

## **Extension Education Committee Minutes**

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

**Date of Meeting:** June 14, 2021

**Meeting called to order by:** Zastrow called the meeting to order at 8:30 a.m.

**Members Present via Videoconference:** None

**Members Present in Person:** Herbst, Kannard, Roberts, Zastrow. Morris absent.

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

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

**Others Present via Videoconference:** Frankie Fuller (for a short time)

**Certification of Open Meetings Law:** The agenda with videoconference link was 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 May 10, 2021 Meeting Minutes:** Motion by Herbst, seconded by Kannard, to approve the May 10, 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 reported that Dustin Winkelman will be hired for three weeks as emergency help to assist with 4-H responsibilities during Fair. Funding for position can be covered within the budget due to budget savings. Wen asked if there were any specific questions regarding the budget. 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 as well as both Extension Committees.
- Wen stated that Rock County has the research farm and they really want to highlight the research that is going on there as an outdoor research laboratory.
- Tuesday, June 15 there is a joint meeting scheduled via Zoom to meet with officials from both Rock and Jefferson County to further discuss the position and desires of both Counties. The Counties will also hear from Heidi Johnson, Agriculture Institute Director, on her vision for the position.
- There is not a job description yet. Details are being worked out currently.
- No questions were asked by the committee. Zastrow thanked Wen for her work.

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

- Kara Loyd provided a verbal report for the committee.
  - The last Cloverbud box was delivered for the 2020-21 4-H year which was focused on Agriculture. There were 24 youth that participated. The 4-H program will look to continue the Cloverbud box program next year since there has been great participation this year. Anticipate providing an every other month in-person meeting where youth will receive their next project box.
  - Planning is happening for possible two day camps for older youth and Cloverbud Day Camp for the younger youth.
  - Currently, 4-H program has a very busy calendar in preparation for the 2021 Jefferson County Fair.
  - Area Animal Science Days will be hosted by Jefferson County next Tuesday, June 22. We are anticipating about 3-400 people for the day.
  - Loyd shared a beef project video from Ellie Ebel. The MAP Educational Committee worked very hard to create opportunities for youth to achieve the required points during the pandemic.
  - Loyd shared with the committee that the administration and operations of the large and small animal auctions in 2022 will be transferring to the Fair Park. The 2021 auctions will still be run by the project committees and the Extension Office.
  - Kannard asked what the policy was for masks. Loyd explained that as of June 2, masks are not required for those vaccinated and are recommended for those that are not. Extension will not enforce masks.
- Steve Chmielewski was unable to attend the meeting. His written report was provided to the committee in the agenda packet. Please reach out to him with any questions. Written report is attached.
- Lisa Krolow provided an oral report to the committee from her written report. Please see her attached report for further details.
- Michelle Probst provided an oral report to the committee from her written report. She highlighted the work in Jefferson County. Please refer to her attached written report for further details.

**Next Scheduled Meetings:** August 9, September 13.

Motion by Kannard, seconded by Roberts, to cancel the July 12 meeting and schedule a meeting at a later date if needed. Motion approved.

Note: A meeting will be scheduled if action is needed by the committee concerning the open agriculture position.

**Adjourn** – Motion by Herbst, seconded by Roberts, to adjourn at 9:04 a.m. Motion approved.

*Minutes recorded by Kim Buchholz, Administrative Specialist*

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

**May 2021**

- Continued survey project with the Community Partners of Jefferson County to design and implement a community needs assessment with Spanish speaking/Latino families throughout the county. The full group meets monthly, and a core leadership team of advocates, county staff and liaisons have updated the draft through with multiple versions, preparing a final version for review July 8th. An implementation plan was also drafted with timeline, stakeholder analysis, targeted events/dates and an approach for volunteer management for conducting in person survey discussions throughout the county with immediate follow up to increase awareness of opportunities and resources to connect with.
- Facilitated two Whitewater Community Branding group sessions for preparing their Brand Book draft for a graphic designer to put together. Each team member will then seek feedback from their stakeholder groups and conduct a few key informant discussions to verify the content. This tool will then serve as a resource to be used by community advocates and organizations in community marketing efforts.
- Began draft of 12-month .30 FTE work plan to support organizational capacity development in Jefferson County. Discussions with colleagues and county staff identified the following efforts:
  - July-September, finalize Community Partners of Jefferson County survey tool, provide project management support for survey outreach, conduct analysis of findings and support team to achieve project goals:
    1. Strengthen community connections with Latino families through survey discussion, and connect resources when applicable
    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
    4. Connect with schools to be more sensitive to issues brought up
  - Fall-Winter, conduct strategic planning process with Rock River Coalition: engage stakeholders, analyze trends, and conduct strategic thinking to inform operational, organizational, and programmatic strategies. Begin exploring community interest in development of a coalition of river and wetland or lake groups
  - Winter, conduct strategic planning process with County Parks department: engage stakeholders, analyze trends, and conduct strategic thinking to inform operational, organizational, and programmatic strategies.
  - Fall-Winter determine USDA Rural Business Development opportunities to leverage fund development for projects
  - Fall-Summer, begin discussions with stakeholders and resident champions of County Parks to explore interest in designing a program to organize support/development of an incorporated entity (i.e. friends' group or nonprofit) to establish a support system for a long-term vision, land acquisition, fund development etc...
  - Winter-Spring, potential follow up on surface water issues to work with communities on how to address issues identified of environmental concern

