



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

Date & Time of Meeting: **Thursday, January 5, 2023, 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 – Lance Leonhard, Chris Holmes, Kurt Gibbs, Kelley Blume

Others Present – Kimm Weber, Ozalle Toms, Leah Giordano, Jason Hausler, Jeremy Solin, Anne Lemmer,

- 1. Call Meeting to Order**
- 2. Pledge of Allegiance**
- 3. Public Comment** – Kelly Borchardt, Elsa Duranceau, and Melissa Holtz all spoke on the need of childcare in Marathon County.
- 4. Approval of the Minutes of the December 1, 2022, Extension, Education & Economic Development Committee Meeting** – Motion by Rosenberg, second by Niemeyer to approve the minutes. Motion carried on a voice vote unanimously.
- 5. Policy Issues Discussion and Potential Committee Determination:**
 - A. Discussion on County Role in Childcare and Affordable Housing. Administrator Lance Leonhard talked about the State of WI Dream up Grant. He would like to see all working families have accessible, affordable, quality childcare in their community.
- 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 along with stating that the library has a new website.
 - C. UW-Extension Monthly Report – Jason Hausler gave the report for the UW-Extension. He introduced Jeremy Solin as the new director for area seven.
 - D. UWSP-Extension Report – Ozalle Toms gave a summary of the UWSP-Extension report as provided in the packet. Questions were asked and answered.
- 8. Next Meeting Time, Location, Announcements and Agenda Items:**
 - A. Committee members are asked to bring ideas for future discussion. Supervisor Baker made a request for future meetings.
 - B. Next Scheduled Meeting Thursday, February 2, 2023, at 3:00 p.m.
- 9. Adjournment** – Motion by Rosenberg, Second by Baker to adjourn. Motion carried on a voice vote unanimously. Meeting adjourned at 4:35 p.m.

Minutes prepared by Kelley Blume, Marathon County Assistant Clerk

DRAFT

2022-23 Updates to Strategic Plan (MASTER)

Health & Human Services Committee Suggested Modifications to the 2018-2022 Strategic Plan

3.3 ENSURE THAT EVERY ~~CHILD~~ PERSON MAKES IT TO ADULTHOOD WITH HEALTH, STABILITY, AND GROWTH OPPORTUNITIES.

- A) ~~Develop a plan to reduce childhood trauma.~~ Provide resources to reduce childhood trauma.
- B) Create a trauma informed care system.
- ~~C) Develop a comprehensive risk-based assessment to address juvenile offenders to reduce the likelihood of recidivism.~~
- D) Develop a framework for building resilient children and providing parent resources.
- ~~E) The County Board will approve a plan that creates a trauma informed response system for services we provide.~~
- F) Develop a plan to address how to support persons of all ages with disabilities and the changing demographics of persons with disabilities.
- G) Continue work towards reducing truancy.
- H) Develop policies that support affordable, high-quality childcare.

Outcome Measures

- 1) By December 31, 202~~2~~4, there will be an increase in graduation rates ~~from 92%~~ to 953% or above in Marathon County.
- 2) By December 31, 202~~2~~4, out of home care placement days will decrease with an emphasis on reducing the most restrictive and expensive placement types in favor of more family-like placement settings.. ~~the number of out-of-home care days experienced by children in Marathon County.~~
- ~~3) By December 31, 2019, at least one practice change will be implemented that is aimed at decreasing the number of young adults (age 17-21) in Marathon County Jail who were the subject of a court order for services as a child.~~
- 4) By December 31, 2024, the capacity to deliver affordable, high-quality childcare to children in Marathon County will increase.

3.7 ENSURE THAT EVERY PERSON HAS LOCAL ACCESS TO EFFECTIVE MENTAL HEALTH TREATMENT. PRIORITY

- A) Develop a continuum of services within a therapeutic community.
- B) Attract and retain qualified treatment providers and behavioral educators.
- C) Develop more mechanisms to ensure access to treatment across the County.
- D) Develop a more comprehensive approach to crisis prevention and serving people (adults and children in crisis).
- E) Develop comprehensive mental health treatment options for criminal justice populations and others with criminogenic treatment needs.
- F) Conduct a community needs assessment and create a plan to address identified gaps in service.

Outcome Measures

- 1) By December 31, 202~~2~~4 the number of Chapter 51.15 Emergency Detentions in Marathon County will decrease.
- 2) By December 31, 202~~2~~4 the percentage of Life Report community survey respondents who reported not seeing a mental health provider when needed will be less than 15% 20% and barriers to mental health care will be reduced.
- ~~3) By December 31, 2022, the percentage of high school students in Marathon County who felt so sad or hopeless every day for two or more weeks in a row that they stopped doing usual activities during the 12 months before the survey will be less than 20%.~~
- 4) By 2024, the annual number of deaths by suicide will decrease (baseline 2021 – 21 suicides)

Public Safety Committee Suggested Modifications to the 2018-2022 Strategic Plan

7.1 PROVIDE COST-EFFECTIVE AND HIGH-QUALITY PUBLIC SAFETY SERVICES

- A) Continue to consider the potential to consolidate emergency service agencies
- Continue this strategy as drafted
 - Committee supports securing a consultant to conduct an evaluation relative to EMS delivery models to improve the timeliness of EMS delivery in Marathon County.
- B) Respond to maltreatment allegations and provide protective services for vulnerable populations.
- Committee recommends elimination of this specific strategy, as it is non-strategic, and these activities are mandated by law and largely guided by state and professional policy.

