



MARATHON COUNTY
EXTENSION, EDUCATION, AND ECONOMIC DEVELOPMENT
COMMITTEE AGENDA

Date & Time of Meeting: Thursday, January 5, 2023, 3:00 p.m.

Meeting Location: Courthouse Assembly Room, Courthouse, 500 Forest Street, Wausau WI

Committee Members: Rick Seefeldt, Chair; Becky Buch, Vice-Chair; David Baker; Bobby Niemeyer; Tom Rosenberg; Kim Ungerer

Marathon County Mission Statement: Marathon County Government serves people by leading, coordinating, and providing county, regional, and statewide initiatives. It directly or in cooperation with other public and private partners provides services and creates opportunities that make Marathon County and the surrounding area a preferred place to live, work, visit, and do business. (Last updated: 12-20-05)

Committee Mission Statement: Provide the leadership for implementation of the Strategic Plan, monitoring outcomes, reviewing, and recommending to the County Board all policies related to educational and economic development initiatives of Marathon County.

Persons wishing to attend the meeting by phone may call into the telephone conference beginning five (5) minutes prior to the start time indicated above using the following number:

Phone #: 1-408-418-9388 Access Code: 146 235 4571

When you enter the telephone conference, PLEASE PUT YOUR PHONE ON MUTE!

The meeting will also be broadcast on Public Access or at https://tinyurl.com/MarathonCountyBoard

- 1. Call Meeting to Order
2. Pledge of Allegiance
3. Public Comment (15 Minutes)
4. Approval of the Extension Education & Economic Development Committee Meeting minutes.
5. Policy Issues Discussion and Potential Committee Determination:
6. Operational Functions Required by Statute, Ordinance, Resolution, or Policy:
7. Educational Presentations and Committee Discussion:
8. Next Meeting Date & Time, Location, Announcements and Future Agenda Items:
9. Adjournment

*Any person planning to attend this meeting who needs some type of special accommodation in order to participate should call the County Clerk's Office at 261-1500 or e-mail countyclerk@co.marathon.wi.us one business day before the meeting.

SIGNED s/s Rick Seefeldt
Presiding Officer or Designee

EMAILED TO:
EMAILED BY:
DATE & TIME:

NOTICE POSTED AT COURTHOUSE
BY:
DATE & TIME



**MARATHON COUNTY
EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE
AGENDA WITH MINUTES**

Date & Time of Meeting: **Thursday, December 1, 2022, at 3:00 p.m.**

Meeting Location: **Courthouse Assembly Room, Courthouse, 500 Forest Street, Wausau WI**

Committee Members:

Rick Seefeldt	Present
Becky Buch	Present
David Baker	Present
Bobby Niemeyer	Present
Tom Rosenberg	Present
Kim Ungerer	Not Present
Crystal Bushman	WebEx

Staff Present – Kelley Blume, Michael Puerner, Chris Holmes (3:30pm)

Others Present – Kimm Weber, Ozalle Toms, Leah Giordano

- 1. Call Meeting to Order**
- 2. Pledge of Allegiance**
- 3. Public Comment** - None
- 4. Approval of the Minutes of the October 6, 2022, Extension, Education & Economic Development Committee Meeting** – Motion by Rosenberg, second by Buch to approve the minutes. Motion carried on a voice vote unanimously.
- 5. Policy Issues Discussion and Potential Committee Determination:**
 - A. Continued discussion of recommendations to Executive Committee for updates to the strategies, objectives, and expected outcomes found in the 2019-2022 Strategic Plan.
 1. Potential New Strategies and Outcome Measures for Objective10.6.
Discussion was had on the Outcome Measures for Objective10.6. Questions asked and answered. Motion by Rosenberg second by Niemeyer to forward to the Executive Committee. Motion carried.
- 6. Operational Functions required by Statute, Ordinance, Resolution or Policy:** None
- 7. Educational Presentations and Committee Discussion**
 - A. MCDEVCO’s Monthly Report-Kimm Weber gave a summary of the MCDEVCO report as provided in the packet.
 - B. Library Monthly Report-Leah Giordano gave a summary of the library report as provided in the packet.
 - C. UW-Extension Monthly Report – Jason Hausler was not available to give the report for the UW-Extension. The report was made available in the packet.
 - D. UWSP-Extension Report – Ozalle Toms gave a summary of the UWSP-Extension report as provided in the packet.
- 8. Next Meeting Time, Location, Announcements and Agenda Items:**
 - A. Committee members are asked to bring ideas for future discussion. Chairman Rick Seefeldt would like to see affordable housing and childcare included in the January agenda. Supervisor Baker suggested 2 items for the agenda. Discussion was had.

B. Next Scheduled Meeting Thursday, December 1, 2022, at 3:00 p.m.

9. **Adjournment** – Motion by Rosenberg, Second by Buch to adjourn. Motion carried on a voice vote unanimously. Meeting adjourned at 3:43 p.m.

Minutes prepared by Kelley Blume, Marathon County Assistant Clerk

DRAFT

MCDEVCO, Inc. – December 2022 Report

GAP FINANCING

MCDEVCO continues to work with businesses throughout Marathon County to provide *GAP* financing.

