

**Wisconsin Agricultural Education and
Workforce Development Council Meeting
August 3, 2009
(DRAFT)**

10:00 a.m.

Attendees:

1. Superintendent Tony Evers
2. Gary Olson
3. Mark MacPhail
4. Dave Williams
5. Irv Possin designee for Secretary Richard Leinenkugel
6. John Shutske
7. William Brendel
8. Cal Dalton
9. Connie Seefeldt
10. Mike Greco
11. Darlene Arneson
12. Pam Jahnke
13. Paul Larson
14. Dave Gliniecki
15. Paul Larson
16. Sara Dauscher designee for Senator John Lehman
17. Representative Sody Pope Roberts
18. Dick Austin
19. Joel Nilsestuen designee for Senator Karen Vinehout
20. Karen Knox
21. Doug Wilson
22. Mike Compton
23. Annette Severson
24. Paul Dietmann designee for Rod Nilsestuen
25. Rod Nilsestuen

Updates and old business

Council meeting minutes are being sent in the Executive Director's updates.

Membership update

Superintendent of Public Instruction Tony Evers is replacing Superintendent Burmaster. Dr. Mike Compton is replacing Dr. Duane Ford as the Council member chosen by college Deans of Agricultural studies to represent the Consortium of Colleges of Ag, Natural Resources, and Vet Medicine. Dave Gliniecki has retired from teaching and a replacement will be sought through DPI for his position on the Council.

Plan of work update

Thus far, the Council's work plan has consisted of pursuing short-term successes, building relationships with stake holders, narrowing the Council's focus, pursuing short-term successes, campaign fund raising and development of the first Annual Report.

Annual Report Review

Suggested Revisions to Executive Summary, Council Structure Description and Plan of Work

The Executive Summary should be moved to the front of the report; a list of challenges facing the Council should be included, the report should be shortened in length by moving much of the current detail to the appendix of the report.

- It was suggested the report be further reviewed for grammar and punctuation before being finalized.
- Suggestion to move the Panel Recommendations section before the 20047 Wisconsin Act 223 section of the report.
- Update council structure chart to remove Elizabeth Burmaster from entries as State Superintendent of Public Schools and replace with successor Tony Evers.
- Change Executive Summary title to Council Status Report.
- Change report date references to spell out entire date.
- Clarification should be added for description of executive director. Statement should be placed in the beginning describing Gary Olson as executive director with clarification that he would be referred to as Gary in the following report.
- Clarification statement at beginning Gary is dir exec.
- Add uniform credential and title formats, and definition for acronyms.
- Revise Executive Summary to remove executive director "evaluation" language and place in new evaluation section of report. Change references from executive director accomplishments to refer instead to council as a whole.
- Use report to appeal to wider audience in addition to government.
- Create statement at beginning of report to summarize council's annual effort.
- Remove detailed language of sub-committee formation an instead focus on achievements.
- Change description of agendas to results.
- Revise process description to describe impact of processes.
- Use either asterisk or bullet points throughout report.

Revision to Agricultural Education Overview:

Suggestions shorten report section and add more concise detail. Jeff Hicken will draft the K-12 revision, Randy Zogbaum will draft the WTCS revision and Dr. Mike Compton will draft the University System revision.

11:40 a.m. break for lunch

12:10 p.m. Meeting resumed

Fund raising discussion

- Clarification that the WI Agricultural Education Foundation is a purely separate entity which provides financial support to the Council and other organizations through a 501 (3) (c) status.
- Council has raised roughly \$55,000 of it needed \$100,000 first annual budget. Bridget Neu has a spreadsheet tracking council fund raising, donor contact and fund raising results. Gary will act as the liaison between the Council and Bridget to provide this information to Council members to avoid duplicating contact and to help to establish timeline for follow up.
- Suggestion to create an online donation location that would increase donation possibilities.
- It was agreed that the Executive Director's monthly updates would contain fund raising information for the preceding month.

- Council members were encouraged to actively participate in supporting the Fundraising Campaign Committee's efforts.

Next Quarter Objectives

Pathways to Agricultural Development.

- Council member were encouraged to choose from eight defined areas to participate in smaller working groups to devise and concentrate relationship/partnership building efforts with the agricultural industry. Handouts with the pathways listed were placed on table and council members were able to add their names to them to initiate follow up contact with executive director. Timeline for action implementation is within next to weeks.

Pam Jahnke encouraged the council to further define its mission as unique to further enhance fund raising opportunities. She is working on the development of an employed-based project. The Council expressed appreciation for her efforts and approved/encouraged her to further develop the project into a deliverable action plan.

New Business

Darlene Arneson provided an update on the Agriculture in the Classroom state program.

Next Council Meeting Dates

Tuesday, October 13 2009, meeting will be held by teleconference.

Thursday, October 22, 2009 physical Council meeting.

Monday, February 8, 2010 physical Council meeting.

3:00 p.m. Meeting Adjourned