

Extension Education Committee Minutes

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

Date of Meeting: April 12, 2021

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

Members Present via Videoconference: Roberts

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

County/Extension Staff Present: Kim Buchholz, Administrative Specialist

Extension Staff Present via Videoconference: Chrissy Wen, Area Director; Kara Loyd, 4-H Educator, Lisa Krolow, FoodWise; Michelle Probst, Natural Resource Educator; Katelyn Broedlow, Administrative Assistant

Others Present via Videoconference: Frankie Fuller, Ben Wehmeier, County Administrator

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 Herbst, seconded by Zastrow to approve agenda as written. Motion approved. .

Approval of March 8, 2021 Meeting Minutes: Motion by Roberts, seconded by Herbst, to approve the March 8, 2021 meeting minutes. Motion approved.

Communications: None

Review of 2021 Departmental Budget: Committee members received a copy of the departmental budget report in their meeting packet. Wen stated that she has nothing specific to report this month.

Discussion and Possible Decision on June is Dairy month Proclamation: Motion by Morris, seconded by Kannard to forward the June is Dairy month proclamation to the County Board. Motion approved.

Update on Agriculture Educator Vacancy: Wen provided the committee with an update on the Agriculture Educator vacancy. The position will be a regional position that will focus on field crops and forages. Currently the Ag Institute is looking at staffing ag positions statewide. The position will look different than what we have had in the past. Kannard asked about the Master Gardener program. Wen stated that the entire statewide Master Gardener program has gone through revisions and is moving towards an online format. The program is looking at how the State can support the local programs. Currently, Julie Hill, Walworth and Rock County Horticulture educator has been doing some statewide programming. There will continue to be support of the program but how it looks is not yet determined.

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

- Kara Loyd provided an oral report from her written report. Please refer to her attached report for further details.
- Steve Chmielewski was unable to attend the meeting. His written report was distributed to committee members. Please see his attached report for further details.

- Lisa Krolow provided an oral report from her written report. Please refer to her attached report for more details.
- Michelle Probst (formerly Scarpace) provided an oral report from her written report. Please refer to her attached report for more details.

Next Scheduled Meetings: April 12, May 10

Adjourn – Motion by Roberts, seconded by Herbst, to adjourn at 9:26 a.m. Motion approved.

Minutes recorded by Kim Buchholz, Administrative Specialist



Extension Education Committee

April 12, 2021 Report

Kara Loyd – 4-H Program Educator

I continue to plan and prepare for programs coming up in 2021. I will go into detail about a few of things below.

- **Cloverbud Project Box-** The April box was delivered last week and has a Plant and Natural Resources theme. This month, 24 youth signed up for the box which is double the amount we've had in the past. We have one final box before summer in June that has an Agriculture theme.
- **Statewide Committee Work-** I have joined several statewide committees with other colleagues to create and share opportunities. If you are interested, you can check out the [Virtual Learning Community webpage](#) to see some of the programs I have helped to support. I am co-chair for the Learning Resources team which develops resources for the facilitators and presenters. In addition, I act as a champion, providing support to folks delivering the programs.
- **Countywide Committee Meetings and Leader Support** I continue to support several countywide committees, project groups, and club leaders. Many groups are in planning stages for in-person programming as the weather warms up which requires behind-the-scenes planning and support on my end. Additionally, I continue to train new volunteers coming into our program.
- **National Volunteer Month-** I want to take a moment in my report to acknowledge our 240+ volunteers in Jefferson County 4-H. The program could not exist without these dedicated folks who spend their time, energy, and money to make 4-H happen for our youth. Lower in my report is a list of programs that are happening in-person in the next few months. These would not be possible without the efforts of our volunteers! I am so grateful for them!