NEW Strategy B

- Reduce recidivism by creating a mechanism to respond to “high-utilizers” of our justice, mental health, and social service systems.
- C) Report every 2 years on the response time with advice for municipalities (ex: consolidation, realignment, or targeted education)
- Continue this strategy as drafted

ADD D, E, F Below:

- ~~D) County Board adopt, maintain, and fund employee class compensation plans and government policies that prioritize the retention and recruitment of the high-quality, skilled workforce needed to deliver government services. (Recommendation to add this to Objective 12.3 as well) Recommendation from Executive Committee to not duplicate this within the plan and have it in 12.3.~~
- ~~E) Seek out funding partners to develop and implement the proposed Marathon County Forensic Science Center. (Recommendation to add this to Objective 12.3 as well) Recommendation from Executive Committee to not duplicate this within the plan in 12.3, but to keep it here.~~
- F) Public Safety Committee will consider the reported feedback from municipal leaders (elected or appointed) on safety concerns on county highway and multimodal transportation systems following quarterly safety meetings. (Similar provision in Objective 10.12 outcome measures)

Outcome Measures

- 1) By December 31, 2024, emergency response times for public safety (law enforcement, fire, and emergency medical services) will decrease.
- 2) By December 31, 2023, the Public Safety Committee will issue a whitepaper for consideration by the Marathon County Board of Supervisor that identifies strategies to address the shortage of state public defenders and attorneys accepting public defender appointments in Marathon County.

Health & Human Services Committee Suggested Modifications to the 2018-2022 Strategic Plan

7.2 MITIGATE THE IMPACTS OF ~~HEROIN AND METHAMPHETAMINE EPIDEMICS~~ DRUG AND ALCOHOL ABUSE IN MARATHON COUNTY THROUGH EVIDENCE-BASED PRACTICES.

- ~~A) Develop a comprehensive approach to address use of heroin and meth.~~
- ~~B) Complete an inventory of programs, services, and community initiatives in relationship to best practices led or supported by Marathon County Government that contribute to mitigating and preventing drug misuse and abuse.~~
- ~~C) Identify gaps in programs/services and community initiatives and opportunities for public/private partnership to further efforts to mitigate and prevent drug misuse and abuse.~~
- D) Identify and advance public policy **and programs** that would support the mitigation and prevention of drug and **alcohol** misuse and abuse among residents of Marathon County
- E) Identify and track data points to measure the impact of drug **and alcohol** misuse and abuse among residents of Marathon County.
- F) **Develop a comprehensive approach to address use of drugs and alcohol in the children and young adults of Marathon County.**

Outcome Measures

- 1) By December 31, 202~~2~~4 an outcome measure will be established to measure the quality of life for all people in counseling, mental health, or AOD related treatment programs seen at North Central Health Care.
- 2) By December 31, 202~~2~~4, 3% or less of high school students in Marathon County will report having taken prescription drugs without a doctor's prescription one of more times in the past 30 days.
- 3) By December 31, 202~~2~~4, the rate of overdose deaths among residents in Marathon County will hold steady or decrease.

Infrastructure Committee Suggested Modifications to the 2018-2022 Strategic Plan

8.7 STRIVE TO PROVIDE AFFORDABLE, RELIABLE, HIGH-SPEED INTERNET ACCESS THROUGHOUT THE COUNTY

- A) Mark as complete, and modify to add a new strategy
 - Support the Broadband Task Force in executing continued comprehensive approach to delivering county-wide high-speed internet access, including fiber, copper, powerline, cellular, Wi-Fi, new radio frequencies, satellite, and other emerging technologies, with a particular focus on addressing underserved areas.
- B) strike the last two words of the strategy (otherwise leave as is).
 - Promote partnerships between carriers/providers and government
- C) No Change Suggested
 - Develop financial incentives to encourage carriers/providers to commit to helping accomplish this objective in Marathon County
- D) No Change Suggested
 - Establish a dig-once policy for county roadway reconstruction and bridge projects that engages providers in a discussion about whether to include conduit for fiber.
- E) Modify to provide as follows:
 - Assist Marathon County citizens by providing information regarding available carriers within their general areas of the county.

Outcome Measures

Deem the outcome measure complete as currently drafted.

Add the following two measures:

- 1) By December 31, 2024, develop an improved data inventory relative to internet service speeds available through the county.
- 2) By December 31, 2023, ensure 85% of households have access to high-speed internet (50 MBPS/10 MBPS)

EEEDC Committee Suggested Modifications to the 2018-2022 Strategic Plan

10.6 ENSURE THE FUTURE AVAILABILITY OF A SKILLED AND FLEXIBLE WORKFORCE PREPARED TO MEET THE NEEDS OF BOTH EXISTING AND EMERGING INDUSTRIES AND TECHNOLOGIES

- A) Work with the North Central Wisconsin Workforce Development Board, (NCWWDB) to ensure a well-trained workforce.
- B) Seek out additional opportunities to partner with local education providers (secondary and post-secondary).

ADD C, D

- C) Develop policies that support affordable, high quality child care to enhance workforce availability.
- D) Develop policies that promote a variety of safe and affordable housing options to enhance workforce availability. (Question from Executive Committee member for the EEED Committee: should the word "safe" be included in the strategy?)

Outcome Measures

- 1) By December 31, 2024, the number and percentage of self-sufficient households in Marathon County will increase or remain the same.
- 2) By December 31, 2024, the number of unfilled job openings within Marathon County will be reduced.

Add the following two measures:

- 3) By August 31, 2023, with input from non-EEED Supervisors and other Marathon County Stakeholders, prepare recommendations for Marathon County Government's role in providing affordable high-quality childcare.
- 4) By August 31, 2023, with input from non-EEED Supervisors and other Marathon County Stakeholders, prepare recommendations for Marathon County Government's role in providing safe and affordable housing options. (Question from Executive Committee member for the EEED Committee: should the word "providing" be included in the strategy?)

Recommended Updates to EEED Strategic Plan Objective 10.8 (Approved by EEED on 10/6/22)

10.8 ENCOURAGE DEVELOPMENT AND REDEVELOPMENT OF KEY EMPLOYMENT CENTERS IN AREAS THAT POSSESS STRONG MARKET POTENTIAL, PROVIDE GOOD TRANSPORTATION ACCESS FOR WORKERS, AND PROMOTE THE EFFICIENT MOVEMENT OF GOODS.

Request from Executive Committee for EEEDC to consider whether Strategy C and Outcome #3

- A) Support efforts to engage the public and private sectors to provide leadership for county economic development efforts:
- B) Engage local municipalities on how county infrastructure development can contribute to business and industrial park growth.
- C) Support efforts to develop a Kowalski road I39 interchange to enhance job creation and accelerate housing development.

