

WI AGRICULTURAL EDUCATION & WORKFORCE DEVELOPMENT COUNCIL MEETING MINUTES

4/28/11

The 4/28/11 Council meeting was held at the Department of Agriculture, Trade & Consumer Protection Building, 2811 Agriculture Drive, Madison, WI.

Council Members in attendance:

Darlene Arneson, Dan Clancy, Michael Compton, Cal Dalton, Paul Dietmann, Michael Greco, Al Herrman, Pam Jahnke, Natalie Killion, Karen Knox, Paul Larson, Becky Lezvow, Mark MacPhail, Rich Miller, Lee Nerison, Jack Ourada, David Shonkwiler, Sam Skemp, Sharon Wendt, Dave Williams, Doug Wilson.

Council Members not present included: Dick Austin, Earl Gustafson, Senator Kapanke, Rep. Kestell, Dave Kruse, Andrea Brossard Martin, Senator Olsen, Greg Peyer and John Stricker.

Also in attendance:

Rudi Bentley, Jon Brakebill, Jenny Dierickx, John Dupuis, Amber Elliott, Morna Foy, Jeff Hicken, Jim Massey and Nicole Nelson

Chair Mark MacPhail called the meeting to order @ 10:02 AM. He requested everyone introduce themselves and lead discussion of the following:

Chair's Report

- The events of the executive conference call from April 25, 2011 were reviewed.
- The minutes from the January 27, 2011 council meeting were approved.
- The next council meeting dates will be June 27, in Green bay and Oct 27 at DATCP. The June 27 meeting will begin at 9:30.
- Suggestions were requested for replacements for retiring council members. Council members Sam Skemp, Darlene Arneson, and Pam Jahnke's terms will expire in July of this year. They are eligible to be reappointed for another term. There is an opening for the position previously held by John Petty. Mark MacPhail's retirement date from the council will be July of 2012. Since he is currently on his second term he is unable to continue on the council after that date. Current openings on the council are those for a DATCP board member, an environmental stewardship interest member and a plant agriculture business related representative.

Why Ag initiative Update

Rochelle Ripp of Filament provided a brief introduction and gave an update on the status of this web based effort to increase awareness and value of careers in agriculture. Amber Elliott elaborated on new content on the website. So far Filament has created a slip sheet for marketing purposes, letterhead, and an updated logo. Print ready files have been provided to council. A skills matrix is being developed that will help to match existing skills to positions in Ag. From there users can be linked to other informational sites to elaborate on the careers. So far Filament has received three quarters of the

information needed but still needs information on the remaining quarter of agricultural careers. One area needing more information is careers in environmental areas of Ag. Any council members capable of offering any additional information are encouraged to send it to Filament.

Next steps for WhyAg

- Complete the skills matrix information and get it to the web developers.
- Create HTML sample pages for thumb drive presentations to potential donors.
- Prepare a pre-launch of WhyAg for debut at the state FFA convention.
- Prepare for a soft launch at WI Association of Ag Educators convention.
- Establish a formal launch date.
- Seek a buy in to the project from Ag community
- This year's State fair at the end of July, is hoped to be the public launch promotional location.

Agriculture, Food & Natural Resources Employment Update by Eric Grosso, Senior Economist of the WI Division of Workforce Development.

Gaining and declining employment areas by profession were reviewed. Projected employment increase for all professions is estimated to be 2.7% over next ten years. The period from 2008-2010 shows the largest loss of jobs in the last 30 years. With that period removed from the calculations the overall increase in jobs over the next ten years would be closer to 6-7%. These figures only account for employees who pay into unemployment insurance so occupations that don't pay in would not be represented. It is estimated that there will be a need for about 7,000 workers to replace retirees in the manufacturing industry per year. Currently manufacturing is a leading factor in economic recovery in WI.

Additional handouts were reviewed including one on workforce profile and the employment profile. See the presentation information for more detail.

UW Madison/UW Extension Study on the Economic Impact of Agriculture on the State of WI-David Williams, Associate Program Director for the UW-Extension

The history and background of this study was reviewed. 3 Studies have been done: 3/04 (based on 2000 data), 7/09 Contribution of Ag to WI Economy (based on 2007 data) and 3/11 Economic Impact of Agriculture in WI (based on 2008 data). See the detailed overheads and the study titled "The Economic Impacts of Agriculture in WI Counties, published in March 2011 for more details.

