



**University Extension Education Committee Agenda  
Jefferson County  
864 Collins Road, Room 12  
Jefferson WI 53549**

**DATE:** Monday, June 13, 2016

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

**Committee Members:** Glen Borland                      Mark Klubertanz  
Peter Hartz    Gregg Patrick  
Lloyd Zastrow

1. Call to Order
2. Roll Call (establish a quorum)
3. Certification of Compliance with Open Meetings Law
4. Approval of Agenda (for possible rearrangement)
5. Approval of University Extension Education Committee minutes for May 9, 2016
6. Communications
7. Public Comment (Members of the Public who wish to address the Committee on specific agenda items must register their request at this time.)
8. Orientation to University Extension Education Committee Members (Continuing)
9. Discussion on Jefferson County potentially hosting Farm Technology Days in 2019
10. Update, Discussion and Input on nEXT Generation Model
11. Review of 2016 Departmental Budget
12. Update on Administrative Assistant Position
13. Update on the Refilling of the 4-H Youth Development Agent Position
14. Update on the Refilling of the CNRED Agent Position
15. Discussion of Monthly Agent Reports – LaVern Georgson, Steve Grabow, Kathleen Eisenmann
16. Discussion to Identify Future Agenda Topics
  - State WACEC Conference – June 20-21, Wausau, WI
17. Adjourn
  - Next Scheduled Meeting: Monday, July 11, 2016

**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 and Wisconsin counties cooperating. UW-Extension provides equal opportunities in employment and programming including Title IX and ADA.***

## UNIVERSITY EXTENSION EDUCATION COMMITTEE MINUTES

**Date of Meeting:** May 9, 2016

**Meeting called to order by:** LaVern Georgson called the meeting to order at 8:37 a.m.

**Members Present:** Borland, Patrick and Zastrow present. Hartz and Klubertanz absent.

**Agents Present:** Eisenmann, Georgson, Grabow and Torbert present.

**Others Present:** Jim Schroeder, County Board Chair; Ben Wehmeier, County Administrator, Alexa Zoellner, Jefferson County Daily Union.

**Certification of Open Meetings Law:** The agenda has been duly posted and the door is open.

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### **Election of Committee Officers**

Chair: Patrick nominated Borland for position of Chair; seconded by Zastrow. No other nominations. Nominations closed. Borland will serve as Committee Chair.

Vice Chair: Borland opened nominations for Vice Chair. Patrick nominated Zastrow for Vice Chair; seconded by Borland. Nominations closed. Unanimous ballot cast for Lloyd Zastrow to serve as Vice Chair.

Secretary: Borland nominated Gregg Patrick for Secretary; seconded by Zastrow. Nominations closed. Unanimous ballot cast for Gregg Patrick to serve as Secretary.

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**Approval of Agenda for Possible Rearrangement:** Approved as posted.

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**Approval of April 11, 2016 Meeting Minutes:** Motion was made by Borland and seconded by Patrick that the minutes of the April 11, 2016 meeting be approved. Motion approved: 3-0.

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**Communications:** None

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**Public Comment:** None

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**Item: Orientation to University Extension Education Committee Members**

Grabow distributed an orientation packet to the committee members and briefly reviewed materials included for the committee. Packet information included: UW Extension Office Informational brochure, UW-Extension Overview brochure; Shared Leadership Overview Handout; Background Information on the University Extension Education Committee Handout; What is the Wisconsin Idea? Handout; 2015 Annual Report; 2013-2016 Needs Assessment and Multi-Year Program Plan; Jefferson County Demographics handout.

**Item: Discussion of Jefferson County potentially Hosting Farm Technology Days in 2019**

LaVern informed the committee that Jefferson County has been asked to host the 2019 Farm Technology Days. LaVern gave a general overview and provided committee members with a copy of an email received from the Dean Klemme last week. Discussion occurred. The office will continue with the County evaluation which will include a short survey to producers. We are in the process of the survey right now – general evaluation. Typically are monies that would remain in the County after the event. Many questions remain. LaVern hopes that a decision can be made by first part of June.

