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UW-Extension

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

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University of Wisconsin-Extension Annual Report 2005

In the past year, the University of Wisconsin-Extension maintained a steady focus on its public service and outreach mission. Amid conversations about changes to the leadership and structure of our institution, we continued serving an impressive number of learners and clients.

Through partnerships with 72 counties and three tribal governments, Cooperative Extension programs reached more than 1.1 million people, providing reliable information about farming, youth development, nutrition, natural resources and other important topics.

Thanks to our partnership with the Wisconsin Educational Communications Board, the state's public broadcasting networks delivered educational and public affairs programs to nearly 986,000 viewers and listeners statewide every week.

On the 26 UW System campuses, we saw equally impressive achievements, with more than 184,000 people enrolling in credit and non-credit continuing education courses. In addition, almost 25,000 business professionals and entrepreneurs turned to the university for business counseling and training.

These figures represent our longstanding commitment to lifelong learning and educational access. With our new connection to the University of Wisconsin Colleges, we see the potential to enhance that work.

The UW Colleges, 13 freshman/sophomore campuses located around Wisconsin, operate as one institution within the UW System. With more than 12,500 enrolled students, these campuses offer the "best start" on a bachelor's degree and promising career opportunities. They specialize in personal attention, small classes and affordable access to higher education. Equally important, they provide great flexibility for students who transfer to any four-year UW campus to complete their bachelor degree.

In February 2005, the UW System Board of Regents approved a plan to appoint one new chancellor for both UW Colleges and UW-Extension. As the search for a new leader commenced, representatives from both institutions examined how the two administrative offices in Madison might be combined.

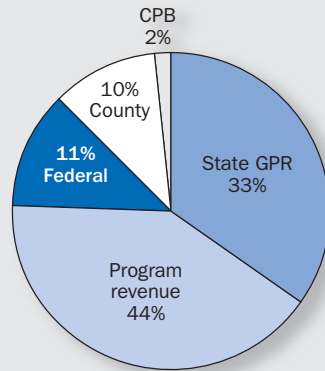
In the months that followed, we recognized an opportunity to demonstrate genuine flexibility and accountability. We also saw the potential to enhance educational access for all Wisconsin residents. In turn, this will boost workforce development and stimulate a stronger state economy.

We welcome this tremendous opportunity. Under the leadership of our new chancellor, Dr. David Wilson, we will preserve the core values and missions that define UW Colleges and UW-Extension, while adding value to our university system and our entire state.

FY 2005 expenditures

Expenditures by source of funds

UW-Extension

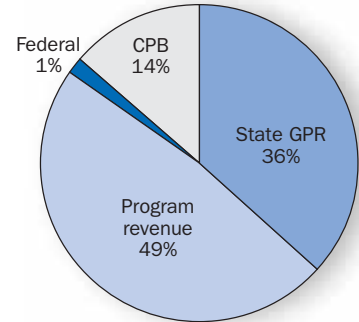


State GPR	\$66,179,313
Program revenue	89,089,854
Federal funds	22,670,496
County funds	20,416,174
Corporation for Public Broadcasting (CPB)	3,166,616
Total	\$201,522,453

University of Wisconsin-Extension programs are supported by county, tribal, state and federal government; by the students who pay fees to participate; and by gifts, grants and contracts from both the public and private sectors. Expenditures for the extension function statewide during FY 2005 totaled more than \$201.5 million, including \$22.7 million in federal funds, \$66.2 million in state general purpose revenue (GPR), and \$89.1 million in program revenue (student fees, gifts and contracts). The Corporation for Public Broadcasting (CPB) provided \$3.1 million in funding. In addition, county government units contributed more than \$20.4 million in shared salaries and support for faculty/staff based in the county and area UW-Extension offices.

Expenditures by division/unit

Broadcasting and Media Innovations

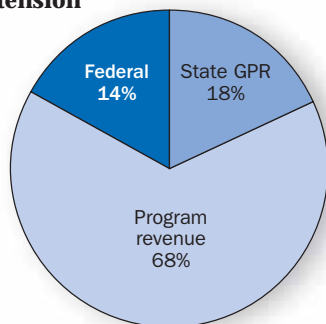


State GPR	\$7,791,910
Program revenue	10,594,403
Federal funds	151,194
CPB	3,166,616
Total	\$21,704,123

The Broadcasting and Media Innovations division, including Wisconsin Public Television and Wisconsin Public Radio, operated on \$21.7 million in FY 2005. The greatest share of the divisional funds – 49% – came from user fees, radio and television production contracts and gifts from viewers and listeners. The Corporation for Public Broadcasting (CPB) provided an additional 14% of funding. Federal grants made up nearly 1%, and state GPR accounted for 36% of the total.

In addition to the division/unit program budgets, \$10,644,881 was devoted to operating the Extension Conference Centers, Wisconsin Humanities Council, cross-divisional grants, information technology and other support services.

