

Extension Education Committee Minutes

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

Date of Meeting: May 10, 2021

Meeting called to order by: Zastrow called the meeting to order at 8:30 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; Steve Chiemelski, Community Development 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 Kannard to approve agenda as written. Motion approved.

Approval of April 12, 2021 Meeting Minutes: Motion by Herbst, seconded by Zastrow, to approve the April 12, 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 the budget is looking good. We anticipate salary savings with the Ag opening. No questions.

Update on Agriculture Educator Vacancy: Wen provided the committee with an update on the Agriculture Educator vacancy.

- Wen has met with Rock and Jefferson County to start the process of hiring a regional educator for agriculture. There will need to be more discussions with Rock County to determine the position. In 2022, the educator fee will be \$43,600, a 3% increase from 2021. This fee will be divided by the number of counties the educator provides services. Jefferson would be looking at roughly \$21,500 for the agriculture educator.
- Wen stated that Extension realizes this is a change for the program. Logistics are being figured out as we move forward.
- Wehmeier stated that Jefferson County is not alone in this change. Extension is being proactive with agriculture communities in determining how services are provided with regional contacts. Discussion occurred.
- Morris stated there are various resources. Having access to Extension is important but Extension is not the only agricultural resource. The proposed model is more manageable.
- Wen will continue to keep the committee updated.

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 provided an oral report from his written report. Please see his attached report for further details.
- Lisa Krolow provided an oral report to the committee. She has continued to work on the FoodWise three year plan of work for Walworth and Jefferson Counties. This is a six week window of work. The rough draft is at the State for their approval. Krolow will provide a copy of the final report to the committee at the June meeting. A couple items she noted based on her research for the plan of work are:
 - Jefferson County is one of four counties in the State that has been awarded the gold standard for health care
 - Obesity is number one concern for children in Jefferson County
 - Education and food education are within top three initiatives. FoodWise fits in well.
 - 70% of children within the Headstart Program are in the obese range.

Next Scheduled Meetings: May 10, June 14, July 12 (Fair)

Adjourn – Motion by Herbst, seconded by Kannard, to adjourn at 9:30 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 and we had 8 youth on our Zoom meeting. 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.
- **Speech and Poster Contest** – We had a great speech and poster contest with 7 youth participants. I am hoping to grow this program for the 2021-2022 4-H year.

Coming Up for Jefferson County 4-H-

- **Area Animal Science Days-** Jefferson County will be hosting this statewide livestock and dairy judging contest at the end of June. Between the two judging events, we could have as many as 500 youth and adults from around the state at the Fair Park. AASD takes a great volunteer and staff effort so a lot of my energy in the next month will be with this event.
- **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

- **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 (auction)
 - o Outdoor Shooting Sports
 - o Monday Night Lessons for Horse and Pony Project
 - o Lego Project Meetings
 - o Dairy Project Learning Day in May
 - o Horse and Pony Fun Show in May
 - o Cloverbud Day Camp
 - o 4-H Day Camp



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

April 2021

Nonprofit sector:

I. To better understand community needs and challenges with the growing Latino population in Jefferson County, which is estimated at over seven percent of total population (Table 1), UW-Madison, Division of Extension will facilitate a process to coach development, implementation and analysis of a community needs assessment in collaboration with the Community Partners of Jefferson County.

Table 1. Demographic Profile for Jefferson Co, WI

Summary	Census 2010	2020	2025
Population	83,686	85,712	87,390
Median Age	38.1	40.1	40.6
Hispanic Origin	5,555 (6.6%)	6,385 (7.4%)	7,127 (8.2%)

Source: ESRI Community Profile

Through initial discussion with core leadership of this effort, preliminary goals of this project were identified to:

1. Strengthen community connections with Latino families
2. Apply the results to inform programming
3. Use the data to help strengthen the case to hire staff and increase capacity to address needs

The following topics were identified as important challenges to better understand for outreach efforts:

- Discrimination
- Health-mental and physical, basic nutrition
- Immigration
- Legal
- Barriers to employment, education, housing, transportation, language

In Jefferson County, the 2020 demographic estimates showed that the City of Waterloo has the largest percentage of Latino residents (14.4%), followed by the City of Jefferson (13%) and the City of Fort Atkinson (10.1%). From municipal populations (Table 2), the City of Watertown has the most Latino residents (2,061), followed by the City of Fort Atkinson (1,263) and City of Jefferson (1,052).

On May 7th, Extension will attend the Community Partners of Jefferson County's team meeting to engage more participation and input into the process.

II. Whitewater Community Branding Project

Extension worked with the Whitewater Marketing Alliance on 4/13 and 4/27 to continue the process of drafting the community's brand book. Content was then connected with photos and evidence from community successes as well as research, statistics and testimonials from the research conducted was applied from the Resident and Commuter Experience Survey, as well as the Trade Area Analysis. Short term goal is for draft to be ready for stakeholder feedback and graphic design by June 1.