**Item: Update, Discussion and Input on the nEXT Generation Model**

Continuing orientation for the new committee members. Current status is that the planning is continuing. Will announce this week or next week 15-16 work teams to come up with the final plan for the response to the budget which has reduced the funding revenue. Has been recognition that this is taking a long time that there could be 6-9 month timeline extension. Spring or early summer of 2017 because of the complexity of the reorganization. Same resources for the County with less services. Biggest push back is the additional layer of administration that doesn't exist now and the regionalization. We are partnered with Rock and Walworth County as our partners. Counties continual reiteration is certainly makes a lot of sense to the committee. One this that has caused pause is the feedback from the Counties. They have taken that seriously.

**Item: Review of 2016 Department Budget**

LaVern reported that we are in good shape. Administrator Wehmeier added that Sarah will be hired for fair week. Money will be shifted between line items.

**Item: Update on the Refilling of the 4-H Youth Development Agent Position**

Administrator Ben Wehmeier stated that he has been in communication with Matt Hanson and hopes the position will be posted shortly. He was encouraged to review the job description to ensure the language provides for maximum flexibility as well as Bachelor Degree with Master's Degree preferred. Eisenmann explained the interview process to the committee and stated that they may want to tentatively plan for interviews to occur at their August or September meeting.

**Item: Update on the Refilling of the CNRED Agent Position**

Grabow distributed a handout to committee members documenting the work projects that are currently underway as well as imminent for the Community Development Educator position in Jefferson County. The document includes what he sees as important initiatives that should be continued in his absence. Grabow will retire on July 5. Administrator Wehmeier has been in conversations with Matt Hanson and will continue those discussions. At this point, UWEX administration is still in support of the bridge scenario.

**Item: Discussion of State WACEC Conference – June 20-21 in Wausau, WI**

LaVern stated that Borland will be recognized for his 10 years of service on this committee at the upcoming WACEC Conference. Any committee member is welcome to attend. Borland was provided with a registration packet for his information. This is a budgeted item within the UW-Extension's annual budget.

**Item: Discussion of Monthly Agent Reports**

All agent monthly reports were sent electronically to the committee prior to the meeting. Review and highlights from their written monthly reports were provided by Torbert, Georgson, Grabow and Eisenmann. Agents briefly reviewed their written reports and provided highlights for the committee. Sarah was asked how camp would be handled this year. Our camp has been turned

into a State camp and Upham Woods staff will be running the base camp. Other camps will be done by volunteers who have been running the camp for a number of years. We will continue to camp with Sauk and Columbia Counties and their staff will be attending. Borland asked Grabow how his projects would be handled upon his retirement. Grabow explained that they will be on hold. Discussion occurred.

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**Upcoming Agenda Items and Meeting Dates:**

The next committee meeting will be held on June 13, 2016.

Future agenda items: Orientation to University Extension Education Committee Members; State WACEC (WI Association of County Extension Committees); update on positions; farm technology days and next generation model.

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**Adjournment:**

A motion was made by Zastrow, seconded by Patrick, to adjourn the meeting at **10:36** a.m. Motion passes: 3-0.

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Secretary

Kathleen Eisenmann  
Jefferson County  
Extension Education Committee Report  
May 2016

Program Development/Teaching Highlights

**Program Priority: How can we strengthen community-based prevention and intervention efforts to address risk behavior in youth and families (including family violence, juvenile delinquency, alcohol and other drug abuse, school readiness)?**

**Jefferson County Nurse Home Visiting Program** – Responded to a request for assistance with identifying effective evidence-based parenting education curricula. Researched current approaches and will be meeting with staff and supervisors in June to provide additional assistance.

**Jefferson County Human Services Wraparound Program** - This is a county-led program that provides a continuum of care and support to children with severe behavioral health needs in order to prevent out of home placement. I conducted a multi-phase pilot project program evaluation for them from 2004-06. The program coordinator has asked for my evaluation assistance again in revising existing evaluations. Will be meeting with them in June and moving forward with the project.