Business and Manufacturing Extension

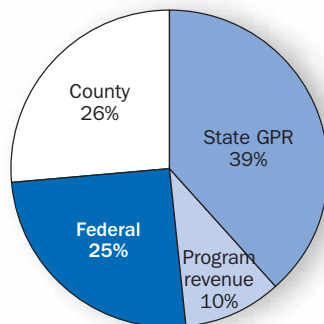


State GPR	\$2,241,902
Program revenue	8,550,683
Federal funds	1,766,419
Total	\$12,559,004

Business and Manufacturing Extension programs are supported primarily by program revenue. Gifts, contracts and student fees accounted for 68% of funding. In FY 2005, federal funds provided 14% of the unit's \$12.6-million budget, while state general purpose revenues made up 18%.

More than \$11 million was allocated to other UW institutions to support campus-based business and management programs.

Cooperative Extension

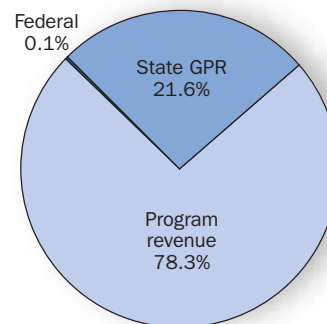


State GPR	\$30,444,174
Program revenue	7,628,722
Federal funds	20,005,054
County funds	20,416,174
Total	\$78,494,124

Cooperative Extension programs are supported primarily by a funding arrangement among county, tribal, state and federal levels of government. In FY 2005, federal funds provided 25% of the division's \$78.5-million budget, while state general purpose revenues made up 39%. County government units contributed 26% in shared support of county-based faculty/staff. Gifts, contracts and student fees accounted for 10% of Cooperative Extension funding.

Of the total, \$15.2 million was allocated to the other UW institutions to support campus-based Cooperative Extension programs.

Outreach and E-Learning Extension



State GPR	\$16,910,821
Program revenue	61,175,641
Federal funds	33,859
Total	\$78,120,321

Outreach and E-Learning Extension programs are supported primarily by student fees, grants and contracts, which made up 78.3% of the division's \$78.1-million budget in FY 2005. Fees vary for different types of programs, depending on the program costs and the clientele's ability and responsibility to pay. State GPR contributed 21.6% of the division's funds and federal funds less than 1%.

More than \$71 million was allocated to other UW institutions to support campus-based continuing education programs.

FY 2005 contacts and enrollments

Broadcasting and Media Innovations¹

Wisconsin Public Radio listeners per week	411,600
Wisconsin Public Television viewers per week ²	574,000
Wisconsin Public Television telecourse enrollments	3,092
Interactive conferencing hours	107,781

Business and Manufacturing Extension

Small Business Development Center (SBDC)	
Counseling and technical assistance clients	2,086
Business AnswerLine-assisted clients	3,638
Counseling and technical assistance hours	18,910
Training programs	584
Training program participants (noncredit)	12,692
Business and industry (non-SBDC activities)	
Training programs	459
Training program participants (noncredit)	6,560

Cooperative Extension

Teaching contacts	
Agriculture/Agribusiness	301,838
Community, Natural Resource and Economic Development	111,853
Family Living Programs	437,954
4-H and Youth Development	249,323
Wisconsin Geological and Natural History Survey	21,860
Total contacts³	1,122,828

Outreach and E-Learning Extension

Noncredit programs	4,697
Noncredit enrollments	139,615
Undergraduate enrollments (campus-based credit activity) ⁴	33,940
Graduate enrollments (campus-based credit activity) ⁴	10,591
Flexible-access courses and programs	
Online courses	261
Online certificate and degree programs	18
Online enrollments	3,514
Independent Learning enrollments ⁵	2,882
UW HELP contacts	32,050
Learner Support Services contacts	29,344
Online applications to UW System campuses	116,330

Extension Conference Centers

J.F. Friedrich Center, The Lowell Center, The Pyle Center	
Conference participants	84,600
Conference days	151,800
Events	2,400
Event days	4,500

¹ Wisconsin Public Radio and Wisconsin Public Television are partnership services of UW-Extension and the Wisconsin Educational Communications Board.

² Based on Nielsen data. Does not include Wisconsin Public Television viewer data from the entire La Crosse-Eau Claire market because a portion of that market has been reassigned to the Minneapolis-St. Paul designated marketing area by Nielsen Media Research.

³ Includes direct group and individual teaching contacts as reported by campus and county faculty/staff, plus 343,551 paraprofessional contacts. In addition, Cooperative Extension faculty/staff reach the public through publications, exhibits, mass media, satellite videoconferences, phone contacts, letters, audioconferences, the World Wide Web and computer/phone networks. Cooperative Extension contacts are for calendar year 2004.

⁴ University of Wisconsin-Extension coordinates off-campus credit courses. Credit is offered by the UW degree-granting institutions.

⁵ Independent Learning enrollments are adjusted for student withdrawals during FY 2005.