Outcome Measures

- 1) Maintain a 5-8 year inventory of developable land within the municipal business and industrial parks.
- 2) By December 31, 2024, the number of private sector full-time and part-time employee positions in Marathon County will increase or be maintained.
 - Existing: By December 31, 2022, the number of vacant positions within Marathon County will be reduced.
 - Reported Results: Average monthly postings from June 2021 to May 2022 was 995.
 - Average monthly postings from 2017 was 771.
 - For Discussion: Is "vacant positions" interpreted as total job listings or unfilled job openings? Which of these do the reported results represent? If "vacant positions" represents total job listings, is it beneficial to have a reduction?
 - Simple Update: By December 31, 2024, the number of unfilled job openings within Marathon County will be reduced.
 - Do we have a metric for unfilled job openings?

Proposed Alternate Outcome Measure 2:

- 2) On an annual basis, the number of graduates from each of NTC's 10 largest associate programs is more than 60% and less than 110% of the related aggregate Marathon County entry level openings.
- 3) By December 31, 2024, complete an Interchange Justification Report for the proposed Kowalski Road I39 Interchange.

10.10 Create an innovative atmosphere to foster an entrepreneurial-supportive environment.

(No Changes Suggested)

- A) Respond to changing economic conditions and opportunities through periodic review and updating of economic development strategies, policies, investments, and programs.

- B) Work with MCDEVCO to support a low-interest loan fund to finance new farmer startups and adoption of new technology by existing farmers.
- C) Enhance awareness of MCDEVCO as the primary point of contact for business expansion and startup information.

Outcome Measurers

- 1) By December 31, 2022, the number of businesses will increase.
- 2) By December 31, 2022, 90% of businesses that receive assistance from Marathon County Development Corporation will be sustained for 3 years.

Infrastructure Committee Suggested Modifications to the 2018-2022 Strategic Plan

10.12 MAINTAIN INFRASTRUCTURE TO SUPPORT ECONOMIC GROWTH

- A) No Change Suggested
- B) Modify to provide as follows:
 - Support technology in the workplace and at home, particularly through access to broadband.
- C) Eliminate this strategy
 - Committee expresses that this is not viewed as a primary function of county government, but rather an obligation of municipalities.
- D) No Change Suggested
- E) Eliminate this Strategy
 - Committee views this as a primary function of municipalities, as opposed to county government
- F) Modify to provide as follows:
 - Secure state and federal funding to maintain and/or develop infrastructure—including multimodal transportation features—and support economic growth.

ADD G, H

- G) **Maintain an updated County Highway Safety Plan**

ADD strategy H (See Objective 10.13 from Comprehensive Plan)

- H) **Maintain the partnership between Portage and Marathon Counties to support and strengthen Central Wisconsin Airport as a regional airport.**

Outcome Measures

- 1) No Change Suggested
- 2) Eliminate as drafted and replace with the two following measures:
- 3) **Implement at least three Federal Highway Administration Safety Countermeasures based on information from the 2021 Marathon County Roadway Safety Plan, or its successor, on an annual basis.**
- 4) **Staff report to Infrastructure Committee relative to feedback from municipal leaders (elected or appointed) on safety concerns on the county highway and multimodal transportation systems following quarterly safety meetings.**

Public Safety Committee Suggested Modifications to the 2018-2022 Strategic Plan

12.3 Promote cost-effective and high-quality public safety services

- A) **Continue to** support efforts by local municipalities to establish cooperative service and joint facility arrangements.
- B) Continue to enhance E-911 dispatch services for all police, fire, and EMS agencies in Marathon County.
- C) Work with local municipalities and other government agencies to explore opportunities to share costs and/or consolidate public services.

- D) Address solid waste management issues on a regional basis, cooperating with other counties.
- E) Implement a plan to increase the number and nature of services accessible to the public online and identify achievable measures to track our progress at engaging the public.

ADD F, G

- F) Seek out funding partners to develop and implement the proposed Marathon County Forensic Science Center. **(Recommendation to add this to Objective 12.3 as well)**
- G) County Board adopt, maintain, and fund employee class compensation plans and government policies that prioritize the retention and recruitment of the high-quality, skilled workforce needed to deliver government services. **(Recommendation to add this to Objective 12.3 as well)**

Outcome Measures

- 1) By December 31, 2020, all county departments will have employees with knowledge of continuous improvement and skills for facilitating improvement.
 - Completed
- 2) By December 31, 2022, the number of county employees who have completed the Marathon County Leadership Development Program will increase by 25%.
 - Staff suggest a new measure, as staff turnover can cause dramatic changes in percentage, while the intent of the measure is to ensure new leaders are training promptly.
- 3) By December 31, 2020, a framework will be developed to share services with a local municipality, nearby county, or non-governmental entity to reduce cost and increase effectiveness, and thereafter meet at least once a year to discuss joint ventures.
 - The bi-monthly MCDEVCO municipality has served as the forum for these discussions.
- 4) **Reduce to and maintain a county employee resignation turnover rate of 15% or lower by December 31, 2024.**

MCDEVCO, Inc. – January 2023 Report

GAP FINANCING

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

MCDEVCO Economic Development Updates:

- POWTS Update
- GAP Loan Program Update

COVID-19 GRANTS

MCDEVCO is the administrator of the Marathon County Microbusiness Grant.

- Total Grantees Awarded: 42
- Total Amount Disbursed to Marathon County Businesses: \$210,000.00



**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

2023 Educational Programming: 2023 Program Calendar... *Coming Soon!*

2022 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:

- MCDEVCO continues to partner with the DC Everest Junior High School Youth Entrepreneur Program to enhance the curriculum as it relates to business start-up and expansion for youth entrepreneurs.



Municipalities

MCDEVCO hosts quarterly municipality meetings. MCDEVCO held a first quarter municipality meeting on February 8, 2023.

EEC Management

Occupancy Update:

- January 2021 Occupancy: 61%
- January 2023 Occupancy: 86%

Kimm Weber, Executive Director - MCDEVCO

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

March 2023

Library Services

Library Services had a busy start to 2023! Reference staff met and received a refresher training on our Integrated Library System. The Programming Committee met and continues to work towards the goal of enhancing our program offerings at MCPL. All Library Services staff were trained to use Teller and have been adapting to the new system. Chad met with the Marathon County Historical Society; we are excited to bring more in-person programming back to the library—complete with historical artifacts for the public to admire! Library Services Staff attended the Imagine 2023 Staff Enrichment Day organized by the county. Several members of the team attended the Wild Wisconsin Winter Web Conference and were inspired to incorporate new ideas at MPCL. Tara presented what she learned at the 2022 Wisconsin Library Association Conference to library staff.



