

**Extension Education Committee Minutes**

(Includes Educator Written Reports that were presented orally as attachments)

**Date of Meeting:** October 12, 2020

**Meeting called to order by:** Zastrow called the meeting to order at 8:32 a.m.

**Members Present via Videoconference:** Roberts, Morris

**Members Present in Person:** Herbst, Kannard, Zastrow

**County/Extension Staff Present:** Ben Wehmeier, County Administrator; Kim Buchholz, Administrative Specialist

**Extension Staff Present by Videoconference:** Chissy Wen, Area Director; Kara Loyd, 4-H Coordinator; Lisa Krolow, FoodWise; Katelyn Broedlow, Administrative Assistant.

**Others Present via Videoconference:** None

**Certification of Open Meetings Law:** The agenda with videoconference link has been duly posted and the door is open.

**Public Comment:** None

**Roll Call (establish a quorum):** Quorum present.

**Approval of Agenda for Possible Rearrangement:** Motion by Roberts, seconded by Kannard, to approve the agenda as posted. Motion approved.

**Approval of September 14, 2020 Meeting Minutes:** Motion by Herbst, seconded by Roberts, to approve the September 14, 2020 meeting minutes. Motion approved.

**Communications:** None

**Review of 2020 Departmental Budget:** Committee members received a copy of the departmental budget report in their meeting packet. Wen stated that the 2020 budget is in good shape. She also noted that some savings would be coming on the second Educator Contract invoice from the State. This is under the Purchase Care & Services line item and is due to the furloughs required of State staff.

**Review of the 2021 Departmental Budget:** Committee members were provided a copy of the 2021 budget that will be going to the County Board. Wen stated the major change from the 2020 to the 2021 budget is that the Intern was eliminated in the 2021 budget.

**Discussion and Approval of 2021 Extension Professional Services Contract:** Committee members received a copy of the contract in the agenda packet. Wen reviewed the highlights that were outlined on her memo. There is a 2% increase for the co-funded positions with the overall increase for 2021 being \$1,660. Discussion occurred. Motion by Kannard, seconded by Herbst, to approve the 2021 Extension Professional Services Contract as written. Motion approved. Members of the committee that were present in person plus County Administrator Ben Wehmeier signed the contract at the meeting to be forwarded to Wen.

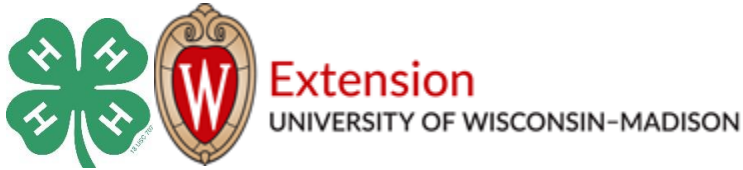
**Discussion of Monthly Educator Reports: (Written reports attached.)**

- Kara Loyd provided an oral report from her written report. Enrollment for the 2020-2021 year is now open. 4-H has a new enrollment system that has had some challenges. Last week during National 4-H Week, we provided opportunities for youth and adults to share memories and pictures to highlight different parts of the Jefferson County 4-H program. Last week, 97 Cloverbud Project boxes were delivered. This box provides youth with activities and crafts to introduce some of the projects in the 4-H program. We've already received positive feedback about this effort. Please refer to her attached report for more details.
- Lisa Krolow provided an oral report from her written report. FoodWise is currently partnering with the Jefferson County WIC Department to provide virtual nutrition lessons. WIC participants have a quarterly educational requirement. Lessons will be provided in both English and Spanish and be offered at various times throughout the day/week to accommodate schedules. Krolow will again start reaching out to the local principals/superintendents of eligible schools on how they can partner with them.
- Michelle Scarpace, Natural Resources Educator and Steve Chmielewski, Community Educator submitted their monthly reports that were included in the agenda packet sent to the committee. They were unable to attend the meeting due to prior commitments. See attached reports for more details.

**Next Scheduled Meetings:** November 9 and December 14

**Adjourn** – Motion by Herbst, seconded by Kannard, to adjourn at 9:05 a.m. Motion approved.

*Minutes recorded by Kim Buchholz, Administrative Specialist*



Extension Education Committee

October 12, 2020

Kara Loyd – 4-H Program Educator

The last month has still been full of Zoom meetings with volunteers and committees, regional colleagues, and professional development. The more exciting highlights include-

- **Enrollment for 2020-2021 4-H Year-** Enrollment is open for the next 4-H year. We have a new enrollment system which introduces some challenges that we are working through to support our members!
- **National 4-H Week Facebook posts-** To celebrate National 4-H Week, we gave members the opportunity to share memories and pictures to highlight certain parts of the program.
- **Cloverbud Project Box-** 97 youth received a Cloverbud Project Box with activities and crafts to introduce some of our projects in the Jefferson County 4-H. The boxes also included activities that teach more about 4-H. For example, the 4-H motto is “To Make the Best Better.” The Cloverbuds will learn the motto, the pledge, and other facts about 4-H. On October 19<sup>th</sup>, I will host a Cloverbud Zoom so the Cloverbuds can practice the pledge together, show off their activities, learn more about other 4-H projects, and play a fun 4-H Bingo game. We’ve already received positive feedback about this round of boxes.



- **Awards-In-A-Box Program-** A video premiered on Friday, October 9<sup>th</sup> to celebrate our award winners for this year. Those members and leaders will receive an awards package soon to further celebrate their hard work!
- **Statewide Committee Work-** I have joined several statewide committees with other colleagues to create and share opportunities. In particular, I am part of a team that is creating statewide virtual learning opportunities. I am looking forward to seeing how we can support the learning of our youth in the months to come.

