

WI Agricultural Education & Workforce Development Council Meeting Minutes

June 27, 2011

The 6/27/11 Council meeting was held in conjunction with the 2011 WAAE Professional Development Conference. The meeting was held @ the Hotel Sierra/KI Convention Center in Green Bay, WI.

Council Members in attendance:

Doug Wilson, Paul Dietmann, Darlene Arneson, Al Herrman, Natalie Killion, Sharon Wendt, Randy Zogbaum, Earl Gustafson, Lori Weyers, Richard Miller, David Williams, Mike Compton, Pam Jahnke, Doug Williams, David Kruse and Paul Larson.

Council members attending via conference call: Mark MacPhail

Council Members not present Included: Dick Austin, Cal Dalton, Mike Greco, Becky Lezvow, Andrea Brossard Martin, Carrie Mickelson, Rep. Lee Nerison, Sen. Luther Olsen, David Shonkwiler, John Shutske, Sam Skemp, John Stricker, Rep. Steve Kestell and Sen. Dan Kapanke.

Others in attendance: Jack Ourada, Jeff Hicken and John Dupuis. Jon Brakebill and Rochelle Ripp joined the meeting via conference call for the Why Ag Update.

FFA Officers in attendance:

Issac Christenson, Ashleigh Schewitz, Brian Guza, Abby Baker, Katie Dreier, Sara Raschein, Alissa Milonczyk, Stacey Kunde, Nicole Petrie, Kayla Hack

Call to Order: Vice Chair, Doug Wilson called the meeting to order @ 10:04 AM.

FFA Officer Introductions: The 2011-2012 FFA officers and council exchanged introductions. Doug Wilson congratulated the Officers and thanked them for joining our meeting. Jack Ourada reviewed the Council Mission and Purpose. The Officers left the meeting.

Why Ag Update - Filament Marketing, Jon Brakebill, Rochelle Ripp

Filament has produced a logo, brand mark, slip sheets, letterhead, initial sponsorship materials, a trade show banner, usb drive with scripted scenario describing use of website, and the Why Ag website. Skills matrices are still being added to website. Live release of website is scheduled to be the end of July. About 20-30 additional skill sets for job descriptions are still needed. Foundation volunteer fundraising so far has not been extremely successful. The council is hoping professional attempts will be more productive. Filament has been asked to consider

being a fundraising entity for the Foundation. It is estimated that they would do two in person meetings a month for fundraising, and the rest by phone. Estimated cost has been provided to the committee for ongoing management, sponsorship support, updates to the website, status reporting, IT support, attending events to promote the council initiative, and media contact to promote the initiative. Estimated time commitment is one day a week of support for the website. The marketing campaign target goal of fundraising is \$100,000. Incentives would be included in the agreement for monies obtained in excess of \$100,000. The goal is to establish a sustainable revenue stream. Travel expenses incurred for fundraising meetings with clients are not factored into fee. No decision was made today on a contract but a subcommittee of the Foundation will negotiate and settle it at a later date. The subcommittee will include Mark MacPhail, Paul Larson, Al Herrman & Pam Jahnke.

To date the council has been billed for \$30,000 to get to the live website launch, with \$26,200 allocated for this project in the Industry Partnership Grant. The Foundation has requested the Workforce Development Board of South Central WI convert part of the remaining training grant funds for Employer Outreach-Why Ag Initiative. The Grant period ends 7/31/11.

At the conclusion of the Filament Marketing Report, Doug Wilson thanked Jon & Rochelle. After they left the meeting he opened discussion on the Why Ag Initiative. The committee will review and recommend action on the proposal including timing and cost. The Council is supportive of the direction and plans outlined. New council member Lori Weyers proposed assisting with the Why Ag website by using tech college staff in tandem with Filament, for website design and support. Mike Compton suggested using their marketing staff and student body to assist with marketing strategies.

Chairs Report - Doug Wilson

1. The 4/28/11 meeting minutes were approved as printed.
2. He briefly reviewed the meeting agenda and activities with the WAAE Professional Development Conference.
3. Doug provided an oral report of the WAEWDC Executive Committee minutes from June 20, 2011.
4. He reviewed the Council Membership Organization Chart. Current Council positions open for nomination and appointment include: Environmental Stewardship Rep., Plant Ag Business Rep., Agribusiness Rep., DATCP Board member seat and the CEO or his representative from the WI Economic Development Corporation. Maggie Bishop of Trees for Tomorrow is a suggested nominee for the Environmental Stewardship seat. Joan Behr from Foremost Farms is a suggested nominee for the Agribusiness Rep.

5. A position on the Executive Committee is open following Sam Skemp's resignation. Sam's replacement will be decided by the Executive Committee.

