

Agricultural Education and Workforce Development Council

MINUTES

Wednesday June 23, 2021

2:00-4:00 p.m.

Virtual Meeting via Webex

Council Members present:

x	Kevin Berhardt	x	Tom Gillis		Sen. Howard Marklein	x	Sec. Randy Romanski
x	Gary Besaw	x	Bob Hagenow		Dr. Susan May	x	John Rosenow
x	Gwen Boettcher	x	Erik Huschitt		Shelly Mayer	x	Jill Runde
x	Greg Cisewski		Pete Kondrup	x	Rep. Loren Oldenburg	x	Sara Schoenborn
	Sen. Alberta Darling	x	Corey Kuchta	x	Kristin Olson	x	Nick Stadnyk
x	Jeff Edgar	x	Larry Lee	x	Paul Palmby	x	Rep. Gary Tauchen
	Jeff Eide	x	Miranda Leis	x	Sec. Amy Pechacek	x	Sharon Wendt
	Monica Gahan	x	Betsy Leonard		Pam Porter		
x	Dale Gallenberg		Lynn Maki	*	Sam Ridders		

Staff present: Jenifer Cole, DWD; *Mike Woicekowski, WEDC (surrogate for Sam Ridders)

Note: Dr. Susan May retired from Fox Valley Technical College, no longer on Council

Public present: None

1. Call to Order and Welcome

- Chair Schoenborn called the meeting to order at 2:05 pm.
- Moment of Silence Remembering Jeff Hicken.

2. Roll Call

- Attendance noted above.
- Opening Comments from Sec. Romanski and Sec. Pechacek regarding economic recovery, low unemployment rate, and workforce challenges.

3. Review and Approval of Minutes from March 11, 2021 Meeting

- K. Olson moved to approve, Sec. Pechacek seconded. Minutes approved unanimously.

4. Council Discussion of Goals and Purpose Statement

- Chair Schoenborn reviewed the previous Council purpose statement:
"The Wisconsin Agricultural Education and Workforce Development Council provides advice and counsel to state agencies, educational institutions, and the Wisconsin Legislature on matters related to agricultural education and workforce development. In addition, the committee helps attract, develop, and retain the superior workforce required to grow Wisconsin's production agriculture, agribusiness, food, and natural resource sectors."
- Opened discussion about re- adopting purpose statement
- B. Leonard commented that the statement is still the focus of the Council and still relevant.
- P. Palmby moved to approve re-adoption of purpose statement, L. Lees seconded. Purpose statement, as drafted, approved unanimously.

- Chair Schoenborn reviewed and summarized the WAEWDC Goals Survey results through PowerPoint presentation provided with the meeting materials. A strong focus on collaboration, coming together, education. Challenges identified include topics such as workforce shortages, not all educational institutions have the same or shared goals regarding agricultural education. Obstacles identified include wages, not educational institutions have the same offerings, etc.
- Chair Schoenborn opened to floor to discussion of the results with the goal to determine three key goals for the Council to focus on in the next year.
- The committee formulated the following key goals:
 1. Find effective ways to reach every student to highlight the opportunities available in agriculture in a positive, purposeful way.
 2. Partner with DPI to embrace and promote the development of a statewide agriculture pathway.
 3. Research current trends, evaluate established perspectives, and develop a branding, marketing, and public outreach plan for careers in agriculture.
- J. Rosenow moved to approve three key goals as developed through survey results and discussion. L. Lee seconded. P. Palmby suggested edits to the first goal to include language to support agricultural educators.
- Sec. Romanski offered friendly amendment to adopt revised language. J. Rosenow accepts amendment. Amended goals as follows adopted unanimously:
 1. Support agricultural education instructors and find effective ways to reach every student to highlight the opportunities available in agriculture in a positive, purposeful way.
 2. Partner with DPI to embrace and promote the development of a statewide agriculture pathway.
 3. Research current trends, evaluate established perspectives, and develop a branding, marketing, and public outreach plan for careers in agriculture.

5. Review of Annual Report Requirement

- DWD Legislative Liaison Jenifer Cole reviewed the statutory requirements regarding the Council's Annual Report. J. Cole also reviewed the workplan to complete the report and discussed the educational institutions' reviews needed for inclusion in the report.
- J. Cole noted that a special meeting of the Council is needed to review and approve the report in advance of the report's submission to the Governor, Legislature, and key stakeholders by the end of September 2021.

6. Other Business

- None.

7. Review of Action Items

- J. Cole reviewed the action items determined through the course of meeting business:
 - Chair Schoenborn will send the adopted purpose statement and the agreed upon three key goals to the committee via email.
 - J. Cole will connect with representatives of the educational institutions needing to complete reviews for inclusion in the Annual Report.
 - J. Cole will connect with Executive Committee and/or Chair about scheduling a date for a virtual September meeting to review and approve the Annual Report.
 - J. Cole will run point on drafting and compiling the Annual Report for review by the Council.

- Council members should reflect on purpose statement and three goals in advance of discussion at October 20, 2021 Council meeting to determine next steps in implementing goals.

8. Adjourn

- G. Besaw moved to adjourn, J. Runde seconded. Council adjourned at 3:53 p.m.