The Youth Services team began offering age-specific story times that have been very popular; Tales for Tots story time brought in a lot of toddlers ready to move, while brand-new babies and new moms enjoyed the Bouncing Babies lap-sit story time. Caregivers and kids enjoyed stories, rhymes, and songs at these family-friendly events. Youth Services partnered with 4-H to provide a healthy eating program that was a definite highlight this month; the event included a trip to the Wausau Winter Farmer's Market and was very well attended. We look forward to partnering with 4-H for more programs later this year! The Youth Services team met with other community members and organizations regarding partnerships for future programs and started to plan for the annual Summer Library Program. Other outreach efforts by Library Services staff include a presentation for the Wausau Golden Kiwanis group

and providing a job shadowing opportunity for a young person involved with G.O.A.L.S, an agency that serves individuals with disabilities.

Branches

Grab and Go craft kits continue to be popular at all locations. In January, we handed out numerous shattering boomerang craft kits for kids and thimble bouquet pendant craft kits for adults. Creative book displays were featured at all locations including ones like “What would Mr. Dewey recommend for your new year’s resolution?” (self-help), “Take me to your reader” (adult science fiction), and “Go back in time with a good book” (historical fiction).

Story time was also held at many branches. In January, some of our locations transitioned from a bi-monthly story time to a weekly story time. We hope to welcome more friends to story time as the year continues.

The Marathon, Athens, and Stratford branches hosted Jeffrey Kersten, agency liaison with Wisconsin's Bureau of Consumer Protection, who discussed the details of common scams, the warning signs of a scam, and what to do if you or someone you know falls victim to a scam or fraud.

The Rothschild Branch hosted a program presented by the Marathon County Health Department called “The Unwanted Houseguest: Learn More about Radon.”

Cribbage at the Library was a huge hit in Spencer this month. 13 people attended, 6 of whom were new to the group. Everyone had a great time!



State and federal tax forms are starting to arrive and are available at all locations.

Branch staff completed many collection maintenance tasks. We weeded various collections and also removed the 2021 DVD stickers and pulled and sent in the 2021 magazines. We also started the 2023 inventory process and continued to work on the spine label replacement and disc cleaning projects.

Staff from all locations attended Imagine 2023, the county-wide staff enrichment day on the 16th. It was wonderful to spend time with our coworkers, meet new people, and learn new things. Also, the bi-monthly branch coordinator meeting was held on 1/20.



Extension

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MARATHON COUNTY

February 2023 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 has started 2023 with lots of exciting and diverse programming and opportunities for our youth! Marathon County 4-H and the Marathon County Public Library-Wausau joined forces to offer Young Foodies: MyPlate Charcuterie Boards to youth in 3rd grade and up. During this interactive session, participants learned about MyPlate guidelines, charcuterie boards and walked to the indoor Farmer's Market to shop for ingredients to create their own MyPlate boards. Twenty-one participants attended and 95% reported trying something new at this event. Other great events included String Art with Wood, Clover-Kaboom for youth in K-2nd grade, Winter Leadership Camp for youth 7th grade and older, and 4-H Foodie: Edible Arrangement to help youth create something tasty and beautiful for Valentine's Day. The new year means that it is not too early to start thinking about summer camp! We have started our Summer Camp staff recruitment and we are excited to grow our camp participation from last year. Meanwhile, some of the awesome upcoming events to continue fostering sparks in youth (and adults!) include a Sewing Basics workshop, Mural Design and Painting with Stephanie Kohli, Quilt Camp, 4-H Foodie: Taco-About It!, Setting the Table, and a Wood & Marathon Counties 4-H Volunteer Retreat Day. Here are some pictures of our Marathon County Youth shining.



- A series of six afterschool programs for 2nd-5th graders at the Franklin Elementary where they explored STEM topics through hands-on activities. The purpose of this program is to increase teamwork, problem solving and critical thinking skills.
- An email newsletter for community partners involved with the Juntos Wisconsin Team where they learned about Juntos program activities and resources related to accessing higher education. The goal of this effort is to raise awareness of the Juntos Program and provide resources to individuals who work with middle school and high school students around higher education.
- A hands-on educational session where Marathon County youth in 3rd grade and up learned about chocolate, dipping and drizzling techniques and arrangement basics as they created an edible arrangement with fruit.



- A hands-on educational program for Marathon County youth in kindergarten and up where they used wood, nails, a hammer, and thread to create string art. The goal of this session was to encourage creativity, enhance a new skill, and create something they could take to their local county fair.
- A hands-on educational activity where Marathon County youth in 3rd grade and older learned about the history of charcuterie boards, explored the local indoor farmer's market, and incorporated MyPlate guidelines into their own board creations. The goal of this program was to have youth practice healthy habits using MyPlate, encourage purchasing from local farmers/businesses, and taste new foods.