MCDEVCO Economic Development Updates:

- Marketing Workshop Attendees: 12
- Successful Selling Attendees: 10
- Women's Read Attendees: 4
- UW Law Business Law Basics Attendees: 15
- 16 Week *GEARS* Certificate of Entrepreneurial Excellence Attendees: 17
- Women's Leadership Program Attendees: 11
- POWTS Update
- *GAP* Loan Program Update

COVID-19 GRANTS

MCDEVCO continues to administrate the Marathon County Microbusiness Grant.

- Total Grantees Awarded: 36
- Total Amount Disbursed to Marathon County Businesses: \$180,000.00
- MCDEVCO is still marketing, receiving and processing these applications.



**Marathon County
Microbusiness
GRANT**

Grant is designated for microbusinesses with five or less employees that were affected by COVID-19.

CLICK Here for more information or to apply.

Business must be located in Marathon County, WI - outside of the City of Wausau to apply.

ENTREPRENEURIAL DEVELOPMENT

2022 Educational Programming

MCDEVCO has had great success with its 2022 Programming Calendar.

PAST EVENTS:

- **March 5, 2022:** HWCC Networking Event and Tour of EEC.
- **March 29, 2022:** DC Everest Youth Entrepreneur Field Trip of EEC and MCDEVCO.
- **May 12th and May 19th:** Marketing Workshop led by Elina VanNatta of 712 Creative.
- **June 1st and June 8, 2022:** Successful Selling in 2022 with Tim McKeough of Q Up Success.
- **June 28th:** MCDEVCO spoke with a group of upcoming graduates at the Wisconsin School of Cosmetology about starting businesses.
- **August 10th:** UW Madison Law, in partnership with MCDEVCO, presented a Business Law Basics Event which consisted of a Q and A session as well as one on one mentoring sessions with Supervising Attorney Jeffrey Glazer and two UW Madison Law Students.

- **August 23, 2022:** Mosinee Chamber of Commerce in partnership with MCDEVCO hosted an Information Session to highlight economic development resources available to businesses through MCDEVCO as well as at the Entrepreneurial & Education Center.
- **September 24, 2022:** MCDEVCO attended a resource session presented by the Hmong American Center, educating local business owners about the grants and loans available to them through MCDEVCO.
- **October 14, 2022:** *Moving the Needle: Idea to Action.* MCDEVCO hosted a workshop for women entrepreneurs to celebrate Women's Small Business Month in partnership with Heidi Lewerenz of HL Strategies.
- **September 13th through December 19, 2022:** 16 Week *GEARS* Certificate of Entrepreneurial Excellence Program.
- **November 2nd & December 7, 2022:** MCDEVCO hosted follow-up sessions in response to the Women's Leadership Program held on October 14, 2022 to further discuss how attendees are moving the needle, turning ideas into action.
- **December 13, 2022:** Quarterly Information Session was held for New Business Owners.

UPCOMING & CURRENT EVENTS:

- **Monthly:** MCDEVCO will be partnering with the DC Everest Junior High School Youth Entrepreneur Program on a monthly basis to enhance the curriculum as it relates to business start-up and expansion for youth entrepreneurs.



Municipalities

MCDEVCO hosted a Municipality Meeting on October 19, 2022 and continues to host them quarterly. The next scheduled Municipality Meeting will be in Q1 of 2023.

EEC Management

Occupancy Update:

- January 2021 Occupancy: 61%
- November 2022 Occupancy: 84%
- December 2022 Occupancy: 85%

Kim Weber, Executive Director - MCDEVCO



Monthly Summary of the Marathon County Public Library for the Marathon County Extension, Education, and Economic Development Committee

January 2023

IT Ticketing and Inventory System

Our new web help desk from SolarWinds is up and running and being tested. Once David has all configurations finalized he will deploy it with an email link for staff to submit IT-based tickets. The purpose of this product is to allow for simple issue tracking, building a database of past issues/solutions, and to track the performance of every piece of technology the library manages. The system will achieve this without disrupting existing tech support workflows. Staff will not need to learn a new interface to get help - when there is a technology problem, they will email David (just as before) and the system will integrate the information automatically into its ongoing support database.

This system will not only help our IT Technician track and resolve IT issues at all of our locations, it will be instrumental in the development of a technology plan by identifying and logging devices owned by the library to help determine when they are in need of replacement or upgrade.

Recruitment

I am pleased to report that MCPL has successfully filled all recently open positions including a full-time library specialist, a part-time library specialist, a full-time library assistant, and a part-time library assistant (with the exception of one part-time page position who was recently promoted to the full-time library assistant role). While it has increased the time and effort for hiring, in the last year we have prioritized promoting employees internally when warranted, because I strongly believe that internal promotion improves overall job satisfaction and lets us create an upward career path for employees who are dedicated to library work. Special thanks to Heather for tirelessly reviewing applicants, scheduling, and attending each of the many interviews we've had over the past several months!

Library Services

November held both inspirational and aspirational moments for the Library Services team. We sent Tara, our Youth Collection Development Librarian, to the Wisconsin Library Association (WLA) Annual Conference in Lake Geneva on November 1-4. Tara attended many unique sessions, but a favorite was “Firsties: Connecting to Families in your District through First Graders,” which outlined an aspirational outreach strategy utilizing monthly videos. Tara will present what she learned at that session and others to the Library Services staff in early 2023. We are excited to begin implementing new ideas into MCPL programming and services in the new year.