**Greater Watertown Community Health Foundation** – Presented “Raising of America” signature hour, led a discussion on the importance of early childhood development, and facilitated a workshop with the board at a two day May retreat. The board is narrowing its focus on mission and determining how to proceed with identifying strategies to address broad-based community health. Wrote a summary report of the facilitated process. I will continue to assist them as needed.

**Jefferson County Human Services Citizen Review Panel** - Have been working with this coalition to develop a range of educational resources on the “Raising of America” DVD series. We hope to identify multiple opportunities in the fall to present the DVD segments on early childhood development to public policymakers.

**Parenting Newsletter Project** – Presented a program update to the Fort Atkinson Kiwanis club on new developments in the newsletter series. UW-Extension is moving their electronic newsletter to a national Extension model based on our Wisconsin newsletters effective June 1, 2016. Visited with the Kiwanis to gauge their support for a transition to the electronic delivery and will be visiting with the Whitewater Kiwanis in August. Met with the Fort Health Care representative to begin developing a transition proposal at the request of the Fort Kiwanis club. Informed the Watertown hospital of the conversion to the new digital newsletter.

**Program Priority: How can Jefferson County build capacity of public institutions and community-based or nonprofit organizations serving children and families?**

**Rock River Free Clinic, Inc.** - Responded to multiple requests for assistance from the executive director and board. Will be providing some organizational development to the board and staff throughout the summer.

**Program Priority: How can Jefferson County build capacity of public institutions and community-based or nonprofit organizations serving children and families?**

**Nonprofit Directors Roundtable** – Held the last of the quarterly meetings of this group of nonprofit executive directors. Provided training to them on board governance, discussed implementation of an online organizational assessment tool, and discussed a new intake program from CAC. The group would like to sponsor training on the new intake process in October 2016. Will be working with CAC over the summer to develop and host training on the new process.

**PADA, Inc.** – Provided some advice and counsel to the executive director on short term organizational planning in order to address some identified needs from last year's leadership transition. Will continue to assist the organization as needed.

**Head Start of Jefferson and Western Kenosha Counties, Inc.** – Met with the executive director to design the completion of the program assessment process begun in summer 2015. Will be facilitating a focus group in June and writing the assessment summary.

**Team Leadership/Family Living Programs Work:**

**Office Team:** Led several efforts to transition the 4-H Youth Development Agent position formerly held by Sarah Torbert. Organized a farewell reception and worked with the 4-H Leader's Association and office staff to formally recognize Sarah for her accomplishments. Provided input to the 4-H Youth Development Program Area liaison on the importance of his involvement in the hire of the new agent.

**UW-Extension Faculty Senate** – Attended the regular faculty governance meetings. Presented layoff policy proposals to my academic department and led a final meeting of the ad hoc committee on layoff, lateral transfer and retraining policy development. Participated in the orientation of my successor on the Faculty Senate's executive committee. Completed my four-year term of service on Faculty Senate and its executive committee effective June 30.

**May 2016 Activity Report  
To the University Extension Education Committee  
For Steve Grabow**

***Economic Development***

- Attended the May JCEDC Board meeting.
- Met with UW Extension Community Marketing Specialist Kristin Runge to brief her and diagnose opportunities to bring her in to assist in the Jefferson County tourism brand positioning initiative which has been dormant for several years.
- Discussed the relaunch of the tourism brand positioning initiative with both the County Parks Director and the County Economic Development Director, and proposed some initial processes for getting back to this important project.
- Designed some initial components for a tourism brand positioning workshop in conjunction with the Parks Director with an emphasis on bringing in representatives from the “outdoor recreation” community along with the marketing manager from the merged JCEDC/WEDO organizations (outdoor recreation was the recommended brand that came out of a Joint Area Marketing study/plan in late 2012).
- Developed and distributed an agenda with objectives and resource materials for a tourism brand positioning workshop with representatives from the “outdoor recreation” community; received concurrence on the proposed approach for the workshop from UW Extension Community Marketing Specialist Kristin Runge. The “systems” approach to the workshop would include learning (debriefing plans and resources from 2012), assessing the earlier proposed brand positioning statements, sharing perspectives and ideas on possible new brand positioning statements from the viewpoint of the “outdoor recreation” community, and determining a short-list of promising brand positioning statements from this assembled group. A potential participant list was developed in conjunction with the Parks Director and the workshop was scheduled for June 6<sup>th</sup>.
- Provide input and guidance to the UW Extension Natural Resource Educator for the Rock River Basin who is planning a major conference on the “Community Assets of the Rock River”. After reviewing the intent of the conference, I suggested and arranged for the program to be in Watertown with case studies to be drawn from the downtown redevelopment planning and the major redevelopment of a cultural and conferencing center along the downtown riverfront. I engaged the Mayor of Watertown to help select featured speakers about Watertown’s efforts. The conference will be held July 13<sup>th</sup>.