Agriculture

Heather Schlessor, Dairy Agent

- A live, in-person meeting for veterinarians and dairy industry professionals, where participants learned the latest trends for using sexed semen and beef semen. The goal of this effort was to increase knowledge of the latest University research on the use of sexed semen and beef semen, and how dairy professionals can practically apply these technologies to their clients' farms.
- An event for farm women, where participants learned about strategic thinking/ diversification ideas. This effort is designed to educate farm women about other business opportunities for their farm, so they can be sustainable.
- A research-based educational article for dairy farmers, and agri-business professionals, where participants will learn about current UW-Madison research and future applications of genomic testing in dairy cattle. The goal of this effort is to increase knowledge of Dairy cattle selection programs that aim to improve the profitability and sustainability of the dairy industry, either by targeting traits that increase revenue or traits that reduce expenses, of which fertility is one of the major traits included in selection indices.
- Planning a survey for past participants of the hybrid course, Planning Emergency Livestock Transport Response (PELTR), to find ways to improve the course. Our goal is to have the content be as valuable and concise as possible for future participants.
- 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.
- A live, on-line meeting series, for farmers and dairy industry professionals, where participants learned the latest research and applications regarding transition cow health, NSAID use at calving, and how genomic research can further improve dairy cattle fertility. The goal of this effort was to increase knowledge of the latest UW-Madison research on genomics, and how farmers can implement changes to management practices around calving time to set their dairy herd up for reproductive success.
- A live, on-line meeting series, for farmers and dairy industry professionals, where participants learned the latest trends and applications of use for sexed semen and beef x dairy semen use. The goal of this effort was to increase knowledge of the latest University research on sexed semen and beef x dairy semen use, and how farmers can practically apply these technologies to their individual farms.
- A 3-part manure processing factsheet series for dairy owners/operators, managers, employees, consultants, and agribusiness professionals where they learned about struvite recovery from manure, systems approaches to managing manure using coordinated markets, and treating manure to produce clean water. This effort is



Extension

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MARATHON COUNTY

February 2023 Report

designed to help individuals learn and adopt manure processing practices and technologies to improve farm viability, environmental sustainability, and food safety.

FoodWise

Mallory McGivern, FoodWise Administrator
Gaonou Thao, FoodWise Educator

- Gaonou taught a monthly nutrition education 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 improve food resource management.
- The FoodWise and Horticulture Educators provided education to Hmong women from the Women's Community (serving survivors of domestic violence), where participants received nutrition education while supporting positive mental well-being, and positive socialization.
- A lesson featuring healthy soup was offered in the "Healthy Eating" series offered to SNAP-eligible residents, where participants learn healthy lifestyle choices, food preparation, food safety, food resource management and physical activity. The goal of the series is to improve healthy eating and physical activity habits for Marathon County residents.
- StrongBodies classes began on February 14th and will run through April 20th on Tuesdays and Thursdays from 9-10:15am. These classes feature strength training and a nutrition education component that improve strength, balance, and flexibility so participants can stay healthy and socially connected.
- 4H and FoodWise Educators collaborated on a hands-on educational activity where Marathon County youth learned about the history of charcuterie boards, explored the local indoor farmer's market, and incorporated MyPlate guidelines into their own creations. The goal of this program was to have youth practice healthy habits using MyPlate, encourage purchasing from local farmers/businesses, and taste new foods.
- The FoodWise and Horticulture Educators partnered with the Hmong American Center and the ADRC (Aging & Disability Resource Center) to provide nutrition education on grains to Hmong elders at the Hmong American Center's cultural dining site.





Extension

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MARATHON COUNTY

February 2023 Report

Horticulture

Janell Wehr, Horticulture Educator

- A therapeutic horticulture lesson for Hmong women from the Women's Community (serving survivors of domestic violence), where participants learned how to grow new plants from kitchen scraps which supported the learning about propagating healthy plants while supporting positive mental well-being, and positive socialization.
- A therapeutic horticulture lesson for Hmong elders at the Hmong American Center's ADRC Senior dinner, where participants learned how to grow new plants from kitchen scraps which supported the learning about propagating healthy plants while supporting positive mental well-being, and positive socialization.
- A meeting with the members of the Northcentral Technical College's advisory committee to the new Garden to Market program, where members discussed emerging needs in green industry education to strengthen rural economic development in Central Wisconsin.
- A community of practice for horticulture educators where we explore strategies and resources to expand horticulture education and outreach to underrepresented audiences. The goal of participating in this group is to dig into ways we can locally continue to grow and enhance our horticulture programs to reach more diverse audiences.
- Planning for the creation of a repository of existing horticultural resources in multiple languages for home/community gardeners of all abilities. The goal of this effort is to make this repository accessible on the Horticulture Topic Hub.
- Developing informal learning communities utilizing the Horticulture Program's social media for all Wisconsin gardeners, including underserved populations. The goal of this effort is to provide accurate, practical and up-to-date information to the public primarily through the topic hub in order to bolster educational outreach efforts in support of addressing the Horticulture Program objectives.



Natural Resources

Kris Tiles, NRI Program Manager

Anna James, Regional Natural Resources Educator

- A winter forestry conference for Wisconsin woodland owners, where landowners networked with each other and learned from forestry experts to promote the sustainable management and conservation of privately owned woodlands in Wisconsin.
- Planning for an annual conference for producer, advisors, and conservation professionals where they learn to encourage profitable farming by building resiliency, diversifying farming operations, reducing inputs, and increasing farmers' return on investment. The goal of this effort is to improve water quality through farming practices.



Upcoming Programs

- **4-H Programming** – Information at marathon.extension.wisc.edu/projects/programs/
- **StrongBodies** – StrongBodies Winter 2023 Session – Register at <https://go.wisc.edu/y6p5jy>
- **Starting Seeds Indoors** - Starting plants from seeds gives you more options to choose from, potentially cost saving, and provides a sense of life indoors. In this program, we'll discuss what you should consider when purchasing seed, containers, and growing media. Then we will learn how to apply important techniques in sowing and growing seedlings. Go to <https://marathon.extension.wisc.edu/horticulture/programs/> for more information and registration.
- **FoodWise Healthy Eating Series** – For SNAP eligible residents. Register at <https://marathon.extension.wisc.edu/foodwise-program/>.