LENA Start graduation was held at the library in November. Participating families and their young children proudly donned graduation caps and accepted their diplomas from Mayor Katie Rosenberg, who gave the commencement speech. Later, participants celebrated their commitment to building language and literacy skills with pizza. The LENA Start program remains an inspirational, family-focused part of our library services, highlighting our commitment to lifelong literacy.

Other highlights for the month of November include: Author Najib Azad speaking at the library about his family’s experiences fleeing Afghanistan in 2021 and moving to Central Wisconsin; several new works of art added to the library’s collection became available for checkout; a new dyslexia-friendly book collection was added to the children’s collection; and Tracy Rieger, Outreach Specialist on the Wausau PD, began holding weekly office hours in the library to support patrons experiencing homelessness.

Branches

Grab and Go craft kits continue to be popular at all locations. In November, we handed out numerous fall leaf mosaic craft kits for kids and clothespin star craft kits for adults. Creative book displays were featured at all locations including ones like “Hungry for a Good Book,” “Nordic Noir,” and ones featuring books for Veteran’s Day and National Picture Book Month.

In Athens, Nikki made a first visit to the assisted living center in Athens, Athenian Living, to bring the residents library information and to showcase some of our large print materials. Nikki will be visiting Athenian Living once a month to do a variation of a book club with the residents as a read aloud.

Hatley hosted an in person craft night where 11 people crafted wine bottle scarecrows. All patrons said they had a lot of fun learning to reuse materials they may have around the house and look forward to more programs like this one.

Heather from Hatley and Sarah from Mosinee attended the 2022 WLA Conference in Lake Geneva and brought back many new and exciting ideas to share with their coworkers. Both attended the conference through a WVLS Scholarship.

The Rothschild branch started hosting artwork from Rothschild Elementary School. We currently have a display of still life painting featuring coffee mugs from the 5th grade. The artwork is beautiful and has really enhanced the warmth and cheeriness of the library.

Wanda W., our new branch assistant, started her work in Rothschild on 11/7. We are excited to welcome Wanda to our team!

Many MCPL staff members have filled in and covered shifts in a variety of locations this month. We greatly appreciate all of the help and teamwork!



Extension

UNIVERSITY OF WISCONSIN-MADISON
MARATHON COUNTY

December 2022 Report

*We teach, learn, lead, and serve,
connecting people with the University of Wisconsin, and engaging with
them in transforming lives and communities.*

4-H – Positive Youth Development

Holly Luerssen, 4-H Program Educator

Jasmine Carbajal, 4-H Associate Educator

Marathon County 4-H Fall 2022 Recap

The Marathon County 4-H educators, Holly and Jasmine, were busy this fall 2022 offering a variety of educational programs and outreach to a diverse range of audiences in the county. Two partnerships that were strengthened this fall were with the Hmong & Hispanic Communication Network (H2N) and the Growing Great Minds (G2M) Out of School Program. Thanks to these partnerships, 4-H has been at various outreach events with the Latinx community (H2N) and expanding what 4-H looks like for kindergarten through 13th grade in our local community (G2M).

Local 4-H Clubs also benefited from one-on-one educational sessions by inviting the educators to their monthly club meetings. One of those clubs was Badger 4-H Club where Jasmine made sugar skulls and taught about the Day of the Dead holiday with the members. This was an activity that Jasmine was also able to share at Hawthorne Hills Elementary in Wausau at their monthly Family Night for November. Another big program hit this fall was 4-H Foodie. Participants of 4-H Foodie have loved engaging in cooking and learning about MyPlate during these monthly sessions. Tostadas, Flatbreads, and Tamales are some of the foods 4-H and non-4-H youth have been able to make during the Foodie classes.

The first week of October we celebrated National 4-H Week by doing a kick-off event at Schairer's Autumn Acres, LLC. This event was able to expose families to different types of 4-H activities, what 4-H is, and promote upcoming 4-H activities in the community. Goosechase was also used for a digital scavenger hunt competition between 4-H clubs/families in Marathon County. We were able to gain an AmeriCorp 4-H Program Assistant that has helped with Take & Learn boxes, weekend programming, and social media and program communication to expand the reach of Marathon County 4-H. The Marathon County 4-H team has had a busy fall 2022 and is excited to keep engaging Marathon County youth into 2023!





Extension

UNIVERSITY OF WISCONSIN-MADISON
MARATHON COUNTY

December 2022 Report

- VIP training for new 4-H volunteers where they learn about Extension, risk management, 4-H policy, and ways to work with youth to become effective, informed, and engaged 4-H volunteers working with 4-H members.
- A monthly publication for families new to 4-H, where youth and adults received regular resources to understand 4-H and the opportunities that exist in order to feel connected to Extension programs and the 4-H community.
- An informative and interactive session at the 2022 All Colleague Conference by 4-H educator, Jasmine Carbajal, for Extension staff that did not grow up in 4-H and wanted a deeper understanding of what 4-H is, types of projects 4-Hers do, and opportunities where 4-H staff can work with other Extension departments to increase relationships in mutual communities.
- An informative and interactive session at the 2022 All Colleague Conference by 4-H educator, Jasmine Carbajal, for Extension staff to learn about the program Juntos and how it builds community and promotes equity and inclusion. Participants engaged in a hands-on puzzle activity and deep dialogue about Juntos and Latinx communities across various Wisconsin counties.
- A bi-weekly email newsletter for 4-H families where they learn about local, state, and national program opportunities and project resources. This effort is designed to increase communication while efficiently utilizing resources.

