



Executive Summary-2011 Annual Report

The following is the Executive Summary of the accomplishments of the WI Agricultural Workforce Development Council (hereinafter referred to as the Council) for the year ending June 30, 2011. Activities of the Council focused on specific initiatives to become more action oriented and are as outlined in the following:

1. Council Structure Development (Council Website: <http://wiaglink.org/>)
 - The WIRED (Workforce Innovation & Regional Economic Development) Grant with the DATCP funded an LTE position for the Executive Director from January 1, 2010 through June 30, 2010.
 - 15 new members joined the Council out of a total of 34 positions with four positions remaining vacant. The following members joined in the last year: Becky Lezvow-General Ag Representative; Earl Gustafson-Natural Resources Representative; Richard Miller-Green Industry Representative; Andrea Brossard Martin-Animal Ag Representative; Dave Kruse-Appointed Teacher; Natalie Killion-Appointed Counselor, Lori Weyers-Technical College District President; Ben Brancel-Secretary of Agriculture, Trade & Consumer Protection; Scott Baumbach-Secretary of Workforce Development; Paul Jadin-CEO of the Economic Development Corporation; Cathy Stepp-Secretary of the Department of Natural Resources; Dan Kapanke-Senate Agriculture Committee Chair; Luther Olson-Senate Education Committee Chair; Lee Nerison-Assembly Agriculture Committee Chair and Steve Kestell-Assembly Education Committee chair.
 - Conducted new Council member orientation and briefings.
 - Conducted Legislative & Government Agency briefings.
 - Received and reviewed employment and agriculture economic growth reports.
 - Developed and maintained “Ag Convener” status as the agriculture, food and natural resources, jobs and employment expert for the Workforce Development Board of SC, WI.
 - Leveraged the Council’s unique Public/Private Partnership (See #3 Industry Partnership Training Grant, on the next page, as an example of this in action).
2. Wisconsin Agriculture Education Foundation, Inc. (hereinafter referred to as the Foundation), is responsible for obtaining financial support of the Council. Website: <http://www.waefinc.org/>

- The Board of Directors was expanded and Foundation leadership changed as follows: Paul A. Larson, Chairman; Allan D. Hermann, Vice Chairman; Bridgett Neu, Treasurer and Keith Gundlach, Secretary.
- Updated Foundation Bylaws.
- Jack Ourada was contracted to serve as the Executive Director of the Council and Project Coordinator of the Foundation for the period of 8/1/10–6/30/11.
- Extended Jack Ourada’s contract for the 2011–2012 year.
- The Workforce Development Board of South Central, WI contracted the Foundation to administer the Agriculture Sector Partnership Grant in the amount of \$284,855.
- Contracted Filament Marketing, LLC to develop the Why Ag Campaign & website.
- Conducted five fund raising meetings to request financial support.
- Developed the 2011–2012 budget & strategic Plan.
- Provided \$2,550 in Agricultural Grants to enhance the ability to provide education to Secondary and Post-Secondary schools. 2011 Grant requests for funding doubled.

3. Industry Partnership Training Grant Summary

- Effective 8/1/10 through 7/31/11.
- The Grant was awarded to the Workforce Development Board of South Central Wisconsin.
- Purpose: The Grant focused on the training that is required to prepare new and incumbent workers in both on farm and off farm career pathways.
- Amount of the Grant: \$284,855.00. Amount of the Grant funds used: \$226,917.99. A request for an extension of the remaining funds has been made to fund development of local Agriculture, Food & Natural Resources Sector teams.
- Additional local leveraged resources provided: \$224,787.67.
- Partner Organizations: WI Department of Agriculture, Trade & Consumer Protection and the WI Agricultural Education & Workforce Development Council as the Agriculture Industry Convener.
- The Workforce Development Board of SC, WI contracted with the WAEF (WI Agriculture Education Foundation, Inc.) to administer the Grant.