Jeremy Solin
Area Extension Director

Janell Wehr
Horticulture Educator

Kathy Johnson
*Administrative
Assistant*

Heather Schlessler
Dairy Agent

Mallory McGivern
FoodWise Administrator

Holly Luerssen
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 March 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.
 - a. Working on a “finish up” campaign. This campaign targets students who have stopped out but are close to finishing their bachelors or associates degree. Our goal is to get several of these students enrolled for fall 2023.
 - b. Planning to do targeted outreach to students who were denied admission to the main campus. “DOBR (Deny Offer Branch)” campaign.
3. **December 5, Campus Visioning Session**
 - a. Intentional efforts need to be put into campus branding and community awareness.
 - i. Three surveys for various UWSP Wausau audiences (community members/alum, current students, current faculty/staff) have been created in an effort to gain some insight into stakeholder perceptions. The surveys will be disseminated in March.
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, Mosaic’s Connecting Communities Conference, Hank Talks, Women Trailblazers and Entrepreneurs Conference, etc. We hosted a community MLK event, 167 people attended.
 - a. **Congrats to Men’s Husky Basketball on winning the League Championship**
5. **Hank Talks-** Please join us for our spring Hank Talks (Tuesday evenings at 7pm in the Veninga Theater) or join us on YouTube.
https://youtube.com/playlist?list=PLrf0uW_FWYWdfbSSSwEUI16g9c0UaptcQ
 - a. 3/14/23 Aaron Steffen “The James Webb Space Telescope: An Amazing First Year”
 - b. 4/18/23 Kristine Prahll “Genetic Engineering and Biofuel Production: Making Better Yeast”

6. Upcoming Events

- a. **Admitted Student Day** March 2 Admitted Students are exclusively invited to spend the day connecting with other admitted students, current students, faculty, and staff who will help you realize your true potential as a Husky!
- b. **Viewpoint Day** April 5 Viewpoint Day visits are comprehensive programs prospective students spend time on campus (tour, mock lesson, and a student panel)
- c. **Scholar's Eve** (May 2 @ 6:30pm) in the CCE. Acknowledgement of our graduating seniors and scholarship recipients. Refreshments will be served.

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



Marathon County Dream Up!

FEBRUARY 2023

Marathon County Dream Up! Core Team



Marathon County Administration
Marathon County Health Department
D.C. Everest School District
City of Wausau
Childcaring, Inc.
Marathon County Special Education
North Central Wisconsin Workforce Development Board
Wausau Chamber of Commerce
Wausau Child Care
Wausau School District
Woodson YMCA
University of Wisconsin Stevens Point at Wausau

Results-Based Accountability



RBA starts with the ends and works, step-by-step, to means.

Results: The conditions of well-being we want for our children, families and the community as a whole

Indicators: How we measure these conditions.

Baselines: What the measures show about where we've been and where we've headed.

Turning the curve: What success looks like if we do better than the baseline.

Strategies: What works to improve these conditions.

Performance measures: How we know if programs and agencies are working: How much did we do? How well did we do it? Is anyone better off?

Result



All working families in Marathon County have accessible, affordable, quality child care in their community.

Indicators

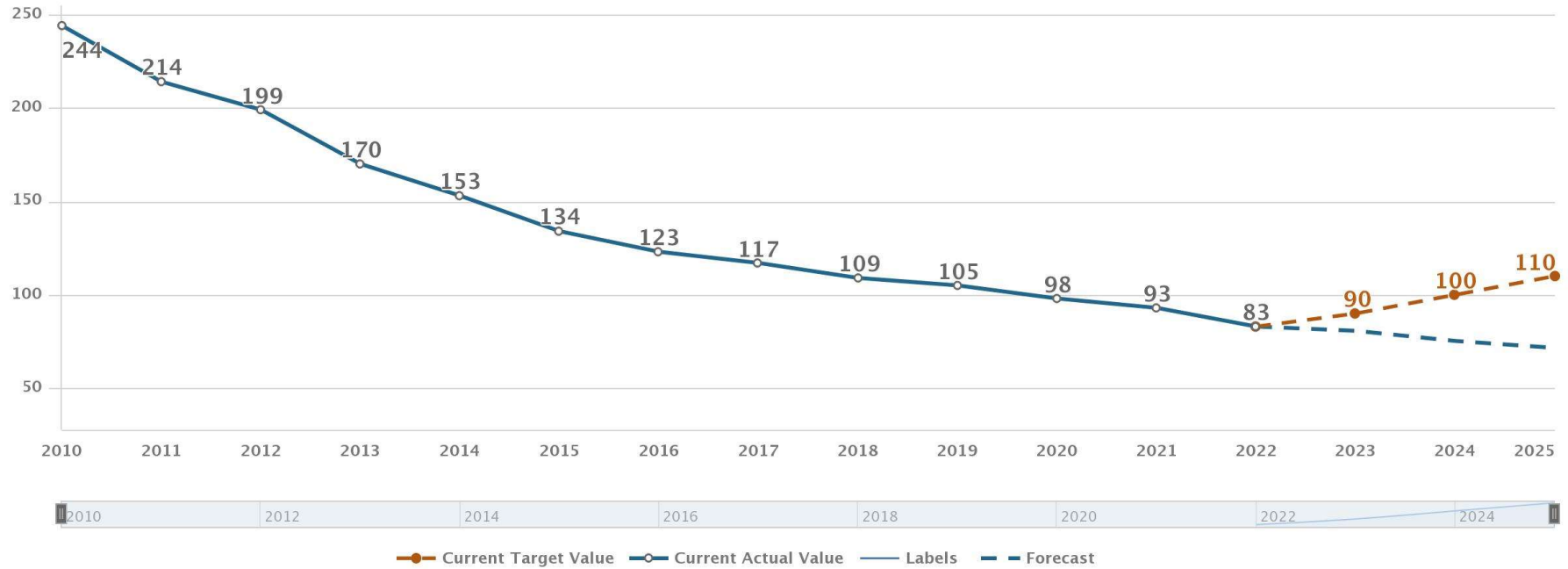


1. Number of regulated child care providers in Marathon County.
2. The total number of child care slots of regulated child care providers in Marathon County.

