

--DRAFT PENDING SUB-COMMITTEE APPROVAL--

**WISCONSIN DAIRY TASK FORCE 2.0
SUB-COMMITTEE ON EDUCATION AND WORKFORCE
MINUTES**

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October 22, 2018

The Education and Workforce Sub-Committee of the Wisconsin Dairy Task Force 2.0 met on Monday, October 22nd, 2018 beginning at 10:00 a.m. at the MacKenzie Center, located at W7303 County Highway CS, Poynette, WI 53955 in the Badger Den

Call to Order

Sub-Committee Chair Lori Weyers called the meeting to order at 10:05 a.m.

Members Present

Paul Scharfman, Amy Penterman, John Schmidt, Lori Weyers, Rene Johnson, and Dave Buholzer.

Ex officio members Representatives Don Vruwink and Jon Plumer were also present. Mark Stephenson, Neil Kline, Bob Milligan, and Rebekah Sweeney were also present.

Minutes

Welcome and Introductions

Members of the Sub-Committee introduced themselves.

Bob Milligan, Senior Consultant with Dairy Strategies, served as the Sub-Committee's resource person.

Chair Weyers reviewed the issues and tasks before the group.

Chair Weyers turned the meeting over to Dr. Milligan, who presented to the group. Dr. Milligan hypothesized that dairy and agriculture are changing at an unprecedented and increasing rate. Hiring and retaining a great workforce has forces changing at least as rapidly as other areas impacting dairy farm businesses. As a result, the need for professional recruiting and selection practices is reaching the point where it is essentially a necessity for business success. Dr. Milligan also noted that the importance and effectiveness of great supervision is dramatically increasing as we learn more about motivation, the size of the workforce increases, and the competition for skilled labor intensifies. This newfound importance of leadership is the newest and perhaps greatest challenge in the evolution of farm owner responsibilities. He concluded that our educational system at all levels must rapidly change to meet the needs of agriculture and other careers.

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Chair Weyers focused the group on the issues identified from the August 13th meeting of the Full Task Force. She encouraged the group to combine some issues to consolidate the list.

Throughout the course of the morning and via a wide-ranging discussion, the group developed the following list of issues:

1. Tight Labor Market
 - a. Immigration statement
 - i. Cheesemakers position papers and three focus areas
 - b. Special populations
 - c. Supervision and Training
 - d. Transportation (getting to work program-Paul Scharfman)
 - e. Retention
 - f. Housing
2. Recruitment/Image
 - a. Image
 - i. Pride in our dairy products from state leadership
 - ii. Combating image focused on manure.
 - iii. “Winning Team” concept of Wisconsin dairy
 - b. Internet access challenges impacting recruitment.
 - c. Rules/Regulations that hamper bringing people into the industry.
 - d. Salary, Scheduling, Healthcare, and Wage
 - i. Statewide wage and benefits survey and access help
 - ii. More robust benefits summary
3. Educational Pathways
 - a. Pathways for new workers
 - i. Workforce diversity
 - ii. K-12 agricultural education enhancement
 - iii. Statement detailing the need for funding to support programming that enhances understanding of agricultural careers.
 - iv. Pooling resources to create consortiums for agricultural education.
 - v. Best practice models for workforce development led by the industry.
 1. Find resource people
 - b. Incumbent workforce
 - i. Transitioning to not only managing cows and crops, but now they manage people.
 - ii. HR practices and procedures education (Technical Colleges)
 - iii. Resource compilation and assistance
 1. Spanish language assistance

Lunch

Lunch occurred at 11:40 a.m., and the Sub-Committee reconvened at 12:15 p.m.

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Following lunch the group reviewed the issues identified during the morning session and then identified research needs for the sub-committee. They are listed below:

- Focus on recruitment
 - Data on agricultural labor (Simon Jette Nantel, UWRF data on recruitment, retention, compensation etc.)
 - Rural area demographics (DWD, Dennis Bangart)
 - Ride to work information (*a la* Dodge County and Paul Scharfman)
- Image
 - What is needed to be a great employer and how is that marketed?
- Ag Programs
 - How many schools have agricultural education programs and teachers entering agricultural education?
- Educational Resources
 - Compiling educational resources
 - PDPW and other professional resources, Technical Colleges, Universities

The group identified their next meeting date as January 24th.

Adjournment

The Sub-Committee adjourned at approximately 3:00 p.m.

Minutes drafted by Neil Kline.