



Western District WisLine

Monday, June 22, 2009

9:00 - 10:00 a.m.

Dial-in: 888.677.9189. Conference code 8354#

Streaming Audio link: <http://www.uwex.edu/ics/stream/event.cfm?eid=11154>

Meeting notes posted at: <http://www.uwex.edu/ces/dist/western/meeting.html>

Meeting Notes

County check-in: Jackson, La Crosse, Monroe, Pepin, Pierce, Polk, St Croix, Trempealeau, Buffalo, Clark. Pierce County introduced Heidi Vanderloop who just began her service as a year-long VISTA in the Western District serving in Pierce and Dunn Counties.

Marketing Project Next Steps:

- Discussion of summer research - Kerstin and Kathy, Vendi Advertising
 - Kerstin Boudreau outlined the plans for the market research to be conducted beginning in late June into July. Vendi plans to distribute 1000 paper and e-mail surveys and conduct 2 focus groups in five locations throughout the Western District. Proposed locations are:
 - ✓ Clark Co - Neillsville: low population, very rural
 - ✓ Eau Claire Co - Eau Claire: mid-size metro area, home of a 4-year university
 - ✓ St. Croix Co - Hudson, Glenwood City: outlying suburban area of the Twin Cities
 - ✓ Monroe Co - Tomah: rural, outlying county in the district
 - ✓ Barron Co - Rice Lake: home of a two-year college
 - Some surveying may be done at county fairs or other local events. If county staff have e-mail addresses that they could share with Kerstin, that would assist in reducing surveying costs. Vendi expects to do most of the research work themselves, but will keep in contact with the local county offices.
- Summer joint DRMT meeting. Some additional interest from other districts is being expressed in the Western District marketing project. Tom Schmitz is working to schedule a DRMT meeting in Stevens Point that would also include members of the Western District marketing team and staff from Vendi Advertising. DRMT members from all districts will be invited to participate in the meeting.

Budget Updates:

- Reports from counties on local budget discussions:
 - Monroe: The county justice center building project is on the June county board agenda. This project could have a big impact on the county budget. Review of County Administrator applications is also on the agenda.
 - Polk: Estimating a 3 million dollar budget shortfall. Initial discussion suggests the possibility of the elimination of 31 county positions.
 - St Croix: Departments have been asked to look at 5% and 10% budget reductions. The state cut to employee salaries will take care of the reduction in the Extension budget.
 - LaCrosse: The County Administrator has requested county employees to take three furlough days. These furloughs are voluntary.
 - Trempealeau: So far it looks like the budget will be tight, but probably manageable for the department.
 - Clark: They will be getting their budget directives shortly. Talk is of a very tough budget.

- Buffalo: There was an order from the county board chair to all committees that committee members were to become familiar with the operations of the county offices they provide oversight for so they could make informed decisions on the department budgets this fall. If committees do not assume this responsibility, they will lose their decision-making power and all decisions will be made by the finance committee. Departments may be asked to rank their programs and identify mandated and non-mandated programs.
- Chippewa (Deb reporting): Chippewa has gone through a program ranking process. Last Tuesday the County Administrator gave a "state of the county" address to the county board which outlined a myriad of potential strategies for balancing the budget. Extension is not being targeted, but has some tough strategies listed. The County Administrator has identified potential strategies for all departments. He is looking beyond a one-year budget, and is working to gain longer term budget stability.
- Pierce: Budget directives will be coming shortly.
- Questions/concerns related to state budget. A question was asked about the proposed letter from the Dean's office to county administrative leaders. Due to the variance of feedback from county department heads, this letter will not be sent.

Staff Governance Reports:

- No reports. Interviews for the new position of UW-Extension Secretary of the Faculty and Academic Staff & Assistant Vice Chancellor will take place June 23-24. Candidate resumes can be reviewed at www.uwex.uwc.edu/hr/. Links to the live and archived public presentations can be found in the e-mail sent from Molly Delaney on 6/17. Contact Deb if you'd like the e-mail forwarded to you.
- A question was raised as to whether or not this position will be the one accepting requests for Human Subjects Protection. Deb will check and report back.

State WACEC Conference:

- Thanks to all who helped to make this a grand event!!! From planning committee members, concurrent session presenters, tour guides, those who encouraged their committee members to participate, auction coordinators, and recruiters of panelists...this was an outstanding conference in all respects. Thank you!!

Updates from District Reps WisLine:

- 2009-2010 all-colleague meetings (September and February). District meetings will continue to be conducted on the third Tuesday of the month.
 - The September all-colleague meeting will have innovative grant presentations in the morning and the roll-out of the branding materials will be in the afternoon.
 - February will focus on technology and its use in enhancing our education and outreach. Please forward any suggestions for topics, tools, etc that you would like to see included in this session to Deb.

Other questions/comments/announcements?

- Next district WisLine: Monday, July 27, 9:00 a.m.

Enjoy the summer and thank you for your work!!!