



## Extension

UNIVERSITY OF WISCONSIN-MADISON

**Extension Education Committee Agenda  
Videoconference (See link at bottom of agenda)  
OR  
Jefferson County Extension Office  
864 Collins Road, Jefferson, WI 53549**

**DATE:** Monday, March 11, 2024

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

**Committee Members:** Matt Foelker, Dan Herbst, John Kannard, Dwayne Morris, Mary Roberts

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 February 12, 2024
7. Communications
8. Review of 2024 Departmental Budget
9. Discussion and Possible Action on Transition from Serving Five Counties to Four Counties by Bilingual Regional Dairy Educator
10. Discussion on Extension Office Marketing Plan
11. Discussion of Monthly Educator Reports – Steve Chmielewski (Community Educator), Alison Pfau (Regional Dairy Educator), Jerry Wilcenski (4-H), Julie Hill (Horticulture Educator), Lisa Krolow (FoodWise), Josh Kamps (Regional Crop Educator)
12. Possible Items of Discussion/Agenda Items for Upcoming Meetings
13. Discussion and Possible Decision on Dates/Times of Extension Education Committee meetings: April 8, May 13, June 10
14. Adjourn

Join Zoom Meeting

<https://us06web.zoom.us/j/89023756316?pwd=dEtDeXYrc1FMeTU0b0R0aG81a1VPdz09>

Meeting ID: 890 2375 6316

Passcode: 162604

Dial by your location: +1 312 626 6799 US (Chicago)

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 accommodation 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

**Date of Meeting:** February 12, 2024

**Call to Order:** Chair Kannard called the meeting to order at 8:32am.

**Roll Call:** Committee members present in person: John Kannard, Matt Foelker and Dwayne Morris. Mary Roberts and Dan Herbst were present via Zoom.

Christine Wen (Area Director), Jerry Wilcenski, Julie Hill, Alison Pfau and Katelyn Broedlow were present in-person.

Others in attendance: Ben Wehmeier, Janel Heidelmeier

**Certification of Compliance with Open Meetings Law:** In compliance.

**Public Comment:** None.

**Approval of Agenda:** Motion by Foelker, seconded by Morris to approve the agenda as printed. Motion passed.

**Approval of University Extension Education Committee Minutes from January 8, 2024:** Motion by Morris, seconded by Foelker, to approve the minutes as printed. Motion passed.

**Communications:** None.

**Review of 2024 Departmental Budget:** Wen stated that there is no printout but the budget is on target.

**Introduction of Janel Heidelmeier, Associate Area Extension Director:** Wen introduced Heidelmeier to the committee. Wen stated Heidelmeier will be shadowing her for the year. Heidelmeier stated this is a great professional development opportunity for her and will be serving Area 19 along with Chrissy months to learn more about the AED role. Heidelmeier also serves as the 4-h Program Educator in Walworth County.

**Extension Office Marketing Plan:** Wen stated Steve Chmielewski was unable to attend today due to sickness. Wen noted the office team has met twice to determine the marketing needs in the county. The marketing plan is currently in the exploratory phase.

## **Discussion of Monthly Educator Reports:**

Committee members received the Extension January 2024 written report in their agenda packets.

Steve Chmielewski, Community Development Educator, was unable to attend the meeting.

- Wen reminded the committee that Chmielewski is planning a Regional Broadband workshop in Waterloo and asked them to attend if able. The target audience is community leaders and internet providers. The overarching goal is to maximize the impact of BEAD funding by planning and partnering toward internet for all.

Alison Pfau, Regional Dairy Educator, provided an oral report for the committee.

- She is hosting the REPRO Road Show next week in Dane County. This workshop is to update Dairy farmers on reproduction.
- She continues to collaborate on methane mitigation. She will use this study to create educational articles, videos, podcasts, etc. She will also generate info in Spanish.

- In April, she will be administering a training on proper vaccination of animals. The training will be provided in both Spanish and English.

Jerry Wilcenski, 4-H educator, provided an oral report for the committee.

