MacPhail as Past Chair and an Ex Officio member of the Executive Committee for 1 year.
- Reviewed discussion from new member Orientation meeting held 6/8/12
- Welcomed Liz Henry to the Council as the Ag Plant Related Business Representative.
- The next meeting is scheduled for 10/11/12 in the DATCP Board Room.

WAE Foundation Report-Paul Larson:

- Current available funds are \$13,943.
- Announced that the Foundation will be granting 2-\$500 Secondary Agriculture Education Grants, 4-\$250 Secondary Education Grants and 2-\$250 Post-Secondary Education Grants. There were 22 applications for the Grants. Paul thanked Corey Kuchta, Al Herrman and Mark MacPhail for serving on the selection committee.

- Paul reviewed the accounting situation and the unexpected overrun of cost spent on accounting. He is reviewing alternatives to reduce the accounting costs. Subsequently the accounting contract was terminated and Paul Larson assumed the responsibility for the accounting of the Foundation.
- Paul led a discussion on the Vision and Mission of the Council. There is a need to define outcomes as opposed to measurements. What does success mean for the Council/Foundation? It was suggested that a facilitator help the Council/Foundation identify direction and leverage the resources of the Council members.
- Al Herrman reviewed the 2012-13 Budgets, including the Assumptions and foot notes. There were a number of general questions relating to the revenue, expenses, cost of Executive Director, available grants and how to become more viable.

Department of Agriculture, Trade and Consumer Protection Update/Observations-Jeff Lyon, Deputy Secretary:

- There are budget challenges for the Department. WEDC & Tourism will see increased budgets with some increase in the budget for Meat Inspections. DATCP will need to balance “like to do” vs. “have to do”. The budget instructions are expected shortly.
- A major challenge is the loss of Grants which means limited assistance. Example: Buy Local
- Expect to maintain staffing levels with a focus to manage the agency better.
- Intend to update Information & Technology to improve staff efficiency.
- Dairy 20 X 30 Program has transferred from Commerce to DATCP. The intent is to achieve 30 B. pounds of milk production in WI by 2020. Currently there are 76 dairy grant applications totaling \$200,000.
- DATCP will continue to focus on International Trade. Examples were cited involving relationships developed in Vietnam and China. There are 5 full time positions in this department.
- Jeff also focused on Animal Health, Food Safety, Trade & Consumer Protection and Ag Development.

Why Ag Initiative Update-Mark MacPhail:

- Provided an update on plans for the State Fair and ongoing plans.
- Questions surfaced on how to encourage students from non-ag schools to use this resource.
- Opportunities are available to work with other Agencies such as adding the whyag.com website to DWD Job Center website.

WAAE Conference Luncheon:

- The meeting recessed at 11:30 A.M. to allow the Council Members to join the WAAE Conference Luncheon. After Lunch Council members Natalie Killion and Mark MacPhail participated in a Panel discussion on how members of business, industry and the community can help to advocate for local agriculture education. The Council meeting reconvened @ 1:30 P.M.

Recognition of Council Members-Paul Larson & Jeff Lyon:

- Paul Larson recognized and thanked Al Herrman, Doug Wilson and Mark MacPhail for their work and service to the Council/Foundation as their terms on the Council end on 6/30/12. Paul also noted that each is an Honorary Member of the FFA.

- Jeff Lyon on behalf of the Department of Agriculture, Trade and Consumer Protection Secretary Ben Brancel presented Al Herrman, Doug Wilson and Mark MacPhail with a Plaque recognizing their service to the Council and their outstanding work on behalf of Agriculture.

Milwaukee Public Schools Update-Lauren Baker, Coordinator of Career and Technical Education, Milwaukee Public Schools:

- The Milwaukee Public Schools will introduce Agriculture Education starting this fall.
- Lauren used a power point presentation to summarize the 4 Programs of Study, Urban Agriculture & Foods, Understanding where Food comes from, new Agriculture Educator-Kyle Slick, Partnerships and Next Steps. Her presentation is available by request.

Milwaukee 7 Presentation-Shelly Jurewicz, Vice President Economic Development:

- Shelly provided an overview of the Milwaukee 7 Food and Beverage Industry with the use of a power point presentation. She reviewed the Formation, Mission, Operational Focus, Importance to the Milwaukee Area, Growth Opportunity, Food & Beverage Network, Organizational Structure and current Projects. Her presentation is available by request.

Support Agriculture Education Report:

- Dave Kruse thanked the Council for joining the WAAE Conference.
- He provided an update of the Secondary Agriculture Education programs in terms of the # of program additions and Agriculture Educator position openings.
- Dave also reported the WAAE has approved a donation in the amount of \$5,000 to the WAE Foundation.
- Randy Zogbaum, WI Technical College handed out the Graduate Follow up Report for 2011 graduates.
- Mike Compton, UW-Platteville reviewed the University System highlights including increasing # of graduates, lack of reporting by graduates obtaining jobs, increasing # of freshman in Agriculture classes @ Platteville and Grant to non-Land Grant Universities.
- He also reviewed the following challenges which include: hiring tenure, limited faculty hire, recruiting & retaining faculty, tight budgets and how faculty handle their morale by being student focused.

Adjournment: Chair Mark MacPhail thanked the Council for their attendance and participation in the meeting. The meeting was adjourned @ 3:12 P.M.

Respectfully submitted,

Jack Ourada

Our next Council Meeting is scheduled for 10:00 AM on Thursday 10/11/12 in the DATCP Board Room, 2811 Agriculture Drive, Madison, WI 53708.