Agriculture

Heather Schlessler, Dairy Agent

Heather is heading to Madison. Heather's presentation made an impact at the All Colleague Conference, she was asked to return to Madison this summer with her AI program. Heather and her colleague, Sandy Stuttgen, Agriculture Educator in Taylor County, have worked tirelessly to help dairy and beef farmers throughout the Midwest improve their herds population. Congrats Heather!



- Creating instructional videos for dairy and beef farmers to aid in artificial insemination programs used on their farms. The objectives of the videos are to help visual learners by reinforcing the topics taught during the Artificial Insemination Course that aims to improve success of artificial insemination programs on dairy and beef farms.
- Planning farmer biosecurity preparedness with Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) emergency services and animal health officials to improve economic sustainability for dairy and livestock producers following a foreign animal disease event.
- Planning for a dairy/ livestock production meeting for women farmers. The goal of this effort is to educate women farmers on various production methods, so that they can keep their farms profitable or implement new enterprises to keep their farm profitable.



- Planning for a regional summit for agricultural professionals, health care workers, and mental health care workers in collaboration with various community partners depending on the region of the state. The goal of this effort is to bring health care workers, mental health care workers, and agricultural professionals together to discuss resources and potential gaps in providing care to farmers relating to farm stress so that we can identify what gaps exist and how to fill these gaps with resources from across the state.
- A training for emergency response personnel in the Planning for Emergency Livestock Transportation Response (PELTR) course where they learned how to respond to incidents involving livestock trailers. The purpose of this program is to increase the effectiveness of emergency planning and the preparedness of local emergency response agencies.
- A statewide webinar series (Badger Dairy Insight) for dairy farmers, employees, industry representatives promoting the latest research based information.
- Planning for the bi-annual 2023 Midwest Manure Summit conference for farmers, consultants, engineers, and other agribusiness industry professionals. The goal of this effort is to show innovation, research, and solutions in handling dairy manure in an environmentally and financially sustainable manner so that farmers can protect the environment and community.
- Planning for a survey of QuickBooks users in collaboration with other educators that are part of the North Central Extension Risk Management Education grant. The goal of this effort is to identify what areas of training are needed in QuickBooks, so those producers can have a better financial understanding of their farming operations.
- Planning for bi-annual Midwest Manure Summit for farmers, managers, agronomists, engineers, nutrient management consultants, manure haulers, consultants, and other agri-business professionals. The goal of this effort is to teach individuals the latest, unbiased, university-based research on manure handling technologies, so that they can improve environmental sustainability and increase farm business viability.

FoodWise

Mallory McGivern, FoodWise Administrator
Gaonou Thao, FoodWise Educator

- A monthly nutrition/food demo series for Hmong women participating in a domestic abuse support group where participants taste new foods and learn healthy ways to prepare them. The purpose of this program is to improve the quality of their families' diet and increase their ability to manage their food resources.
- A monthly nutrition/food demonstration for adults with limited incomes where participants learn to improve the quality of their families' diet and increase their ability to manage their food resources. The goal of the lessons is for participants to increase their intake of fruits, vegetables and whole grains and increase their willingness to try or prepare new foods.





Horticulture

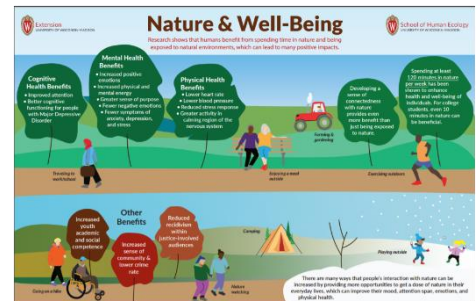
Janell Wehr, Horticulture Educator

Fulfilling the Wisconsin Idea with Social Media

Marathon County Extension horticulture educator, Janell Wehr, presented with a team of other county-based horticulture educators at the All-Colleague Conference earlier this month. The team shared how they have expanded the outreach in social media, informally educating and driving social media users to the Extension Horticulture Program website, a resource with best gardening practices and information to reduce pesticide use and increase pollinator habitats. This past year, the Horticulture Program Facebook page grew into the largest social media outreach platform in Extension, more than doubling its followers. In total, our content reached nearly 1.3 million people this year. We know that when people gain knowledge, understanding, or experience a change in attitude that a proportion (not all) of them will implement that knowledge or understanding or attitude change into new behaviors or practices. It is critical that we meet audiences 'where they're at' because adults have agency and will decide for themselves what they want to learn. With social media, the horticulture program is reaching Marathon County residents where they are at. Check out their Facebook page at <https://www.facebook.com/WisconsinGarden>.