- The Wisconsin 4-H Impact Report was handed out for the committee to review.
- He had a Bake-Off competition and Food 4Ward program yesterday. In the Food 4Ward program youth learned out cheesemaking. The next Food 4Ward program will be about small grains and the Bake-Off competition will be making sourdough bread.
- Project learning day is being held next weekend for youth to learn about all different projects 4-H offers.
- He noted many project meetings are starting to kick off.
- He stated that the Jefferson County Meats Judging Team participated in the State Meats Judging Contest that was held last weekend and did well.
- Kannard encouraged Jerry to connect with the Fair Park during the transition of the fair.
- Discussion on participation with 4-H at the fair was had.

Julie Hill, Horticulture Educator, provided an oral report for the committee.

- She gave a summary of questions from last year. 64 questions were recorded from Jefferson County. She answered a variety of questions: soil testing, insect id, tree health, etc. She plans to continue to promote this service in Jefferson County.
- She noted that data will be available for Master Gardener Volunteer hours at the next meeting.
- She continues to develop many presentations for the year and schedule presentations.
- She has been working on many online horticulture programs. These types allow people to watch them on their own time.

Lisa Krolow, FoodWise Coordinator, was unable to attend the meeting. Her written report was provided.

- The Jefferson County FoodWise Annual Report was handed out.
- Wen stated FoodWise is still new in the county and they are networking and expanding their partner list.

Josh Kamps, Regional Crops Educator, was unable to attend the meeting. His written report was provided.

**Possible Items of Discussion/Agenda Items for Upcoming Meetings:** Morris stated he would like to continue to have the Extension Office Marketing Plan on the agenda.

**Next Scheduled Meetings:** March 11, April 8, May 13

**Adjourn** – Motion by Foelker, seconded by Morris, to adjourn at 9:26am.

*Minutes recorded by Katelyn Broedlow, Administrative Specialist*

03/07/2024  
15:48:53

Jefferson County  
FLEXIBLE PERIOD REPORT

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FROM 2024 01 TO 2024 02

ACCOUNTS FOR:  
100 General Fund

	ORIGINAL ESTIM REV	ESTIM REV ADJSTMTS	REVISED EST REV	ACTUAL REVENUE	REMAINING REVENUE	PCT COLL
<b>13301 UW Extension</b>						
13301 411100 Gen Prop T	-310,773	0	-310,773	.00	-310,773.33	.0%
13301 424001 22217 Fed Grants	0	0	0	.00	.00	.0%
13301 451002 PP Photo	0	0	0	.00	.00	.0%
13301 451100 Misc Bill	-3,000	0	-3,000	-30.00	-2,970.00	1.0%
13301 457020 Publ Sales	-50	0	-50	.00	-50.00	.0%
13301 457027 4-H Annual	-11,000	0	-11,000	-775.00	-10,225.00	7.0%
13301 471100 St Bill	0	0	0	.00	.00	.0%
13301 471120 St Bill Mc	0	0	0	.00	.00	.0%
13301 471130 St Bill Or	-2,608	0	-2,608	.00	-2,608.00	.0%
13301 485200 Donat Res	0	0	0	.00	.00	.0%
13301 511210 Wage Reg	117,567	0	117,567	7,450.15	110,116.54	6.3%
13301 511210 22101 Wage Reg	0	0	0	.00	.00	.0%
13301 511220 Wage Ovt	0	0	0	.00	.00	.0%
13301 511240 Wage Temp	0	0	0	.00	.00	.0%
13301 511310 Wage SL	0	0	0	.00	.00	.0%
13301 511320 Wage Vac	0	0	0	.00	.00	.0%
13301 511330 Wage Long	375	0	375	.00	375.00	.0%
13301 511340 Wage Hol	0	0	0	.00	.00	.0%
13301 511350 Wage Mic	0	0	0	.00	.00	.0%
13301 511380 Wage Berv	0	0	0	.00	.00	.0%
13301 512141 SS	8,664	0	8,664	495.83	8,167.95	5.7%
13301 512141 22101 SS	0	0	0	.00	.00	.0%
13301 512142 Ret (Emlr)	7,505	0	7,505	514.06	6,990.76	6.8%
13301 512142 22101 Ret (Emlr)	0	0	0	.00	.00	.0%
13301 512144 Health	23,360	0	23,360	3,762.66	19,597.12	16.1%
13301 512144 22101 Health	0	0	0	.00	.00	.0%
13301 512145 Life	33	0	33	.78	31.74	2.4%
13301 512145 22101 Life	0	0	0	.00	.00	.0%
13301 512147 ED & Train	0	0	0	.00	.00	.0%
13301 512150 FSA Contr	0	0	0	.00	.00	.0%
13301 512151 HSA Contri	969	0	969	.00	969.07	.0%
13301 512152 Lmited FSA	0	0	0	.00	.00	.0%
13301 512153 HRA Contri	0	0	0	.00	.00	.0%
13301 512173 Dental	2,208	0	2,208	177.43	2,030.57	8.0%
13301 512173 22101 Dental	0	0	0	.00	.00	.0%
13301 521258 Comp Maint	500	0	500	.00	500.00	.0%
13301 529170 Grounds Ke	0	0	0	.00	.00	.0%
13301 529299 Purch Care	101,991	0	101,991	.00	101,991.11	.0%

