

# Introduction to the University of Wisconsin-Extension

## MISSION: Access and lifelong learning

Through the University of Wisconsin-Extension, all Wisconsin people can access university resources and engage in lifelong learning, wherever they live and work.

This is “the Wisconsin Idea”—extending the university’s boundaries to the corners of the state. UW-Extension works in partnership with 26 UW System campuses, 72 Wisconsin counties, tribal governments, and other public and private organizations to fulfill its public service mission.

### Benefits for all ages and stages

UW-Extension educational programs help people grow and succeed at all stages of life. Lifelong learning programs serve children, retirees and working adults who need updated

education to pursue new career paths. Flexible delivery methods, including the use of distance-learning technologies, let people enjoy the benefits of “anytime, anyplace” education.

Through statewide outreach networks, UW-Extension also connects university research to the specific needs and interests of residents and communities. Educators, working on campuses and in communities, use up-to-date research and careful analysis to help Wisconsin people address economic, social and environmental issues.

### Learning happens every day

UW-Extension serves millions of Wisconsin residents through year-round educational programs.

On an average day, a large number of people benefit from these services:

**2,490** contact a county-based Cooperative Extension educator

**580** people take part in a Continuing Education course or distance-learning program

**30** entrepreneurs participate in a Small Business Development Center training course

**82,000** watch a Wisconsin Public Television program

**230** attend a class or event at an Extension Conference Center

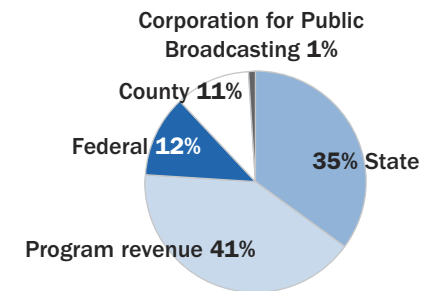
**290** prospective UW students submit an electronic application through UW HELP

**59,000** listen to Wisconsin Public Radio

### Diverse funding sources and partners

Ongoing support for UW-Extension comes from state, county, tribal and federal government sources. Fees, gifts, grants and contracts from the public and private sectors provide additional revenue.

In a typical year, UW-Extension’s expenditures will reflect the following funding mix:



UW-Extension allocates between 40 and 50% of all expenditures to the 26 UW campuses. Supporting the UW System’s public service mission, these dollars are used for business and management education and continuing education courses, as well as research in agriculture, nutrition, economics, natural resources, human development and other areas.



Learning for life

[www.uwex.edu](http://www.uwex.edu)

# UW-Extension's divisions and major programs

## Outreach and E-Learning Extension

### Continuing Education

- UW System-wide planning, coordination and budgeting
- Programs and partnerships to promote lifelong learning
- Special initiatives addressing baccalaureate access, diversity, economic development, PK-16 education and workplace credit

### UW Learning Innovations

- Course development and faculty support
- Call center support for online degrees and courses
- Online access to comprehensive distance-education program information

### School for Workers

- Education for union representatives, officers, members and employers
- Labor-management facilitation

### UW HELP

- Advising for current and prospective students
- Information on admission, registration, major selection, financial aid and residence life
- Centralized electronic application for all UW campuses

### Independent Learning

- Self-paced, non-classroom credit and non-credit learning opportunities

## Cooperative Extension

### Agriculture

- Farm and financial risk management
- Specialized programs in dairy, livestock, crops, soils, emerging markets and more
- Urban horticulture

### Community, Natural Resources and Economic Development

- Local and regional economic development programs
- Organizational development and facilitation
- Natural resources protection

### Family Living

- Consumer health, nutrition and food safety
- Family financial management and housing
- Parenting, caregiving and school readiness

### 4-H Youth Development

- 4-H community clubs
- Civic leadership and volunteer development
- Building life skills through hands-on learning

### Wisconsin Geological and Natural History Survey

- Earth-science surveys, field studies and research
- Natural resources archives

### Wisconsin Rural Leadership Program

- Intensive two-year leadership training
- Conflict resolution and critical thinking

## Business and Manufacturing Extension

### Small Business Development Centers

- One-to-one business counseling
- Technical, managerial and general business education
- Toll-free Business AnswerLine

### Wisconsin Innovation Service Center

- New product and invention assessments
- Market expansion studies

### Center for Advanced Technology and Innovation

- Incubation for developing technology firms
- Applied research using intellectual property from large companies

### Center for Innovation Development

- Feasibility assessment, product engineering and design
- Prototype development and patent advice

### Wisconsin Entrepreneurs' Network

- One-stop access for entrepreneur services
- Statewide integrated client tracking and referral
- Expanded services for high-growth firms

## Broadcasting and Media Innovations

### Instructional Communications Systems

- WisLine international conference call service
- Satellite and Internet-based video-conferencing
- Audio and video streaming support for educational programs

### Wisconsin Public Radio

- 27 stations statewide
- Current events, politics and consumer news
- Classical music and NPR news

### Wisconsin Public Television

- Public affairs, educational and cultural programs
- Children's educational programs and classroom
- Digital broadcasting and new media

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## For more information