Connecting Wisconsin's Natural Resources with Human Health and Well-Being

Janell also presented a poster with another team of colleagues from multiple institutes and specialists within Extension. Extension educators recognize that the COVID-19 pandemic has reinforced the value of nature to the people of Wisconsin, especially during difficult times, and see an opportunity for a coordinated, evidence-based approach. A team of cross institute educators, faculty, and students has been working to survey Extension programming and existing research in this area through a Baldwin Wisconsin Idea Seed Grant. They shared the findings of a colleague survey and literature review as well as shared tools (e.g., an infographic and a lay summary of research) to communicate the findings and discuss the next steps in this project.



- An in person horticulture course where Marathon County Master Gardener Volunteer Trainees learn the fundamental principles of integrated pest management based gardening. The goal of this course is to increase awareness and knowledge of resources to address environmental contamination and pollution due to overuse of horticulture chemicals in urban and suburban environments.
- An online course for consumer audiences (home gardeners) where participants learned fundamental knowledge of Wisconsin horticulture with an emphasis in Integrated Pest Management. The goal is to increase decision-making and problem-solving skills, improve the productivity / health of gardens and landscapes, and to implement gardening practices that have a positive impact on the environment.
- A social media outreach campaign for consumer gardeners in Wisconsin, where Facebook and Instagram users engaged with Extension resources, including the UW-Madison Extension Horticulture Topic Hub publications and YouTube videos. This effort is designed to increase awareness and knowledge of resources to address environmental contamination and pollution (due to overuse of horticulture chemicals in urban and suburban environments).



- Planning for a multi county educational program series for community gardeners. The goal of this effort is to increase gardeners' knowledge, promote best gardening practices and provide university based resources to community gardeners, which improves the health and productivity of their garden plots.

Natural Resources

Kris Tiles, NRI Program Manager

- An evaluation of a DNR Non-point source grant funded program in collaboration with the Department of Natural Resources, which is intended to inform DNR on how the grant program could be improved through changes in grantee interactions with grant program staff and resources, and potential structural changes.

Upcoming Programs

- 4-H Programming – Information at marathon.extension.wisc.edu/projects/programs/
- Strong Bodies – Virtual Strong Bodies Winter 2023 Session – register at <https://go.wisc.edu/Onik0z>
- FoodWise Healthy Eating Series – Contact Gaonou Thao at gaonou.thao@wisc.edu

Jason Hausler
Area Extension Director

Janell Wehr
Horticulture Educator

Kathy Johnson
*Administrative
Assistant*

Heather Schlessler
Dairy Agent

Mallory McGivern
FoodWise Administrator

Holly Luerksen
4-H Program Educator

Gaonou Thao
FoodWise Educator

Jasmine Carbajal
4-H Associate Educator

Kris Tiles
NRI Program Manager



Wausau UW-Stevens Point

Report to the Extension, Education, and Economic Development Committee

January 2023

1. **Taste of Jamaica-** Taste of Jamaica is open Monday-Thursday (11am-2pm) and Friday (11am-7pm)
2. **Fall 2023 Enrollment** -Our fall 2023 applications and admits continue to be up from this time last year. We are working to provide more concurrent high school courses spring 2023 and fall 2023. We are also working on a “finish up” campaign. This campaign targets students who have stopped out but are close to finishing their bachelors or associates degree.
3. **Spring Classes-** spring classes begin Jan 23, 2023
4. **The Community’s Campus-** we want to be a resource to the community. Because of this, we have hosted several events recently that were opened to the public. These events included: The Candidate Forum, Dr. Jessica B. Harris presentation, Conversation on Childcare, Hank Talks, Women Trailblazers and Entrepreneurs Conference, etc. Please let us know how we can be a resource for you!
5. **Hank Talks-** Please join us for our spring Hank Talks (Tuesday evenings at 7pm in the Veninga Theater)
 - ✓ Feb 21- Speaker TBD
 - ✓ March 14 - Speaker TBD
 - ✓ April 18- Speaker TBD
6. **Upcoming Events**
 - ✓ Jan 10-12- Continuing Education - Good Ideas - https://www3.uwsp.edu/conted/Pages/Good-Ideas.aspx?_ga=2.159293242.1296046151.1671572025-874592013.1659966628
 - ✓ Jan 11 - WIPPS Refugee Series Event - <https://wipps.org/events/2023-refugee-series-forced-displacement-the-view-from-10000-feet/>
 - ✓ January 16 @ 5:30pm a Community MLK event will be held in the main building auditorium, Room 133 (Wausau Campus)
 - ✓ Jan 25 - WIPPS Refugee Series Event - <https://wipps.org/events/2023-refugee-series-our-new-neighbors/>

- ✓ Black History Month Events
 - Feb 1, Black History Event at Wausau East 6-8pm
 - Feb 9, Conference at UWSP at Wausau 9am-3pm
 - Feb 16, Black History Trivia 5:30pm
 - Feb 24, Black History Event at Whitewater Music Hall 6-8pm

- ✓ Feb 12 - UWSP Presents - Staged Reading of Animal Farm - <https://uwsptickets.universitytickets.com/w/event.aspx?id=2029&r=5006890b83ca41ffa2a8312940f22d83>

- ✓ Mosaic's Connecting Communities Conference Feb 24, 2023 (8:30am-4:15pm) will be held in the main building auditorium, Room 133 (Wausau Campus)

7. Degree Programs Offered – Below is a list of the degree programs we offer on the Wausau campus.

- a. Associate Degrees
 - Associate of Arts and Sciences Degree
 - Human Services
 - Leadership and Project Mgt
 - Pre-Engineering

- b. Bachelors programs
 - Business Administration
 - Nursing
 - Social Work
 - Sociology
 - Engineering (UW-Platteville Partnership)

- c. Master's Degrees
 - Business Administration (Main Campus)
 - Physician Assistant Program (UW-Madison Partnership)
 - Social Work (UW-Green Bay Partnership)

Submitted by Ozalle Toms, Campus Executive



*Your Local
Child Care Resource &
Referral Agency*

Enhancing and supporting a quality early childhood education system by providing resource and referral services to families, child care programs, and communities.