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Jefferson County  
FLEXIBLE PERIOD REPORT

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FROM 2024 01 TO 2024 02

ACCOUNTS FOR: 100	General Fund	ORIGINAL ESTIM REV	ESTIM REV ADJSTMTS	REVISED EST REV	ACTUAL REVENUE	REMAINING REVENUE	PCT COLL
13301 531243	Furniture	0	0	0	.00	.00	.0%
13301 531298	UPS	50	0	50	7.10	42.90	14.2%
13301 531303	Comp Eq	1,000	0	1,000	.00	1,000.00	.0%
13301 531311	Postage	2,608	0	2,608	.00	2,608.00	.0%
13301 531312	Office Sup	5,000	0	5,000	123.89	4,876.11	2.5%
13301 531313	Print & Dp	0	0	0	.00	.00	.0%
13301 531314	Small Item	500	0	500	.00	500.00	.0%
13301 531314	22101 Small Item	0	0	0	.00	.00	.0%
13301 531314	22217 Small Item	0	0	0	.00	.00	.0%
13301 531322	Subscript	600	0	600	.00	600.00	.0%
13301 531324	Memb Dues	500	0	500	50.00	450.00	10.0%
13301 531325	4H & Ext B	0	0	0	.00	.00	.0%
13301 531326	Advertise	500	0	500	.00	500.00	.0%
13301 531348	Educ Sup	5,000	0	5,000	108.11	4,891.89	2.2%
13301 532325	Registr	1,200	0	1,200	.00	1,200.00	.0%
13301 532332	Mileage	3,500	0	3,500	.00	3,500.00	.0%
13301 532334	Com Travel	700	0	700	.00	700.00	.0%
13301 532335	Meals	500	0	500	.00	500.00	.0%
13301 532336	Lodging	1,000	0	1,000	.00	1,000.00	.0%
13301 532339	Other Trvl	50	0	50	.00	50.00	.0%
13301 533225	Tele Fax	2,000	0	2,000	38.68	1,961.32	1.9%
13301 533236	wirel Int	0	0	0	.00	.00	.0%
13301 535242	Maint Mach	3,600	0	3,600	.00	3,600.00	.0%
13301 536535	Act Center	4,000	0	4,000	.00	4,000.00	.0%
13301 571004	IP Tel All	1,084	0	1,084	.00	1,084.00	.0%
13301 571005	Dup Allc	0	0	0	.00	.00	.0%
13301 571007	MIS Direct	0	0	0	.00	.00	.0%
13301 571009	MIS PC	26,622	0	26,622	.00	26,622.00	.0%
13301 571010	MIS Sys	2,081	0	2,081	.00	2,081.00	.0%
13301 591519	Oth Ins	1,301	0	1,301	.00	1,300.56	.0%
13301 591519	33001 Oth Ins	865	0	865	.00	865.00	.0%
13301 594813	Cap Office	0	0	0	.00	.00	.0%
13301 594819	Cap Oth Eq	0	0	0	.00	.00	.0%
13301 594950	Oper Res	0	0	0	.00	.00	.0%
13301 699700	Res Oper	0	0	0	.00	.00	.0%
13301 699999	Budget FB	0	0	0	.00	.00	.0%
TOTAL General Fund		0	0	0	11,923.69	-11,923.69	.0%
TOTAL REVENUES		-327,431	0	-327,431	-805.00	-326,626.33	
TOTAL EXPENSES		327,431	0	327,431	12,728.69	314,702.64	

03/07/2024  
15:48:55

Jefferson County  
FLEXIBLE PERIOD REPORT

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FROM 2024 01 TO 2024 02

	ORIGINAL ESTIM REV	ESTIM REV ADJSTMTS	REVISED EST REV	ACTUAL REVENUE	REMAINING REVENUE	PCT COLL
GRAND TOTAL	0	0	0	11,923.69	-11,923.69	.0%



## Extension Jefferson County

864 Collins Road  
Jefferson, WI 53549

"Jefferson County: Responsible government advancing quality of life."

