

University of Wisconsin Education, Extension and Agriculture Committee
Thursday, October 19th, 2017
James P. Coughlin Center – Volunteer Room

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

UW-Extension Staff: Catherine Neiswender, Kris Soper, Christi Gabriliska, Allyson Watson, and Amy Hendrickson.

Others Present: None.

Meeting called to order at 9:00 a.m. by Tom Snider.

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

Approval of Minutes: Long moved to approve the 9/21/2017 minutes; seconded by Scherck. Motion carried **4-0**.

Program Reports:

FoodWise: Soper reviewed the work she's been doing in the schools with children as part of the FoodWise program. Children in the program are trying healthy foods they've never had before and are getting more excited about vegetables and fruits. The children receive a Two Bite Certificate Award if they complete all 6 lessons. The classrooms also compete against each other to see who can eat the most fruits and vegetables. Winners receive an extra recess. Program evaluations review the children's desire for eating more fruits and vegetables at home and at school, whether they request these foods at home, barriers to healthy eating, and whether they plan to continue eating and trying new healthy foods after the program is over. Gabriliska distributed handouts showing the locations and demographics of FoodWise programming completed by Soper and Evan Groth in Winnebago County. They had 5,108 contacts in 2017, which is an increase from 2016. Due to the federal funding of FoodWise, changes in programming were implemented to meet the requirements of programming to target parents of young children and youth. FoodWise has increased focus on children by doing programming in schools and on parents by sending home newsletters.

Community Development: Watson distributed a summary of the work she's been doing in both Outagamie and Winnebago counties. Watson expressed her gratitude for Winnebago County in supporting a filled Community Development Educator role, which made it easier to pick up on the relationships and programming from Neiswender's work. Watson has been involved with *Gaining and Retaining Young Adults*, a strengths-approach study of communities that have been highly successful in both gaining and retaining young adults. 130 Wisconsin municipalities were identified for this study. Watson assisted the interview process and analysis of data to identify trends in 3 northeast Wisconsin communities: Omro, DePere and Black Creek. Milwaukee county is seeing the largest outflow of young adults. According to the research project, data revealed young adults are looking for areas where they can live near but outside of metropolitan areas in smaller, safe, and connected communities. Spaces to gather (like coffee shops, diners, etc.) and healthier fast food options are attracting young people to communities. Retail shopping is not as important in choosing a place to live due to increased internet shopping. Municipalities involved in this study would like to present their data to businesses and officials in their communities. Watson will be presenting these findings at state and national conferences in the future. Watson is collaborating with a partner in Marinette County on *Civility Speaks*, a train the trainer program that teaches people how to moderate discussions on difficult subjects (such as politics, racism, etc.) so that participants can learn and practice respectful listening and sharing of different opinions. Watson has also stepped into some of the group organizational development programming Neiswender had been involved with.

Committee Chair Report: Snider had no report to share.

UW-Extension – Administration: Neiswender expressed appreciation to Binder and Mandi Dornfeld for representing UWEX at the Personnel & Finance Committee Meeting. The proposed 2018 Budget Transfer was approved and Hendrickson has already started the order for room equipment. Neiswender briefly recognized Jody Bezio and Sarah Thompson for presenting the 4-H Key Awards at the County Board Meeting. Neiswender emphasized the opportunities that UWEX has to present their work at state and national conferences, which both Watson and Dornfeld will be doing soon. Now that nEXT Generation is in the implementation stages, the email updates will be ending. Questions and comments are still welcome, and the website is still available for additional information. Neiswender shared that Cooperative Extension will be maintained as its own entity but will now come under the UW Madison if the proposal by President Ray Cross moves forward. The nEXT Generation structure and mission will remain intact in the proposed UW restructure. This proposal will be presented to the regents on November 9 but is expected to go forward. Neiswender reiterated that UWEX will continue in Winnebago County and will not be particularly affected by

this change. Neiswender reminded the committee that all media requests will be forwarded to the state office specified in recent communications. Snider suggested re-sending the summary of this update to Mark Harris and the county board to highlight this information. Neiswender distributed information about the Winnebago County Farm Progress Days Scholarship. Committee members are encouraged to decide the level of involvement they'd like in this scholarship going forward and the amounts and distribution of it. Neiswender suggested this be discussed at the next meeting.

Comments by Committee Members: None.

Next Meeting: Next meeting will take place on Thursday, November 16th, 2017 at 9:00 am.

Adjourned: Binder moved to adjourn, seconded by Long. Motion carried **4-0**, 10:12 a.m.

Respectfully submitted by:

Amy Hendrickson