12:10 Lunch sponsored by Sam Skemp and Frontier FS Cooperative

Rudolph Bentley left the meeting at 12:30. Representative Lee Nerison and his aide left the meeting at 12:40.

DATCP-Division of Agricultural Development Comments by Mike Powers, Division Director

Paul Dietmann introduced Mike Powers, the new Division Administrator for DATCP's Division of Agricultural Development. Mike gave a personal history and indicated he would support the Council and its mission. He described his 90 day mission, issued by the DATCP Secretary, to determine how department resources can be best aligned with the core mission of the Department.

Chair Mark MacPhail thanked Mike for his support and comments. Mark expressed his thanks to Paul Dietmann for his dedication, service and support of the Council.

WI Agricultural Education Foundation Report by Paul Larson

A fundraising PowerPoint used to encourage financial support for the council was presented. The PowerPoint stresses that the council is a private/public partnership with legislative authority that can pull resources from both the legislature and private industry and that there is a broad scope of employment opportunities encompassed in agricultural employment. The council's efforts also support Ag education but in a different fashion than those of FFA. The fundraising "pitch" portion of the presentation asks the potential donor how they could help the effort through financing and in kind donations such as, printing, administrative assistance etc.

Upcoming meetings will be directed at larger audiences. Donors could potentially be offered recognition for their support on the Foundation's website until WhyAg is live.

Jim Massey joined the meeting at 1:15.

The Council was solicited to provide contacts and potential dates for making fundraising visits. Mark MacPhail encouraged the council to not focus exclusively on WhyAg as a fund raising goal. Other council activities, like the intro to Ag career classes should be stressed when contacting potential donors. It was suggested that fund raising meetings could be conducted with groups of supporters combined by their donation levels.

Paul Dietmann and Mark MacPhail met with SCWDC to provide an update on grant spending and accomplishments. The Secretary of DWD complimented the council on their efforts and indicated that the council's initiative represents good use of DWD funds.

Dave Shonkwiler left the meeting at 1:40.

Industry Partnership Training Grant update by Jack Ourada, Executive Director

The partnership is seeking to get as many students to attend the classes as possible. The food processing session currently has 38 enrollments and another class will likely need to be added.

Landscape technician training has 75 potential attendees. These classes will be held in Mequon and Fox Valley, likely in June. Successful completion will result in a certification. Landscape technician certification criteria are becoming a national standard rather than determined by individual states. The Council was encouraged to suggest other projects for remaining grant monies. Please see the Progress Report as of April 25, 2011 for more details.

There has been a financial reconciliation between DWD and the Foundation. The foundation's accounting was validated by DWD.

Support Ag Ed Update by Mark MacPhail, Director of Agriculture, McCain Foods USA, Inc.

35 Ag education programs across the state are up for reductions. Retiring Ag teachers will need to be replaced. If there are not enough new Ag instructors it will encourage elimination of programs. A portion of Ag teachers are applying to the private sector due to the uncertainty of their positions being maintained or not.

Tech colleges have taken a 30% cut. Southwest Tech laid off all farm management business instructors. The program was losing an estimated \$325,000 a year in expenses vs. tuition. There is a proposal to adopt a new model for the program that would reduce the potential loss by \$100,000 year. Ag programs are filled to capacity in tech colleges in River Falls, Fox Valley, Platteville, etc. Current state funding to tech colleges is at about 10% of their total budgets.

MKE public school and UW Extension update by Dave Williams, Associate Program Director of Agriculture and Natural Resources, UW Extension and Cal Dalton of Dalton Grain Farms

Extension

There is a 1% cut from the 2011 USDA extension budget and the 2012 cut amount is unknown. Current state budget cuts will result in position losses. The county shared revenue contribution is also reduced.

MKE Public Schools

Milwaukee's Vincent High School is the location for the new Ag program. There is a national listing advertising the urban Ag instructor position.

2:45 Jim Massey left meeting

Wisconsin School Counselors Conference update by Natalie Killion

It was suggested that the Council do a presentation at the upcoming conference scheduled in February 2012. The deadline for the application for the presentation is 11/11/11.

The Council meeting was adjourned @ 2:53 PM.

Chair Mark MacPhail commented that there was very good discussion and that the meeting was informative. The next Council meeting is scheduled in conjunction with the WAAE Professional Development Conference and will be held at the Hotel Sierra/ KI Convention Center, 333 Main Street, Green Bay, WI on 6/27/11.

Respectfully submitted,

Jack Ourada & John Dupuis