### MEMORANDUM

**TO:** Extension Committee members

**FROM:** Chrissy Wen, Area Extension Director

**DATE:** March 11, 2024

**SUBJECT:** Bilingual Regional Dairy Educator Potential Change in Counties Served

An opportunity has come up to rearrange the geography served by Alison Pfau, Bilingual Regional Dairy Educator, from five counties to four counties. In this proposal, Dodge County would shift away from being part of Alison's region and she would serve Jefferson, Dane, Rock, and Walworth Counties. One benefit of this would be the increased education and attention to dairy producers in these four counties.

This change would have minor financial impacts on the counties investing in this position, increasing the annual cost per county by about \$2400. For Jefferson County, this increase would fit into our approved budget due to the savings with the Community Educator position shifting to the co-funded model. Here is a breakdown of the proposed and current costs associated with this position:

Proposed Regional Dairy Educator Costs - 4 counties			
	2024	2025	2026
Co-funded Educator Flat Fee	\$46,247	\$47,634	\$49,063
Regional Dairy educator costs per county	\$11,561.75	\$11,908.50	\$12,265.75

Current Regional Dairy Educator Costs - 5 counties			
	2024	2025	2026
Co-funded Educator Flat Fee	\$46,247	\$47,634	\$49,063
Regional Dairy educator costs per county	\$9,249.40	\$9,526.80	\$9,812.60

Change in cost to each county	\$2,312.35	\$2,381.70	\$2,453.15
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If all the counties involved agree to this, Alison's shift to a four-county geography wouldn't take effect until the educator serving Dodge, Ozaukee, Sheboygan, and Fond du Lac counties is hired. At that time, we may need to amend the 2024 contract.

I look forward to discussing this more with you at the March committee meeting.



# February 2024 Report

## COMMUNITY DEVELOPMENT



*The Community Economic Development program promotes local economic well-being and quality of life in Wisconsin communities. We work with and support community economic development practitioners and organizations, tribal and governmental entities, and business and nonprofit organizations and help gain access to the information, research, education, and technical assistance necessary to make informed decisions.*

- Needs assessment and pre-planning discussions with Sustain Jefferson nonprofit to prepare for an updated strategic planning process. (Steve Chmielewski)
- Planning for a regional broadband workshop on 3/22 in Waterloo in collaboration with Public Service Commission, Wisconsin Broadband Office and other statewide organizations. The goal of this effort is for community leaders, organizations, permitting authorities and internet service providers prepare for expanding access through learning about permitting, engagement and case studies to streamline broadband expansion efforts and improve internet accessibility in their regions. (Steve Chmielewski)

## CROPS & SOILS



*If it happens on a farm or in a field, the Extension Institute of Agriculture works with you to achieve better results. Our innovative dairy management programs range from genetics to farm and business management. Extension researchers work hand-in-hand with row crop, forage and fresh produce growers to provide best practices for every aspect of the growing phase. We also advise communities on using sustainable practices to create inviting spaces free from invasive species. Our work supports people, communities and businesses.*

- A presentation prepared and posted on YouTube discussing crop input, soil fertility, and farm economic considerations for the upcoming 2024 cropping season for farmers, agronomists, and ag lending professionals to assist with cropping system decision making. (Joshua Kamps)

## DAIRY



*If it happens on a farm or in a field, the Extension Institute of Agriculture works with you to achieve better results. Our innovative dairy management programs range from genetics to farm and business management. Extension researchers work hand-in-hand with row crop, forage and fresh produce growers to provide best practices for every aspect of the growing phase. We also advise communities on using sustainable practices to create inviting spaces free from invasive species. Our work supports people, communities and businesses.*

- A live, in-person meeting for dairy farmers and dairy industry professionals, where participants learned the latest trends for using sexed semen, beef semen, and the effects stress and strain have on reproduction. The goal of this effort was to increase knowledge of the latest University research on the use of sexed semen, beef semen, increasing conception rates and how dairy farmers and industry professionals can practically apply these technologies. (Alison Pfau)