WAE Foundation Financial Report - Paul Larson

1. Paul handed out the 7/1/10–6/21/11 WAEF Financial Report. The WAEF has a little under \$20,000 of funds remaining.
2. Paul handed out the 2011–2012 Foundation Budget and briefly reviewed the income sources.
3. WAAE, WPS, and McCain foods, have all donated to the Foundation. CRI presented their donation to Paul @ the meeting. Additional corporate donations will be required to maintain the programs and functions of the Foundation/Council. Please recommend businesses that should be contacted.
4. Contract negotiations with Jack Ourada to serve as Executive Director of the Council and Project Coordinator of the Foundation have been completed and will be effective 7/1/11. Job responsibilities have changed to include day to day management and fund raising.
5. The Foundation is seeking to pursue additional grant funding. DWD will assist with initial grant writing. Partnership trainings funding could potentially come from tech schools. Schedule for setting up new trainings is July with onset in September.
6. Paul reported that the WAEF received 20 applications for the Secondary & Post Secondary Grants. The applications will be decided this afternoon and reported at the WAAE Banquet on Wednesday. A news release will be prepared announcing the grant winners.

11:30 Recessed for Lunch: The meeting was recessed for Lunch to enable the Council to join the Noon WAAE Conference Luncheon Program with Keynote Speaker, Paul Vidmar of Dale Carnegie Solutions. The meeting room, Lunch and refreshments were sponsored compliments of Al Herrman and Wisconsin Public Services.

1:30 Meeting Reconvened

Jeff Hicken, Al Herrman and David Kruse didn't return after lunch

Industry Partnership Grant Update - Jack Ourada

The Training Grant Progress Report as of 6/20/11, including a summary of the participant training sessions and employer outreach (Why Ag) was reviewed and discussed. Jack also handed out and reviewed the grant budget update, showing the remaining funds available. To

date \$117,619.88 of direct costs have been invoiced with \$167,235.12 yet to be disbursed. Total Local Leveraged Resources amount to \$122,506.75 year to date. Grant funds expire July 31, 2011. The next grant proposal will probably be a federal grant, different than our current Industry Partnership Grant.

Agriculture Education Update - Paul Larson

28 Ag schools are facing some cuts with the new budget. Reductions aren't uniform for every school. There are six to eight current openings for Ag educators. Teachers are looking for private industry jobs as well which will likely increase vacancies. The Council should take a stand locally to explain how education is helping the Ag industry and demonstrate how education funding cuts are hurting potential job creation. It was reported that the UW-Platteville and UW-River Falls freshman Ag Education classes are very large.

Milwaukee Public School Update - Dave Williams

Dave provided an update of the MPS plans. The urban Ag education industry position did not get posted this spring. This position may be posted fall 2012. Dave recommended that Lauren Baker from MPS be invited to our 10/27/11 Council meeting to help the Council understand their plans, scope of their resources, build a relationship with the Council and discuss how we can help them. This item will be added to the next Council meeting agenda.

WI Guidance Counselor Association Conference-Natalie Killion

There appears to be little interest in going into Ag careers for high school students. It was also mentioned that in 2030 half of the student body will be people of color. The Council has an opportunity to make a presentation at the guidance counselor conference next February. It is important that we present an overview of what the state of our workforce is, rather than stressing Ag careers too specifically. Career clusters and the course work you need for a chosen career should be presented. Stressing how an Ag career is very much a career about science, technology and national resources, is another important point to get across. The Council discussed and provided additional information that may be included in the presentation. Natalie will be creating a proposal for the presentation and present it at our next Council meeting. The application for the presentation is due in November 2011. The Conference is scheduled for 2/23-24/2012 in Stevens Point.

2:30 Al Hermann rejoined the meeting

Annual Report Timeline and Responsibilities-Jack Ourada

Jack Ourada reviewed plans for the 2011 Council Annual Report. It will follow the same format as the 2010 Report. Dave Williams will prepare the UW Extension portion; Jeff Hicken will

prepare the secondary education portion; Randy Zogbaum the Technical College portion and Mike Compton the University portion. Jack will prepare the Executive Summary and consolidate the Report. The proposed deadline for the report draft creation is September 1, followed by a review by the Annual Report committee and a final completion deadline of September 30.

Open discussion

Randy Zogbaum explained that Southwest Tech College is expanding their Horticulture, Food Science, and Culinary Science programs as agricultural fields. The degree programs are being shortened to three years by adding more credits per semester.

The Council meeting was adjourned @ 2:57 PM. The next Council meeting will be held on 10/27/11 @ the Department of Agriculture, Trade and Consumer Protection Building, Board Room, 2811 Agriculture Drive, Madison, WI.

Respectfully submitted,
Jack Ourada & John Dupuis