### Coming Up for Jefferson County 4-H-

- **Cloverbud In-A-Box-** We are going to continue with our Cloverbud Box Program. The rest of the year will include plans for a space theme box, art theme box, and an agriculture theme box.
- **Project Boxes/Kits-** Some projects are operating independently and creating program plans for our youth. Natural Sciences, Plant Sciences and Rocketry are all planning in-person programs. Other projects need county support and I am looking into projects that would work well in a box program.
- **Monthly Countywide Activities-** Each month, we are offering an activity for families to do together. This month I shared a geocaching challenge with 4-H swag inside for families to find across Jefferson County. Future plans include-
  - o **November-** Discover 4-H
    - A Zoom meeting especially for new families to learn more about 4-H
    - A countywide trivia contest
  - o **December-** A countywide scavenger hunt

**Steven Chmielewski**  
Community Development Educator  
University of Wisconsin-Madison, Division of Extension  
Waukesha & Jefferson County

**September, 2020**

**Nonprofit sector:**

- Continued to provide follow up coaching sessions with the Healthy Communities Coalition (HCC) leadership using Zoom online platform. This effort helped them to finalize their planning report and to develop, prepare engagement strategies for additional buy in from top leadership and six community coalition membership for implementation of strategies and action items between now and December 2021. Multiple strategies have already been implemented.
- Diagnosed board governance needs with Watertown Family Resource Center and conducted pre-program planning sessions to assist with board growth. Began four-part program on 10/6 to practice and apply Governance as Leadership concepts. Goals include operating beyond fiduciary responsibilities, increased value in board participation and the identification of important questions to prepare for a strategic planning process.
- With support from City of Whitewater, economic development groups and 6 businesses, a grant proposal was submitted in March to USDA Rural Business Development.
- Met with team and individual members of Whitewater Marketing Alliance (Superintendent, City EDA, Chamber, Tourism, UW-Whitewater, Downtown Whitewater Inc. and private company) for input on primary data collection process to learn about resident experience through mailed and parallel online survey. Also continued to work on market analysis, leveraging grad student assistance. These two components will provide data needed for community marketing decision making. Press release to be shared this month. This grant project was successfully awarded over \$48,000 through USDA Rural Business Development, running October 2020 through September 2021.

**Private sector:**

- Finalized Small Business Retention and Expansion Strategies Program Report and sent to be printed.



**Lisa Krolow**  
FoodWise Coordinator

## **September, 2020**

FoodWise continues to work on adapting all lessons to a virtual platform. This is a very large task since we teach a wide range of the population, from preschoolers to senior citizens. We have multiple curricula for each age group, we teach them in multiple languages while considering possible cultural differences.

We are collaborating with the Jefferson County WIC Department to deliver nutrition lessons to their participants in a virtual format to help them complete their quarterly nutrition education requirement. We use a curriculum approved by WIC at a federal level. We will start delivering lessons for WIC in October. We are planning to repeat our monthly lesson once per week during different times of the day and evening in English and Spanish, in an effort to accommodate participants' schedules. WIC is promoting participation in their weekly newsletter, on their website and Facebook page.

Now that the school year is under way, we will be renewing our outreach efforts to eligible schools in Jefferson County.

**Michelle Scarpace**  
**Natural Resource Educator**  
**Report Activity from July-Sept, 2020**

Over this past quarter, I have been working on the following projects:

- Dodge County Alliance for Healthy Soil & Water
  - Facilitated virtual monthly meetings and board meetings
  - Working on newsletter development
  - Working with Extension Marketing team on marketing and public relations outreach
- Jefferson county Farmer-led Group
  - Meeting scheduled for Nov. 9<sup>th</sup> with small group of 10 people to discuss path forward
- Rock River Coalition
  - Began working with RRC to conduct a stakeholder analysis. Understanding where the strengths and opportunities of the organization are at
  - Potentially moving to a strategic planning process
  - Collaborating with Mindy Habecker, Dane County Extension
- Master Gardener Class in Walworth & Rock Counties
  - Worked with Julie Hill, Horticulture Educator to provide a section for MG course on water quality and conservation
- Farmer-to-Farmer Webinars: Partnering with DATCP and Discovery Farms to host webinars for farmer-led groups to connect and learn from each other. I obtained funding from the Natural Resources Institute to conduct evaluation on webinars and create a 'lessons learned' document from these webinars.
  - July attendance: 82
  - August attendance: 65
  - September attendance: 60
- DATCP Producer-led Regional Team
  - Facilitate bi-monthly meetings for collaborators of Producer-led groups to discuss events, opportunities, and updates of each group
- Virtual Facilitation: I have taken many trainings on facilitating virtual meetings, and now I am paying for it! I have helped facilitate the following conferences/meetings:
  - July 9-10: WI Land+Water County Conservation Meeting with 75 participants
  - Sept 2, 3 and 15: DATCP/DNR Partnership Meetings for county conservation departments totaling over 180 participants with 57 counties represented
- Natural Resources Institute Racial Equity Workgroup: I am chairing the committee on professional development to assist NRI colleagues in understanding the context of racism in Wisconsin, with an environmental context.
- Soil Health Professional Development Series: Collaborating with Extension colleagues in the agriculture institute to develop a series of lecture about soil health to increase extension's capacity to educate about soil health.