# February 2024 Report

- Developing teaching and marketing materials for the UW-Madison Division of Extension Wisconsin Dairy Reproduction Roadshow, a multi-location in-person series for dairy producers and industry professionals to improve their herd's reproductive performance and increase their economic sustainability. (Alison Pfau)
- Planning and developing short educational videos in Spanish and English, emphasizing different dairy farming practices and topics such as calf care, nutrition, dairy production, reproduction, health, farm worker/farm manager relationship and animal welfare. Also, in partnership with the regional crops educator, will planning videos about soil health, weed and pest management and diversified cropping systems. (Alison Pfau)
- Development of partnership and trust-base relationship with dairy farmers, dairy workers and field plant reps, providing them with available dairy resources and programs to support improving dairy production. (Alison Pfau)

## HEALTH & WELL-BEING



*The Extension Institute of Health & Well-Being works to catalyze positive change in Wisconsin families through evidence-based programs focused on nutrition, food security and safety, chronic disease prevention, mental health promotion, and prevention of substance abuse. Rooted in both urban and rural communities, we're working together to help solve the state's most pressing well-being needs and to ensure that all Wisconsinites live stronger, healthier lives.*

- A five-week nutrition education series for seniors who receive meals at a local senior center. Participants discussed ways to increase their intake of fruits and vegetables, budget for healthy food, learned to read food labels and identify added sugar. (Lisa Krolow)

## HORTICULTURE



*The UW-Madison's Extension Horticulture Program provide research-based horticulture information to Wisconsinites so they can make gardening decisions that keep their plants healthy while protecting the environment. We provide research- and evidence-based horticulture management education, resources and decision-making tools to home gardeners and commercial horticulture practitioners.*

- An in-person program for participants where they learned about different small space gardening techniques to maximize yield and integrated pest management to manage insects and diseases. (Julie Hill)
- An online webinar for consumer horticulture audiences across the state where participants learned about proper shrub pruning techniques. (Julie Hill)
- An online webinar for consumer horticulture audiences across the state where participants learned about indoor lighting for growing plants indoors to help them thrive and be productive. (Julie Hill)
- Planning and development of a statewide webinar series for consumer horticulture audiences where participants learn about emerging horticulture issues and best horticultural practices to mitigate pollinator decline, adapt to climate change, decrease environmental contamination and pollution, and grow healthy plants for sustainable gardens and communities. All programs are recorded for later viewing. For more information and to register for upcoming programs, see: <https://hort.extension.wisc.edu/free-online-programs/> (Julie Hill)
  - Upcoming Programs:
    - Designing Native Plant Gardens for Pollinators, Wednesday, March 20, Noon-1pm



## February 2024 Report

- Understanding the Emerald Ash Borer: From Identification to Action, Monday, April 1, 1-2pm
- What's the Deal with No Mow May? (Panel discussion with UW-Madison faculty and specialists), Wednesday, April 3, Noon-1pm
- Establishing a Bee Lawn – Current Research and Practical Techniques, Thursday, April 25, Noon-1pm
- A yearlong activity/service for residents of Jefferson County to provide research-based answers to their horticulture questions. The goal of this effort is to educate individuals of Jefferson County so they can implement best practices in their landscapes that will positively affect the environment and their communities. (Julie Hill)
- Planning and development of an educational program about the practice of "No Mow May" on pollinator health for consumer horticulture audiences. The goal of this effort is to increase knowledge and awareness of pollinators, pollinator habitat, and adopt practices that increase habitat and mitigate pollinator decline. (Julie Hill)
  - *What's the Deal with No Mow May?* Upcoming dates:
    - Saturday, April 6, 10:00am at UW-Whitewater Community Education Center, Whitewater
    - Saturday, April 6, 12:30pm at Dwight Foster Public Library, Fort Atkinson
- Planning and development of additional educational gardening in-person programs for various audiences.
  - "Gardening Small," Monday, March 11, 2:00pm at Dwight Foster Public Library, Fort Atkinson
  - "Gardeners Lead the Way: Practical Approaches to Gardening in a Changing Climate," Saturday, March 16, 10:00am, Wild Ones Kettle Moraine Chapter Meeting (open to the public)
  - "From Scraps to Soil: Composting Basics," Tuesday, March 19, 5:30pm at UW-Whitewater

