

**Cooperative Extension, a division of UW-Extension  
County Listening Sessions on  
*Advantage Wisconsin***

**Facilitation Guide**

Dear Cooperative Extension Listening Session Facilitators:

Thank you for your willingness to facilitate this important listening session. Comments from participants will help inform and shape our System-wide *Advantage Wisconsin* <http://advantage.wisconsin.edu/> efforts. Here is a brief summary of a suggested process for the Nov. 27 session, scheduled from 2 to 4 p.m.

Cooperative Extension County offices are encouraged to hold a listening session and appoint a lead person for the effort. Please discuss with your colleagues whether or not your county can host a session. Contact Ginny Nachreiner via e-mail at [ginny.nachreiner@ces.uwex.edu](mailto:ginny.nachreiner@ces.uwex.edu) and inform her of your decision by Tuesday, Nov. 6. If your county is participating, please give Ginny the name and e-mail address of the lead listening session contact for your office. Also, let Ginny know whether or not you would like Cooperative Extension Technology Service to create an announcement regarding the listening session on your county website, or simply use the attached web announcement.

Prior to the Session:

- Send out the attached press release to local media.
- Ensure equipment is ready for the Satellite Videoconference (See Satellite Videoconference below).
- Plan the room set up so that all can easily see the Satellite. Videoconference, and then people can break into small groups for discussion.
- Make copies of the attached agenda to hand out.

Facilitating the session:

- Welcome people as they arrive and ask them to fill out their contact information.
- Tune in for the Satellite Videoconference.
- Guide the group in breaking into small groups, depending on the number who attend. Groups of 5 to 8 are preferable.
- Ensure each group has:
  - A leader who will give a summary of their small group discussion at the end.
  - A note taker who will hand in a written summary of their discussion at the end.
  - At the completion of the small group discussions, have someone from each group give three minutes of key ideas from their

- discussion. If there are several groups, ask them to report ideas that other groups have not already covered, to reduce duplication.
- View the Satellite Videoconference for summary feedback, questions and answers and final comments by President Reilly.
  - Thank everyone for coming. Let them know their ideas are being submitted and will be considered in the development of the Advantage Wisconsin strategic framework.

Following the Session:

Please forward contact information for all participants and comments from each small group discussion to the Dean's office by Friday, Nov. 30.

You can do this by one of the following three ways:

Fax: (608) 265-4545  
(608) 262-9166

Mail: Ginny Nachreiner  
601 Extension Building  
432 North Lake Street  
Madison, WI 53706

E-mail attachment to Ginny Nachreiner [ginny.nachreiner@ces.uwex.edu](mailto:ginny.nachreiner@ces.uwex.edu)

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### Satellite Videoconference

The upcoming statewide listening sessions with University of Wisconsin System President Kevin Reilly will be available by three different methods. The recommended and preferred method is the UW-Extension WisSat satellite system. The second is an audio/video stream for the handful of Cooperative Extension county offices that no longer have WisSat capabilities. The conference also will be carried on a WisLine conference call.

In the next few weeks, Kevin Winter, of Instructional Communications Systems, will be contacting each county office to test WisSat equipment and schedule repairs before the conference. You will receive notice regarding the satellite coordinates for this program via e-mail from Ingrid Gottfried when they become available. Sites receiving the conference via stream also will be contacted and coached to help them display to a large group, rather than at individual desktops.

Your cooperation in these tests will contribute toward effective listening sessions for you and your participants.