

University of Wisconsin Education, Extension and Agriculture Committee
Thursday, February 15th, 2018
James P. Coughlin Center – Volunteer Room

Members Present: Tom Snider, Steve Binder, Julie Gordon, George Scherck, and Al Long.

UW-Extension Staff: Catherine Neiswender, Jody Bezio, and Amy Hendrickson.

Others Present: None.

Meeting called to order at 9:00 a.m. by Tom Snider. Snider brought to the committee's attention that there has not been a Vice-Chair for the Extension Committee since Nancy Barker's retirement. Snider opened discussion for nominations. Hearing none, Snider opened a motion to appoint Scherck as Vice-Chair. Long moved; Gordon seconded. Motion carried **5-0**.

Comments from the Public related to items on the agenda: None.

Approval of Minutes: Gordon moved to approve the 1/18/2018 minutes; seconded by Scherck. Motion carried **5-0**.

Program Reports:

4-H Youth Development: Bezio reported on the statewide *2017 Civil Rights Review*. Statewide, 4-H did not score well in this review. Despite the various outreach efforts, 4-H is not gaining or retaining members and volunteer leaders for community clubs from underrepresented audiences focused on in the Civil Rights review. Results were partly impacted by different reporting methods between community outreach and programming. As a result, the state 4-H office is proposing changes. Clubs are being encouraged to do their own outreach in addition to the outreach efforts of county and state offices. Bezio reviewed a map that shows the size and locations of 4-H clubs and schools where programming is offered. This visual shows that the majority of clubs are in rural areas, and membership tends to be based on proximity. School programming is in urban areas. These differences may explain some of the differences in participation by underrepresented audiences. Bezio briefly reviewed a handout of a PowerPoint she's been delivering that reviews some of the data. Overall, both the Civil Rights team and program leaders desire growth in membership and opportunities for youth from underrepresented populations to be involved in 4-H. Bezio distributed copies of the most recent 4-H Newsletter. There has been a shift towards making the newsletter more reader-friendly to new members or non-members who aren't familiar with programs. Bezio distributed a handout for the recently completed *2018 4-H Fun Day* and reported on the results. 113 people participated in the event this year, nearly doubled from 2017. Bezio distributed the *2018 4-H Summer Camp Invitation*. Pricing changes were implemented this year to increase opportunities for both members and non-members to attend. Cost is the same for both members and non-members with the implementation of an early bird registration discount. Gordon suggested that 4-H set up a booth at the Oshkosh Farmers Market to advertise 4-H.

Youth & Science: Thompson was absent. Bezio distributed a Staff Report on Thompson's behalf. This report shows the schedule and the number of people reached through Thompson's school programming. Bezio reminded the committee that in addition to her school programming, Thompson also partners with Bezio for other 4-H events.

Committee Chair Report: Snider had no report to share.

UW-Extension – Administration:

Staff Updates: Neiswender shared that she is in the midst of completing Performance Reviews for state staff. Binder inquired about performance review merit increases being based on yearly feedback for county employees. Neiswender explained that the process has typically been a yearly review, but she's planning on doing a mid-year follow-up going forward.

Department Activities: Hendrickson distributed the 2017 UW-Extension Annual Report. Snider requested this report be sent to the Clerk's office for their March meeting. Neiswender briefly reviewed the report and encouraged committee members to read through the report and share this information in the community.

State Activities: Neiswender stated that the state office is requiring Work Plans from each educator to inform programming going forward.

Comments by Committee Members: Gordon reminded everyone to vote in the elections next week. Committee

members also reminded the group that the March Extension Committee Meeting will be Long's last meeting.

Next Meeting: Next regular committee meeting will be held Thursday, March 15th, 2018.

Adjourned: Long moved to adjourn; seconded by Gordon. Motion carried **5-0**, 9:45 a.m.

Respectfully submitted by:

Amy Hendrickson