Serving Adams, Clark, Langlade, Lincoln, Marathon, Marquette, Portage, Taylor, Waushara, and Wood Counties

Vision:

For all Central Wisconsin children to benefit from the best child care possible.



▶ Services:

- ▶ Referrals to regulated child care
- ▶ Tools to find quality child care
- ▶ YoungStar
- ▶ Training and Technical Assistance
- ▶ *The Resource Connection:*
Quarterly Newsletter
- ▶ Email Listservs
- ▶ Good Start Grants
- ▶ Start Up Consultation and grants
- ▶ Data/Planning
 - Average child care rates
 - Capacity/needs assessments
 - Average wages
- ▶ Parent Cafes
- ▶ LENA Grow

Funding Sources

Supporting Families
Together Association
thru Wisconsin Department of
Children and Families

United Way

Private Contracts

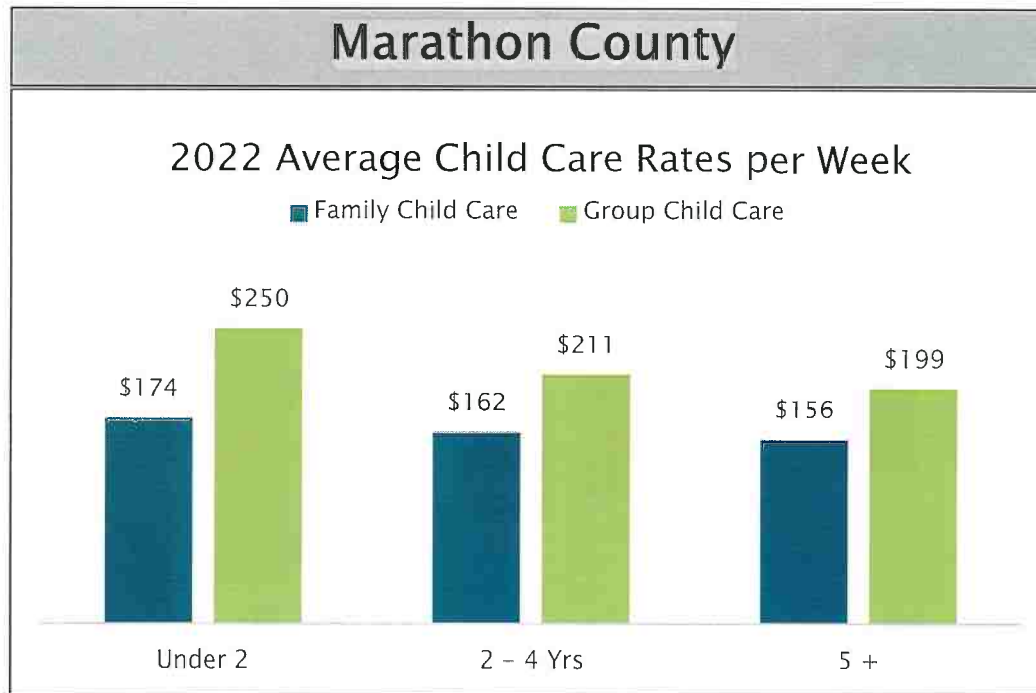
Donations

Local Foundations



High Cost Of Child Care

\$125 - \$350 per week



A family with a child age 0-1 receiving care in a group child care setting will pay **3 times the affordable amount.**

The Federal Government defines affordable care as no more than 7% of a family's yearly income should be spent on child care.

1 infant = \$13,000 per year or 2 children = \$23,972

Average annual cost of public college tuition in WI: \$12,676

Availability of Regulated Child Care

Marathon County

58% Decrease in the Number of Regulated Child Care Programs



Turn Over is Especially High in Family Child Care

50% of zip codes in Marathon County are consider a “child care desert” –
areas with little or no access to quality child care 02/07/2022

Child Care Capacity

- ▶ 83 regulated child care programs

Total # of Providers	83
Total Capacity	3414
Child Care Center	25
Capacity	1907
Family Child Care	41
Capacity	310
Preschool	6
Capacity	288
School Age	10
Capacity	709

49% are considered “high quality” earning a 3, 4, or 5 Star Rating in YoungStar



Child Care Issues

▶ Workforce Shortage:

- Lack of applicants
- Low wages and few benefits
- Lack of value and respect for early childhood profession
- Burnout
- Lack of longevity of staff

▶ Need for Long Term Support:

- Loss of DCF temporary COVID Relief funding

Lack of Availability:

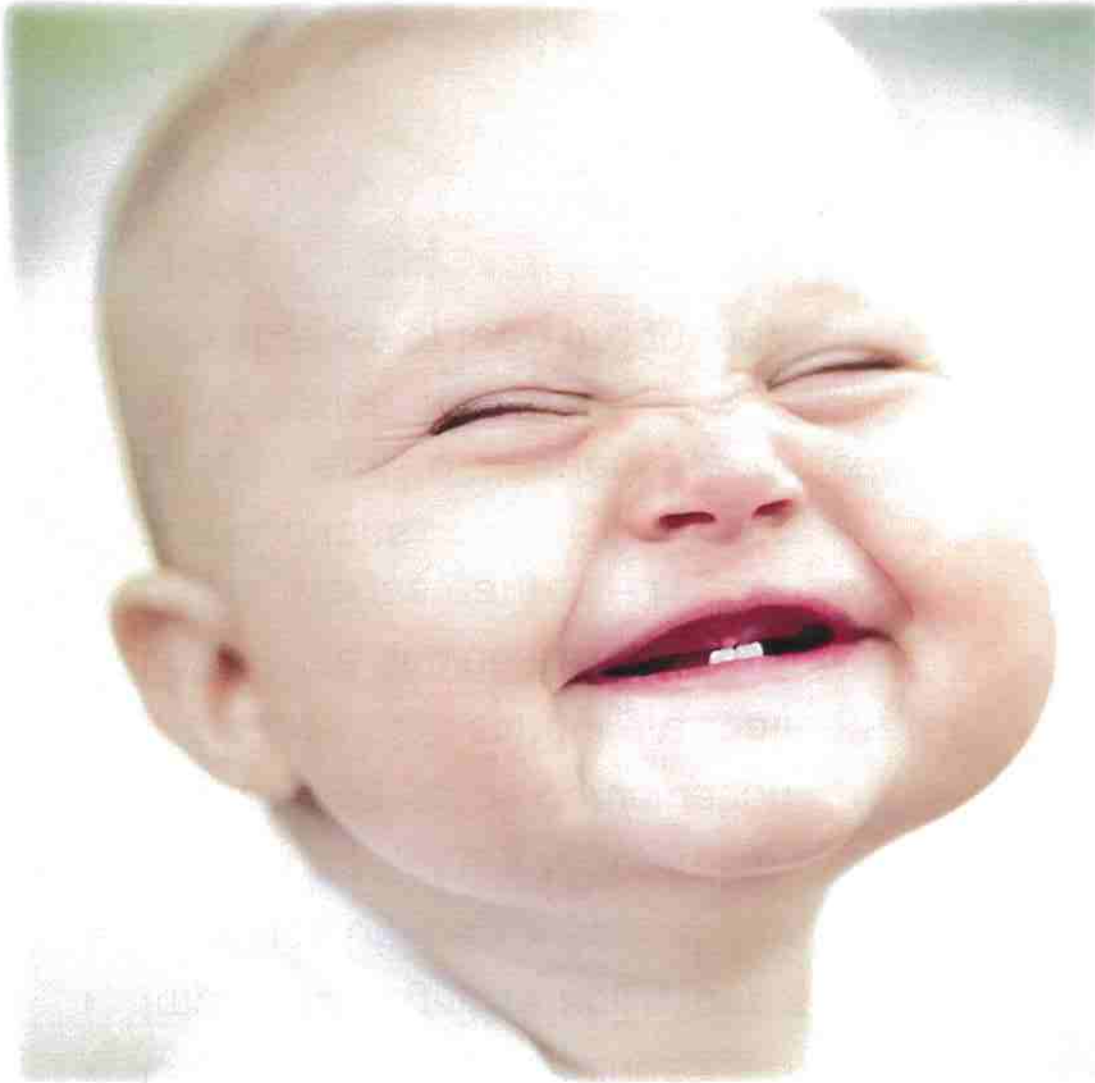
- Lack of staff
- Wait lists as long as 30 infants
- Wait times longer than 1 year
- Building and classroom closures due to COVID
- High turnover of family child care providers

Marathon County parent : "We moved here in June and continued to drive our daughter to Stevens Point until mid-August when we fortunately found care on a coincidence. We are grateful for how it worked out for us, but it's scary about the lack of care available. It puts parents in a tough situation. Everyone deserves to have a safe place for their kids when they are working."

We know Quality ECE is Important

- ▶ Greater learning readiness
- ▶ Improved cognitive ability and social skills
- ▶ Less use of special education classes
- ▶ Lower rates of grade retention
- ▶ Higher labor force participation
- ▶ Increased high school graduation rates
- ▶ Lower use of welfare
- ▶ Higher wages earned – Higher tax contributions
- ▶ Less juvenile delinquency and lifetime participation in crime
- ▶ Lower rates of teen pregnancy





Thank you!

Contact us:

Kelly Borchardt

Executive Director
kelly@childcaring.org

www.childcaring.org

850 Highway 153, Suite F
Mosinee WI 54455



When we all invest in **QUALITY** child care...

...everybody in Wisconsin benefits. It's true! For every dollar we spend ensuring our kids have safe, nurturing places to learn and grow, our communities get up to \$9 back in better health, lower crime, higher incomes, and a stronger economy.¹ But for everyone to benefit, we all must do our part.