4. Summary of Educational Goals/Training: 232 participants were trained using \$111,959.25 of the total grant funding.

- Future Fields: Collaborator-DATCP (Department of Agriculture, Trade and Consumer Protection)
 - Training assistance provided to 27 farmers relative to seeking and applying for off-farm employment. Total grant funds used \$20,155.02.
- WI Agribusiness Academy: Collaborator-UW Extension
 - Leadership training provided to 16 (16 completed Sessions 1-3 & 13 completed Session 4) agribusiness people in the four scheduled workshop. Total grant funds used \$32,407.23. Additional Information:

- Agenda one: <http://fyi.uwex.edu/theacademy/files/2011/01/Session-one-agenda.doc>
- Agenda two: <http://fyi.uwex.edu/theacademy/files/2011/01/Session-Two-agenda.doc>
- Agenda three: <http://fyi.uwex.edu/theacademy/files/2011/01/Session-3-agenda1.doc>
- Agenda four: <http://fyi.uwex.edu/theacademy/files/2011/01/Session-4-Agenda.doc>
- Meat Processing Boot Camp: Collaborator-Specialty Meat Development Center
 - Orientation to meat processing careers provided to 22 participants at two workshops (Eau Claire & Green Bay). Total grant funds used \$4,408.67.
- Introduction to Dairy Processing: Collaborator-Dairy Business Innovation Center
 - Orientation to dairy processing careers provided to 16 participants. Total grant funds used \$4,659.19.
- Farmstead Dairy Processing HACCP Training: Collaborator- Dairy Business Innovation Center
 - A total of 22 farmstead dairy processors completed HACCP (Hazard Analysis Critical Control Point) training at sessions held in Appleton, Siren and @ UW-Madison. There were 13 one-on-one follow up sessions completed in June & July. Total grant funds used \$18,051.04.
- Orientation to Agriculture Careers: Collaborator-WI Technical College System
 - Orientations to agriculture careers were held in 2 sessions (MATC-Madison & FVTC-Appleton) with a total of 17 participants. Total grant funds used \$5,007.00.
- Landscape Technician Training: Collaborator-Wisconsin Landscape Contractors Association
 - Landscape certification was taught at two sessions held at MATC-Mequon & FVTC-Appleton on 7/16/11 with 76 participants. Total grant funds used \$20,071.11.
- Food Processing HACCP Training: Collaborator-Midwest Food Processors Association
 - Food Processing HACCP (Hazard Analysis Critical Control Point) training was held at UW River Falls with 36 participants. Total grant funds used \$7,200.00.

5. Grant Activities that Support Agriculture Sector Development

- Support funding for the WI Agriculture Education & Workforce Development Council Executive Director. Total grant funds used \$63,155.
- Promote expansion of agriculture career pathways statewide.
- Development of the Why Ag Campaign including website development & materials to raise the understanding and awareness of agriculture food & natural resources industry career opportunities. Grant funds used \$46,200.00.
- Link Partner websites to promote career opportunities in the Agriculture Industry.
- Develop a sustainable strategy and plan for agriculture industry partnerships.

6. Why Ag Initiative: A website and campaign designed to encourage the workforce to consider agriculture, food and natural resources as a career option. The goal is to link employers with a qualified workforce.
 - Developed an initial campaign outline.
 - Summarized Why Ag key messages and talking points.
 - Developed & summarized job skills & the requirements for career pathway jobs.
 - Created Why Ag logo & marketing materials.
 - Implemented WhyAg.com website. Please visit: <http://www.whyag.com/>.
 - In process of development of the website launch, ongoing maintenance plan and sponsorship needs.

7. Support Agriculture, Food & Natural Resources Education
 - Participated in the annual WI Association of Agriculture Educators Conference.
 - Tracked State budget impact on agriculture, food and natural resources education and developed a position paper in response.
 - Initiated and developed an agriculture education planning calendar.
 - Promoted agriculture, food & natural resources career pathways document.
 - Endorsed the FFA Publication “Agriculture Education in Wisconsin”.
 - Developing a presentation for the School Guidance Counselor Conference and strategy to support school guidance counselors.
 - Supporting the Milwaukee Public Schools on the development of agriculture education plans.

8. 2011–12 Council/Foundation Plans
 - Develop sustainable funding and resources for the Council & Foundation.
 - Launch Why Ag website including development of ongoing maintenance and sponsorship.
 - Continue implementation of the Why Ag initiative and campaign.
 - Connect and promote the Council regionally and locally with agriculture, food and natural resources sector employers, employment groups and supporters.
 - Continue to research and make application for grants and private foundation funding for career employment training and to ensure a qualified workforce for agriculture, food and natural resources.

9. Council Contact: Jack Ourada, Executive Director, 608-235-7148 Email: jack.ourada@wisconsin.gov