Turning the Curve



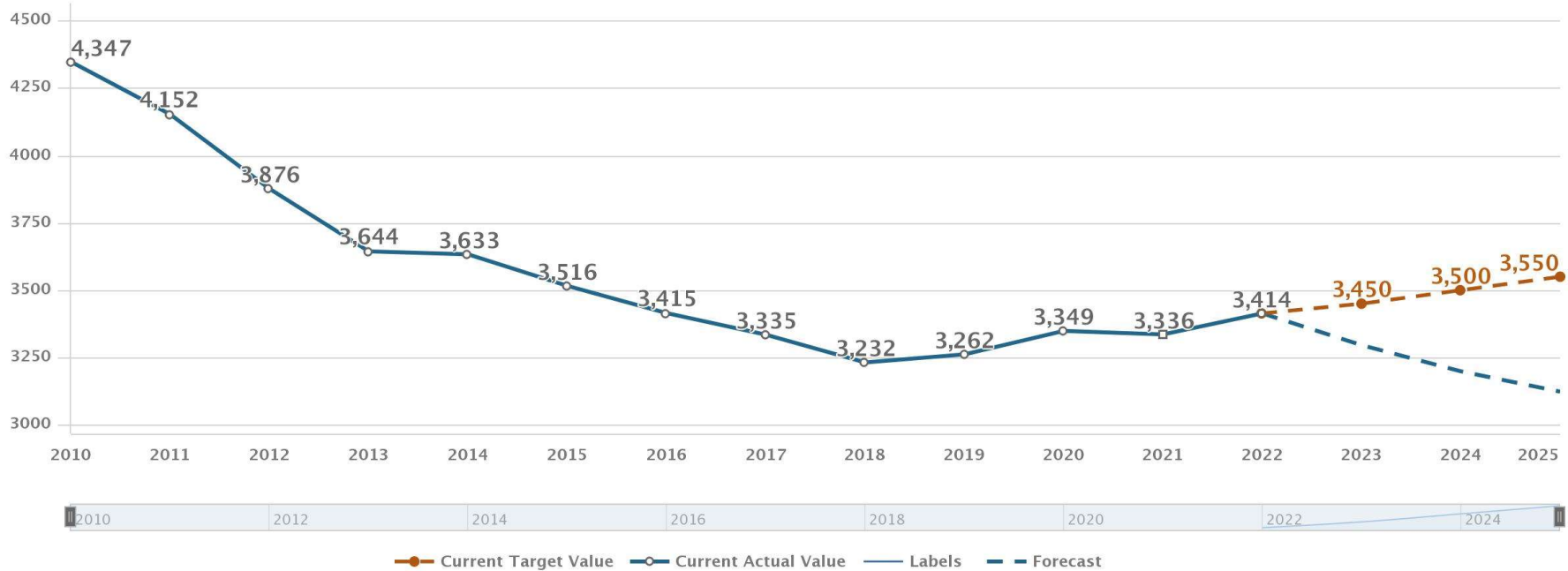
Regulated Child Care Providers in Marathon County



Turning the Curve



Total Capacity of Child Care Providers in Marathon County



Emerging Strategies

to increase child care staff:



-
- **Leverage public/private funding partnerships with existing child care providers.**
 - **Explore alternative child care business models**
 - **Invest and retain the current child care workforce in Marathon County.**
 - Emphasize the importance of early childhood education in the community.
 - Increase wages for child care directors and teachers.

Child care needs a different infusion of cash for business model to work.

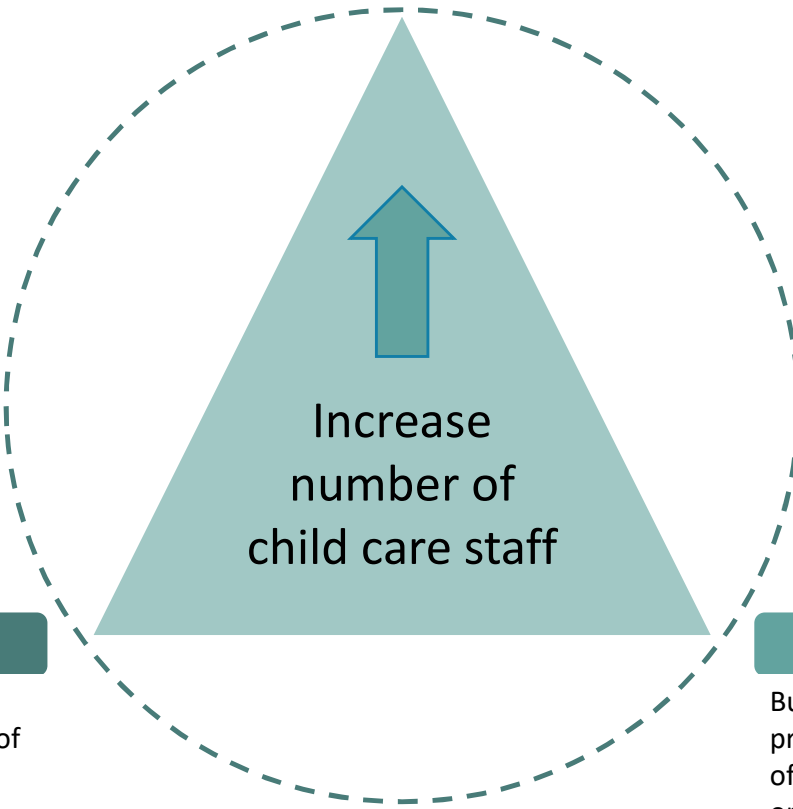
Strategy: Invest and retain the current child care workforce in Marathon County.

Strategy: Emphasize importance of early childhood education in the community.

Strategy: Increase wages and benefits for child care directors and teachers.

Access

More child care staff are needed to increase capacity of current child care providers



Quality

Decrease child care staffing turnover rate, improving quality of services and ensuring stability of services

Affordability

Businesses partner with child care providers to pay for a percentage of each child care spot or provide onsite child care facility.

Strategy: Leverage public-private funding partnerships with existing child care providers.

Strategy: Explore alternative child care business models.



Dream Up! SMART Goals

By November 1, 2023, establish alternative child care business models in Marathon County, partnering local employers with child care providers.

By November 1, 2023, invest in and retain the current child care providers in Marathon County.



Dream Up! Budget

Activity	Budget
Coordination and facilitation of the Marathon County Dream Up! Core Team by Aaron Ruff, Public Health Educator, Marathon County Health Department.	\$7,500
Coordination and communication by Childcaring, Inc. with local child care centers in Marathon County to create awareness of the opportunity, distribute funds, and gather follow-up data.	\$5,000
Childcaring, Inc. will provide training & consultation to prospective or current child care providers.	\$2,500
Childcaring, Inc. will distribute \$5,000 to 12 child care providers in Marathon County to aid with staff retention compensation, program supplies/equipment, or minor renovations.	\$60,000
Total	\$75,000



Graphic Brand Standards

These graphic standards were developed as a method for protecting the graphic brand of Marathon County, Wisconsin. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact Karen Nerison at The Wausau Region Chamber of Commerce 715-845-6231.