Businesses
gain a competitive edge



Businesses that offer in-demand child care benefits and programs don't just **recruit and retain** the best talent, they strengthen their culture and build a **more productive** and satisfied workforce that's profitable.

Educators
expand and innovate



Just imagine it: expanded services and specialized care with **better wages** and benefits for highly educated staff. Child care programs are a **worthwhile investment** that make quality care accessible.

Children
build vital, lifelong skills



Research shows high-quality care and learning opportunities from birth to age 5 give kids a **great start in life**. They improve **health, learning, and social skills**, and even makes graduation and a higher income more likely.

Families
work, play, and stay



Quality child care that everyone can afford gives families the economic stability to join and remain in **Wisconsin's workforce**. They **put down roots** that raise property values and community spirit!

Communities
grow so much stronger



It all adds up to strong, safe, resilient communities that **attract new families and growing businesses**. Investing in child care sparks **economic wellbeing** that every new generation can pass along to the next.

Discover all the ways making a shared investment in Wisconsin child care can help **your business** and community thrive. Visit dcf.wisconsin.gov to learn more.

¹<https://wedc.org/wp-content/uploads/2021/03/Governors-Blue-Ribbon-Commission-Report.pdf>





Economic Ripple Effect

The Business Case for Child Care

Affordable, accessible child care provides vital support for working families, employers, and our state and national economies. Wisconsin's child care crisis continues to challenge the economic health of our communities, business productivity, and the sustainability of our current and future workforce.



Child care challenges create less-dependable employees.

Some reduce their hours, and others drop out of the workforce. Even pre-pandemic, 86% of young children's caregivers said child care issues hurt their efforts or time commitment at work.



Business owners know child care influences productivity.

More than 75% of surveyed Wisconsin business owners believe the economy is impacted by lack of affordable, accessible, high-quality child care.



Working mothers impact the state economy.

About one-third of all employed women in the U.S. are working mothers. Wisconsin also has a notably higher rate of working mothers (68%) than the national average (62%).



Wisconsin employers are struggling to find workers.

The state is losing employees in their prime working years of 25 to 54 years old. This makes sustaining the workforce even more urgent for the state's economic health, especially in light of stagnant population growth.



Addressing child care would foster workforce growth.

Prioritizing child care needs would enable approximately 250,000 people to enter the workforce, which also would allow businesses to attract and retain more quality, reliable employees.



The overall economic ramifications are staggering.

The estimated annual impact of infant-toddler child care challenges is \$1.1 billion in Wisconsin and \$57 billion in the U.S.



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A Broken Business Model

Why do parents pay so much and child care professionals make so little?

Consider a Wisconsin scenario: A group child care center...



Open 10 Hours/Day



52 Children



1 Director



5 Lead Teachers



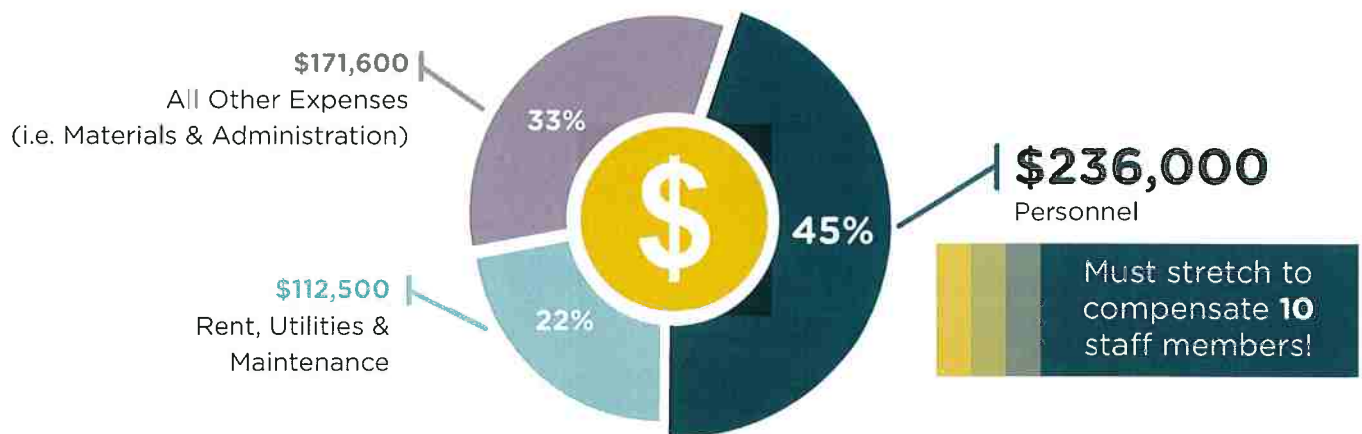
4 Assistant Teachers

...where parents pay an average of \$10,000 per child annually.



The center collects \$520,000 in parent fees.

Center Budget Overview



This means staff members earn an average of \$23,600 a year, or \$11.34 an hour. This does not leave room for standard benefits, like health insurance or retirement contributions.

It's clear: Parent fees alone cannot fund high-quality child care. Change is needed to support early childhood educators with higher wages and benefits, which will reduce the financial burden on parents and caregivers of young children. Significant state and federal investments are needed to support a profession in crisis.

Note: Scenario based on average tuition, space and other direct center expenses for a 3-star regulated Wisconsin program.