Coming Up for Jefferson County 4-H-

- **Cloverbud In-A-Box-** We are going to continue with our Cloverbud Box Program. Like I mentioned above, the last box will be an agriculture theme. As an office team, we have been discussing what this program will look like in the fall. We've all received good feedback and want to continue with an in-person/virtual hybrid model this fall.
 - **Monthly Countywide Activities-** Each month, we are offering an activity for families or clubs to do together. Future plans include-
 - o **April-** Jefferson County Humane Society donation drive
 - o **May-** Social media campaign to explore Jefferson County (Where in Jefferson County is Chris Clover?)
 - **Other Upcoming In-Person/Virtual Programs**
 - o Club meetings (both virtually and in-person)
 - o Club community service (roadside cleanups and donation drives)
 - o Meat Animal Project Meetings and Educational Events (Project Learning Day)
 - o Outdoor Shooting Sports
 - o Monday Night Lessons for Horse and Pony Project
 - o Rocketry Launch
 - o Lego Project Meetings
 - o Speech and Poster Contest
 - o Dairy Project Learning Day in May
 - o Horse and Pony Fun Show in May
 - o Cloverbud Day Camp
 - o 4-H Day Camp
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Steven Chmielewski
Community Development Educator
University of Wisconsin-Madison, Division of Extension
Waukesha & Jefferson County

March 2021

1. Continued assessment needs and opportunities for new program development with community coalitions. Continued discussions with three coalitions City of Jefferson Community Coalition and Community Partners of Jefferson Co
2. Whitewater Marketing Alliance planning team with two project meetings. Topics we worked on include:
 - March 2 -
 1. Assuming the community will buy into the brand, who is the primary target audience for the Whitewater brand?
 2. What do you know about the primary target audience? Describe this group in as much detail as possible.
 3. Who are the secondary and tertiary target audiences? What do you know about these groups?
 4. Keeping the primary target audience first in mind, which other communities in the Southeastern Wisconsin region are reasonable competitors to Whitewater when we are trying to get attention or investment from the primary target audience?
 5. Which perceptions should we try to capitalize on when we build the brand?
 6. Which perceptions should we minimize when we build the brand?
 7. Review the community survey, the commuter survey and the trade area profile again. Keeping the target audience in mind and keeping the answers to 1-6 in mind, how would you articulate three to four brand pillars? Instead of using a single word or phrase, use a sentence or two (we will select the word/words later).
 - March 16 -
 1. Which three positive attributes set Whitewater apart when comparing it to other communities in the region?
 2. Look at pages 11 through 13 of the Belleville brand book. Starting at the bottom of the pyramid, could the answer to question #1 be translated into brand benefits? Specifically, could the three positive attributes that set Whitewater apart be written in such a way that these could describe the unique selling proposition for Whitewater?
 3. Based on the answers to #1 and #2, what are the values for the Whitewater brand? Most often the brand values are adjectives, e.g. "connected" or "curious"
 4. Looking at the values, what traits are present, or could be present, that help those values become realized? Sometimes these traits are clearly present in the community -- for example, Belleville's Village Administration is extraordinarily helpful and encouraging to entrepreneurs. Other times those values are more aspirational.
 - March 30 - Draft brand pillars; find examples, statistics or testimonials as evidence to support the pillars; Locate illustrations to go with the values



Lisa Krolow
FoodWise Coordinator

April 2021

Our new educator, Alicia Kirkpatrick, is on board and working on the year-long FoodWise training course. She has been helping plan lessons, put together class materials and has been very helpful in her first month with FoodWise. We are very happy to have her as part of the team.

On April 15, we will wrap up our six-week series with Head Start Parents. We have had a great turn out with this group. We have had about 26 families join on and off over the course of the series. We will be sending out some small incentives to participants including a reusable zip bag, a citrus peeler, a vegetable brush and an apron for their little one to help in the kitchen.

Spring is budget and planning time for FoodWise. We work on a three year cycle and this is the year that we write a new three year plan for every county. The statewide focus will be on obesity and working with partners to change policies, systems and environments to help participants be more educated about nutrition, have access to healthy food and develop more healthy habits. We are also developing our work plan and budget for the next fiscal year, which begins in October. This is a complex multi week task that details every partner we hope to work with, every lesson and series that we hope to present, every meeting we plan to attend and every mile we will drive. There are seven FoodWise eligible schools in Jefferson County. These include Sullivan Elementary, West Elementary, Douglas Elementary, Lebanon Elementary, Lincoln Elementary, Schurz Elementary and Webster Elementary.

With a new educator on board, we hope to be building more new relationships in Jefferson County!
