

Systemwide Extension Council (SEC) Report for March 3, 2010 meeting  
(December 2009 meeting cancelled due to inclement weather)  
Barb Barker  
Department of Youth Development Meeting, April 8, 2010

Purpose of SEC: Systemwide Extension Council will "provide advice and counsel to the UW-Extension Chancellor on:

- (1) overall direction, policies, and priorities for extension education systemwide;
- (2) the operation of UW-Extension structures and processes devoted to leadership and coordination of extension education
- (3) budgetary matters, including UW-Extension decisions related to resource growth and decline."

Membership: Representatives from all divisions of UW-Extension including Cooperative Extension; Continuing Education, Outreach and e-learning; Broadcasting and Media Innovations and Division of Entrepreneurship and Economic Development are invited to the meeting.

Chancellor David Wilson provided an overview of the past year and commented on the increased number of clientele served and increased impact. A UW System Workforce Competitiveness Task Force (Steve Wildeck representing UW-Colleges and UW-Extension) is discussing how to approach this issue in the next state budget. Focusing on how the UW-System is indispensable in building/enhancing our state's knowledge based society.

Provost and Vice Chancellor Christine Quinn reported on reaching the goal of educational attainment. One potential means of tracking impact is to collect data on how many 4-H members pursue UW degrees. She also highlighted information on a broadband project that will enhance the efforts for a UW e-campus; the sustainable communities public policy forums focusing on social, economic and environmental issues; reminded us of the innovative grant fund and looking at pursuing the Carnegie Designation for Outreach and Partnership.

The discussion topic of the meeting was marketing. Members became aware of the fact that none of the divisions have a significant marketing budget. For Cooperative Extension, Pamela Seelman reported that it has not been a priority for recent Deans until now. The current strategic planning process has identified marketing as a need so it is being discussed by the Council for Strategic Change. Examples of how technology has been used and additional uses were also shared by each division.