***Community Vitality and Placemaking***

- Continued distribution of my new publication entitled: *Principles and Practice of Community Placemaking*. The publication is available online at the UW Extension Learning Store:  
<http://learningstore.uwex.edu/Principles-and-Practice-of-Community-Placemaking-P1786.aspx>
- Compiled and distributed the Proceedings Report from the fifth and final workshop of the Fort Atkinson Community Placemaking Initiative which was held on April 7<sup>th</sup>.
- In conjunction with UW Extension Land Use and Community Specialist Todd Johnson from UW River Falls/Extension, prepared a final “Community Report” which merged the proceedings report from all five workshops and other resources associated with the Fort Atkinson Community Placemaking Initiative.

- Prepared a separate report for the Fort Atkinson Placemaking Initiative entitled: “Community Assessment & Evaluation Activity Results” which compiles and presents the results from a community assessment tool used to assess the extent to which the 19 principles of community placemaking are evident in Fort Atkinson based on a survey of around 50 respondents.
- Met with a Core Group or coordinating group for the Fort Atkinson Community Placemaking Initiative (Council President Paul Kotz, Council Member Jude Hartwick and City Manager Matt Trebatoski) to review the initiative and to determine follow-up and implementation activities for the City and the community. Additional conversations and communications were shared with these leaders as this initiative moves to the communication, approval and implementation stages.

### ***Planning and Change Processes***

- Designed and facilitated the second strategic planning workshop for the Board and staff of the Hoard Historical Museum. This is a multi-part series. This is the third strategic planning cycle that I have facilitated for this organization in the past 15 years.
- Compiled and distributed a Proceedings Report from Workshop 2 of the Hoard Historical Museum Strategic Plan, and designed the components for Workshop 3 scheduled for June 2<sup>nd</sup>. The participants have completed a mandates review, a stakeholder analysis, an update/revision of their mission statement (after considerable work) and generated ideas associated with an organizational strengths, weaknesses, challenges, opportunities and hopes exercise.
- Initiated the compilation of a report from the adapted strategic planning workshop for the Jefferson County Historical Site Preservation Commission which was held on April 27<sup>th</sup>.

### ***Local Government***

- Participated in the May 16<sup>th</sup> Intercounty Coordinating Committee meeting on “Placemaking in Sauk County: Attracting and Retaining Young Skilled Workers”; given this topic, this agent contributed to this discussion and his resources on community placemaking were referenced. Additionally, the ICC discussed the nEXT Generation reorganization, and this agent was a part of this discussion in referencing various actions and recommendations by Jefferson County (County Board Chair Schroeder was also involved in this discussion and mentioned that Jefferson County would only be budgeting one-half of the typical funds for UW Extension in its 2017 budget given the uncertainty of the reorganization and potential impacts to Jefferson County).

### ***Leadership and Organizational Development***

- Participated in UW-Extension faculty governance and Community, Natural Resource and Economic Development Program (CNRED) matters including individual faculty reviews, counsel and human resources activities in my role as Program Liaison.
- Participated in the annual UW Extension Community, Natural Resources and Economic Development (CNRED) Inservice and training. I received the “2016 CNRED Excellence in Educational Programming Award”. In receiving this award, the following commentary was provided by the State CNRED Program Director Karl Martin:

*“No one more exemplifies excellence in CNRED educational programming than this year’s winner. His many contributions have benefitted not only of residents of his community and the state, but have benefitted our institution, our program area and our colleagues. This year’s winner has consistently conducted the highest quality educational programming, always rigorously tied to the best scholarship that meet the ends*