Marathon County Logo Usage

The following guidelines illustrate the proper use of the Marathon County logo.

Full color logo

The logo may be represented in full color using either spot color or 4color process printing techniques.



One color logo

The logo may be represented in a single color using PMS 7546, PMS 5767, PMS 644, PMS 137 or Black with either spot color or 4color process printing techniques. Graduated tones may also be used when reproducing the Marathon County logo.



Reversed logo

The logo may be reversed out of a dark background but should be printed on white whenever possible.



Logo elements

The elements shown may be used separately from the logo when appropriate following the above color guidelines. They may be used as a circle, in part or as a pattern as shown.



Marathon County Municipality Logo Creation

The Marathon County logo may be customized to include any other city/town/village/area within Marathon County. Any logo created must follow the guidelines below as well as the other usage guidelines in this guide. Each logo created should also be approved by the Wausau Region Chamber of Commerce. A file has been created and included with the graphic standards package (*City logo unconverted type.eps*) with the municipality name typography unconverted to ease logo creation.

Municipality name to be set in approved typeface (BrandonGrotesque Bold)

Municipality name must extend to or beyond the edge of the logo circle. The addition of letter spacing will make this possible as seen in the Colby example below.



County name to be set in approved typeface (BrandonGrotesque Bold)



Wausau Region Chamber of Commerce Logo

A logo has been created for the Wausau Region Chamber of Commerce in keeping with the Marathon County brand. Usage restrictions mentioned in this guide also apply to the Wausau Region Chamber logo except in the case of the logo colors. The primary colors for the Wausau Region Chamber are shown below.



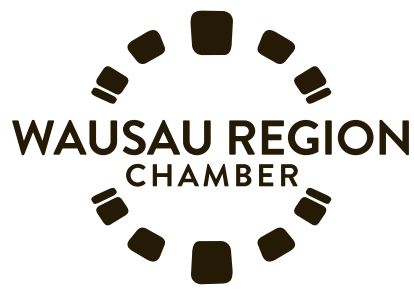
PMS 7546



PMS 5767



Black



MCDEVCO (Marathon County Development Corporation)

A logo has been created for the Marathon County Development Corporation in keeping with the Marathon County brand. Usage restrictions mentioned in this guide also apply to the Marathon County Development Corporation logo except in the case of the logo colors. The primary colors for the Marathon County Development Corporation are shown below.



PMS 137



PMS 7546



PMS 5767



Black



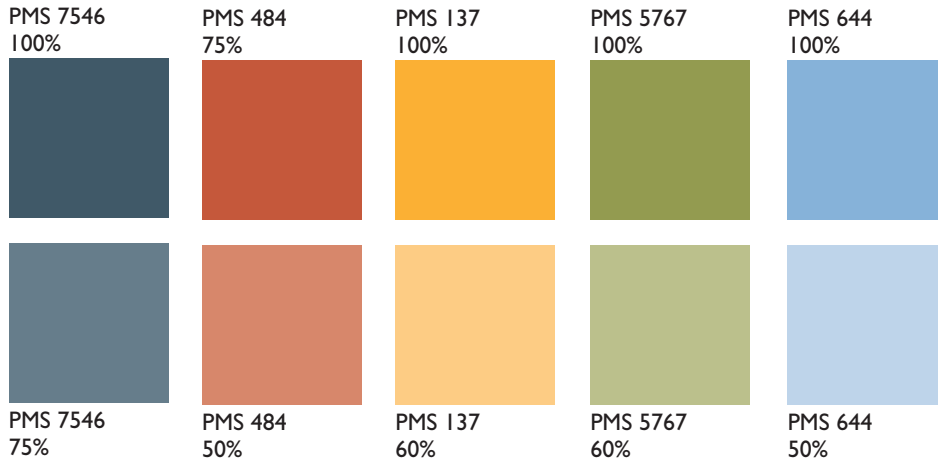
Additional Marathon County Graphic Standards

The following guidelines illustrate the proper use of the Marathon County logo.

Recommended Marathon County Color Palette

The color palette provides a guide for keeping a consistent color scheme within the community's communications.

Color Palette



Recommended Marathon County Typeface

The following typeface family should be used on all Marathon County materials.

Brandon Grotesque Bold AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU

(Any of the Brandon Grotesque family may be used)

Banjoman Bold AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU

(Any of the Banjoman family may be used - This font should primarily be used in advertising and not in collateral)

Swiss 721 BT Medium AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU

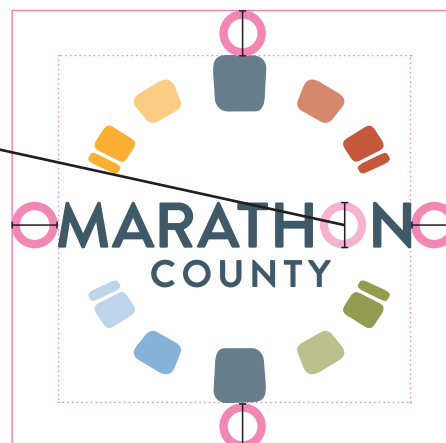
(Any of the Swiss 721 BT family may be used)

Recommended Marathon County Spacing

No other object should be placed within the safe area around the logo as specified below.

(Logo Spacing Example)

The safe area is an area identified by double the height of the "O" in the logo. (See example)



Unacceptable Logo Applications

The following are examples of improper modifications of the Marathon County logo that may violate the integrity of the Marathon County Brand.



DO NOT use any unofficial colors or any combination of colors different than the official logo colors.



DO NOT add unofficial copy or graphics covering any part of the logo.



DO NOT delete, add or adjust any element of the logo.



DO NOT change the proportions of the logo.



DO NOT rotate or flip the logo.

Um eturehentias quiam, commisimil
inis et es etur modion pa qui asit, vo-
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cum fugit resecto magnam am atit



DO NOT screen the logo or use the logo behind text.



DO NOT try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.



DO NOT alter the logo for any other unapproved entity.



DO NOT print the logo on a background or image that makes it difficult to read.