



## Extension

UNIVERSITY OF WISCONSIN-MADISON

### Extension Education Committee Agenda Videoconference (See link at bottom of agenda)

OR

Jefferson County Courthouse  
311 S. Center Avenue, Room 205  
Jefferson, WI 53549

**DATE:** Monday, June 14, 2021

**TIME:** 8:30 a.m.

**Committee Members:** Dan Herbst, John Kannard, Dwayne Morris, Mary Roberts, Lloyd Zastrow

1. Call to Order
2. Roll Call ( to establish a quorum)
3. Certification of Compliance with Open Meetings Law
4. Public Comment (Members of the Public who wish to address the Committee on specific agenda items must register their request at this time.)
5. Approval of Agenda (for possible rearrangement)
6. Approval of University Extension Education Committee Minutes from May 10, 2021
7. Communications
8. Review of 2021 Departmental Budget
9. Update on Agriculture Educator Vacancy
10. Discussion of Monthly Educator Reports (see attached written reports) – Kara Loyd (4-H), Steve Chmielewski (Community Educator), Lisa Krolow (FoodWise), Michelle Probst (Natural Resources)
11. Discussion and Possible Decision on Dates/Times of Extension Education Committee meetings:  
July 12 (Fair), August 9, September 13
12. Adjourn

Join Zoom Meeting

<https://zoom.us/j/91376750286?pwd=ZnN2WjZHUW1qWm5pYkttNVI4SnIPUT09>

Meeting ID: 913 7675 0286

Passcode: 940153

Dial by your location

+1 312 626 6799 US (Chicago)

Meeting ID: 913 7675 0286

A quorum of any Jefferson County Committee, Commission or other body, including the Jefferson County Board of Supervisors, may be present at this meeting. Individuals requiring special accommodations for attendance at the meeting should contact the County Administrator 24 hours prior to the meeting at 920-674-7101 so appropriate arrangements can be made. *“Enriching people with knowledge, perspective, skills and aspirations.”* University of Wisconsin, U.S. Department of Agriculture & Wisconsin counties cooperating. UW-Extension provides equal opportunities in employment and programming including Title IX & ADA.

## **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.

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Jefferson County  
FLEXIBLE PERIOD REPORT

FROM 2021 01 TO 2021 12

ACCOUNTS FOR: 100	General Fund	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	ACTUALS	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
13301 UW Extension								
13301	411100	General Property Taxes	-288,816	.00	-288,816.12	-144,408.06	-144,408.06	50.0%
13301	451002	Private Party Photocopy	0	.00	.00	-9.00	9.00	.0%
13301	451100	Misc. Billed	-3,000	.00	-3,000.00	-900.00	-2,100.00	30.0%
13301	457020	Publication Sales	-100	.00	-100.00	-47.75	-52.25	47.8%
13301	457027	4-H Annual Fees	-11,000	.00	-11,000.00	-3,020.00	-7,980.00	27.5%
13301	471130	State Billed-Other	-2,608	.00	-2,608.00	-912.50	-1,695.50	35.0%
13301	511210	Wages-Regular	87,924	.00	87,924.10	36,659.81	51,264.29	41.7%
13301	511330	Wages-Longevity Pay	334	.00	333.75	.00	333.75	.0%
13301	512141	Social Security	6,571	.00	6,570.92	2,804.58	3,766.34	42.7%
13301	512142	Retirement (Employer)	5,957	.00	5,957.40	2,474.60	3,482.80	41.5%
13301	512144	Health Insurance	15,267	.00	15,267.11	.00	15,267.11	.0%
13301	512145	Life Insurance	19	.00	18.72	7.83	10.89	41.8%
13301	512151	HSA Contribution	1,500	.00	1,500.00	.00	1,500.00	.0%
13301	512173	Dental Insurance	2,208	.00	2,208.00	1,081.58	1,126.42	49.0%
13301	521258	Computer Maintenance	500	.00	500.00	500.00	.00	100.0%
13301	529299	Purchase Care & Service	99,150	.00	99,150.00	31,003.75	68,146.25	31.3%
13301	531298	United Parcel Service	50	.00	50.00	4.31	45.69	8.6%
13301	531311	Postage & Box Rent	2,608	.00	2,608.00	.00	2,608.00	.0%
13301	531312	Office Supplies	2,700	.00	2,699.90	101.38	2,598.52	3.8%
13301	531314	Small Items Of Equipmen	500	.00	500.00	.00	500.00	.0%
13301	531322	Subscriptions	100	.00	100.00	25.98	74.02	26.0%
13301	531324	Membership Dues	500	.00	500.00	115.00	385.00	23.0%
13301	531348	Educational Supplies	2,500	.00	2,500.00	949.63	1,550.37	38.0%
13301	532325	Registration	1,000	.00	1,000.00	150.00	850.00	15.0%
13301	532332	Mileage	5,400	.00	5,400.00	42.00	5,358.00	.8%
13301	532335	Meals	500	.00	500.00	.00	500.00	.0%
13301	532336	Lodging	1,000	.00	1,000.00	.00	1,000.00	.0%
13301	532339	Other Travel & Tolls	25	.00	25.00	.00	25.00	.0%
13301	533225	Telephone & Fax	1,500	.00	1,500.00	545.41	954.59	36.4%
13301	533236	Wireless Internet	0	.00	.00	51.50	-51.50	.0%
13301	535242	Maintain Machinery & Eq	2,900	.00	2,900.00	961.97	1,938.03	33.2%
13301	536535	Activity Center Rental	4,000	.00	4,000.00	.00	4,000.00	.0%
13301	571004	IP Telephony Allocation	1,479	.00	1,479.00	1,355.75	123.25	91.7%
13301	571005	Duplicating Allocation	22	.00	22.00	20.13	1.87	91.5%
13301	571009	MIS PC Group Allocation	21,740	.00	21,740.00	19,928.37	1,811.63	91.7%
13301	571010	MIS Systems Grp Alloc(I	1,685	.00	1,685.00	1,544.62	140.38	91.7%
13301	591519	Other Insurance	885	.00	885.22	806.41	78.81	91.1%
13301	594813	Capital Office Equip	35,000	.00	35,000.00	.00	35,000.00	.0%



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ACCOUNTS FOR: 100	General Fund	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	ACTUALS	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
TOTAL General Fund		0	.00	.00	-48,162.70		48,162.70	.0%
	TOTAL REVENUES	-305,524	.00	-305,524.12	-149,297.31		-156,226.81	
	TOTAL EXPENSES	305,524	.00	305,524.12	101,134.61		204,389.51	

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Jefferson County  
FLEXIBLE PERIOD REPORT

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FROM 2021 01 TO 2021 12

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	ACTUALS	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	0	.00	.00	-48,162.70		48,162.70	.0%

**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



UW-MADISON EXTENSION

## 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