*of his stakeholders, solve community-based problems and are results oriented.” Jefferson County Parks Director Joe Nehmer stated that, “Steve has been a servant to the people of our county, and the University of Wisconsin, through his embodiment of the Wisconsin Idea”. Professor Emeritus and CEO of Community Care Connections of Wisconsin Mark Hilliker says, “Steve’s approach to work and his body of work are models of excellence that others have emulated, and he has the unique ability to champion the development of a compelling vision for the future. His work in this area within CNRED has energized many others to take on leadership roles in moving toward that future vision.”*

**UW Extension Agriculture Report**  
To the Jefferson County Extension Education Committee  
By LaVern Georgson

June 13, 2016

### **Agriculture Programming**

The month began with the annual Jefferson County Agribusiness Club Fourth Grade Agricultural Literacy tour. This is an event that I helped start 23 years ago as the high school agriculture instructor Jefferson High School. Fourth-graders in Wisconsin study Wisconsin and its various facets. Agriculture and its role in Wisconsin is part of the curriculum. This year, as well as the past couple of years, the fourth-graders from 38 Jefferson County classrooms were invited to the Kutz Dairy Farm just outside of Jefferson. There are 11 stations with each one featuring a 10 minute presentation on various aspects Wisconsin agriculture. This agriculture literacy effort on an operating farm informed students on the origin of their food. As students rotate through the stations they learn about crops, soils and conservation, sheep, calf care, beef, machinery, technology, milk production, veterinary animal care, along with dairy cow feed and house. Nearly 100 volunteers coordinate the day's activities for nearly 800 students, teachers and chaperones.

Farm Technology Days was another major investment of time and energy with several aspects. Jefferson County continues to consider the possibility of hosting this three day agriculture information and education event in 2019. As part of our plan to carefully consider the implications ramifications of this commitment a method of assessment was determined. A letter of introduction outlining the opportunities associated with this event and the need for volunteers was mailed to over 400 people actively involved with agriculture. A postage paid postcard was included with the letter. Three questions were asked. Should Jefferson County consider taking on the responsibility of Farm Technology Days, were they as individuals willing to commit volunteering for a committee or other duty, and would they like to be considered as a host farm/site? Responses have been coming in.

A letter and a postcard was sent to the agriculture businesses in Jefferson County to gauge their interest as well. The letter was similar but modified to more specifically address the business perspective on this possible project.

I visited with a considerable number of people at the Jefferson County Dairy Breakfast to further survey and gauge interest. At a recent professional development activity, I had conversations with a number of people who have been involved with various leadership aspects of past Wisconsin Farm Technology Days. There also have been inquiries with some of the state staff to develop a realistic picture of how this process unfolds. There are more contacts I have to make.

There will be a meeting at 9 a.m. on June 27, 2016. Matt Glewen, General Manager, Wisconsin Farm Technology Days Inc. will have a presentation on an overview of the organizing, planning and process of the event. There will be ample time for a discussion and response to questions that have been raised.

In the meantime work continues, in preparation for the 2016, Farm Technology Days in Walworth County. The dairy farm tour script was prepared to be in a near final draft form for the Media Day presentation. Coordination of the volunteers needed as tour guides for the three day event was began. Arrangements were made with the videographer and the Farm-City Elevator for a scouting trip to prepare an educational DVD. This DVD will illustrate the trip that corn, soybeans and wheat make from the farm field to the processor.

I spent two days in professional development at the Alfalfa Intensive Training Seminar. This is a multistate training that moves around the Midwest. Wisconsin hosted it this year and UWEX covered the costs. A very worthwhile training that covered genetics, growth and development, physiology, among other topics and their implications to best practices in alfalfa management, harvesting and feeding.

Jefferson County hosted a regional training for Pork Quality Assurance Plus. This training was for veterinarians, agriculture agents, extension specialists and experienced pork producers. The objectives include attention to and documentation of best production practices and animal care. The vision is for a long term commitment based on doing what's right and ethical principles.