## Federal Fiscal Year 2022 – FoodWise Programming Needs Assessment Jefferson County



### Situation Statement

The two most recent Community Health Needs Assessments in Jefferson County identified obesity among the top 2 most significant health concerns for residents. Obesity was also noted in the top 6 health concerns for medically-underserved, low-income and minority populations. The desirable actions to counteract obesity were to educate youth on how to stay healthy throughout their lives, to educate residents about healthy snacks, portion control and exercise and coordinate cooking classes, nutrition classes, shopping ideas and access to nutrition experts to help with food choices. Childhood obesity was also noted as a significant health need and part of the action plan is to educate parents through collaboration with local agencies, as well as implement school gardens. A survey of Jefferson County residents identified that they believe the number one behavior having the most negative impact on health is poor eating habits and number two is lack of activity. They also identified lack of education as a barrier to improving one's health. When asked what the community needs to better manage health conditions or remain healthy they said, education, more activity and programming in elementary schools. A separate survey of health care providers and physicians was conducted and 89% of them identified obesity as the most prevalent chronic disease in the county. The same provider survey results described the top three health concerns for children to be obesity, physical inactivity and healthy diet. Residents were asked about frequency of exercise in the phone survey; 17% responded that they never exercise, 14% responded every once in a while and 20% said 1-2 times per week. Residents also identified poverty and access to affordable, fresh, natural foods as impacting health. In 2017 Jefferson County ranked 9th in the state for health outcomes and 13th for health factors. One of the areas suggested to explore and improve was obesity. The Wisconsin Health Atlas for 2015 and 2016 shows the majority of Jefferson County with an obesity rate between 45.8% and 48.6%. There is a section of the county with a rate as high as 52.3%. The state obesity rate was 41.2%. According to the Wisconsin Food Security Project the poverty rate in Jefferson County is 9% which is slightly lower than the state rate of 11.9%. 11% of residents received FoodShare benefits in 2019. There was a 23% increase in FoodShare participation during COVID. According to the SNAP-Ed Assessment 37.4% of public school students are eligible for free and reduced lunch.

### Community Assets & Critical Partners

Service organizations in Jefferson County have a strong commitment to improving the health of residents, led by Fort Health Care. Jefferson County earned a GOLD Wisconsin Healthy Communities Designation in 2018. Only four communities in Wisconsin have achieved the Gold Award. Two of the health initiatives focused on the needs of residents that are experiencing a lack of financial resources. Eight communities in Jefferson County have active Wellness Coalitions.

FoodWise is still in the process of identifying potential partners in Jefferson County and building relationships. We have worked with both **WIC** and **Head Start**. We were in the process of meeting with schools and food pantries when COVID changed the way we deliver services in these settings.

**Michelle Probst**  
**Natural Resource Educator**  
**Report Activity from April-June, 2021**

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

- Jefferson County
  - Jefferson County Soil Builders
    - Field day on April 14<sup>th</sup> was successful, about 40 people in attendance.
    - Met with the main leaders of the group in late April to debrief and discuss moving forward
      - Jefferson Land & Water Conservation Dept. will serve as a collaborator.
      - I will work with the Soil Builders on action planning for the upcoming year
    - Working with Patirica in Land & Water Conservation to set up a meet and greet between Rock Lake Assoc., Lake Ripley, and Jefferson Co. Soil Builders to start to form relationships between the groups.
- Dodge County Alliance for Healthy Soil & Water and Farmer Group
  - Facilitated virtual monthly meetings and board meetings
  - Video project on farmer group- Highlighting key members of the group and highlight conservation practices
  - Prep for next Alliance newsletter to go out on June 30th
- Statewide work
  - Madison Nonprofit Day presentation on Building Organizational Culture Using Improv on May 11th with 24 in attendance
  - Collaborated with DATCP on Producer-led Webinar series on June 8<sup>th</sup>, with 45 in attendance