### ***Positive Youth Development***



***The Extension Institute of Positive Youth Development prepares the youth of today to become the effective, empathetic adults of tomorrow. Our research-based youth enrichment programs like teens in governance build youth and adult capacity and partnerships that help both sides grow. 4-H clubs, camps and afterschool programs give young people the hands-on experiences they need to develop an understanding of themselves and the world.***



**Extension**

UNIVERSITY OF WISCONSIN-MADISON

# February 2024 Report



*We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.*

**Steven Chmielewski**

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*Educator*

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**Katelyn Broedlow**

*Administrative Specialist*

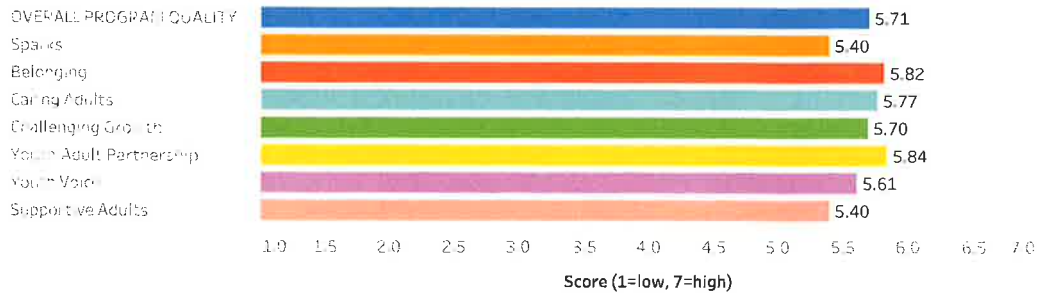
920-674-7440

kbroedlow@jeffersoncountywi.gov



# Wisconsin 4-H Youth Survey (Thriving) 2023 Results

## Program Quality



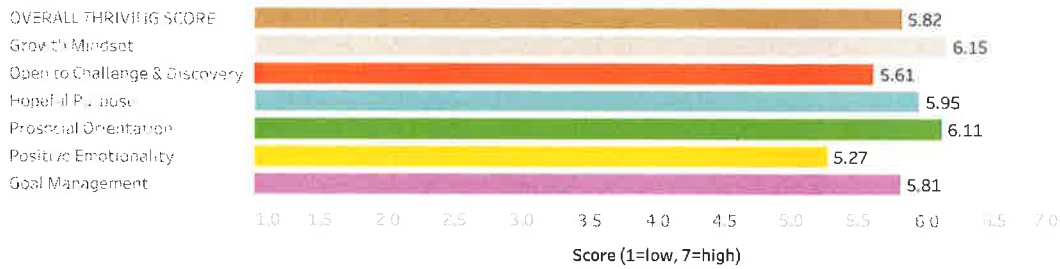
Explore Data:

County Name  
Jefferson

Gender  
All

Engagement Level  
All

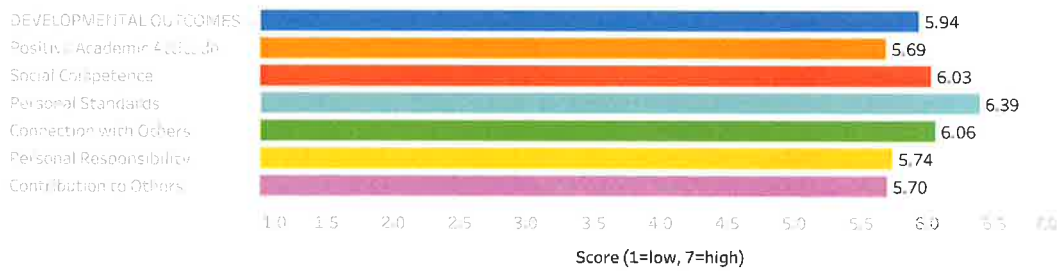
## Youth Thriving



Age  
All

<b>Sample Size</b>
<b>34</b>

## Developmental Outcomes



For more information, including item-by-item County data, visit the WI 4-H SharePoint Site (<https://uw-prod.sharepoint.com/sites/EXT-PRD/SitePages/4-H-Thriving-Model.aspx>).