

**CES Strategic Planning Initiative
Steering Committee Meeting
22 February 07
9 a.m. to 11:00 a.m.**

Location:

The Pyle Center, Room DE 314
702 Langdon Street
Madison, WI 53706-1420
Front Desk: 608-262-1122

WisLine Web Info:

<https://www110.livemeeting.com/cc/wislineweb/join>
Meeting ID: Strategic

To enter the audio portion, dial one of the following:
Toll free: +1 (888) 677-9189
Toll: +1 (608) 316-0022
Code: 8877#

Agenda:

Check-in – volunteer to take notes?

Announcements/Updates:

JCEP Proposals
Communications: Website and newsletter
Linking RBC with strategic planning – Values Design Team
Chancellor's Strategic Planning meeting with Dennis Jones
Southern District Meeting – quick review of talking points

Action Items:

Three page strategic planning overview for Dean Klemme
Program planning
Hearing all voices document review

Continuation of models discussion – materials posted on D2L Strategic Planning web space
(<http://www.uwex.edu/d2l/>)

Rebecca (and Annie): Scenario Planning
How will we continue with planning process development?

Discussion:

Action planning light – what are our priorities for upcoming meetings and work?

Future meetings:

~ Mar. 16, 10-12:00
~ April 16th, 2-6 p.m. in Neenah before JCEP starts
~ May 30-31, Madison and Wisconsin Geological and Natural History Survey
(<http://www.uwex.edu/wgnhs/>)
~ June 13 hold day
~ July 9 and 10 at Northern Great Lakes Visitors Center
~ Everyone please respond with August availability

Check-out

Every journey has a secret destination of which the traveler is unaware.

~ Martin Burber



CES Strategic Planning (SP) Initiative Steering Committee
Meeting Minutes 2-22-07

Present – Lisa Brennan, Linda Bruce, Annie Jones, Larry Jones, Marma McIntee, Rebecca Power, Denise Retzleff, and Rick Mills

JCEP Proposals

The Strategic Planning Steering Committee proposal for the 2007 JCEP Conference was approved. Annie received the confirmation and acceptance email from Penny Tank on 2/19.

- Annie informed the steering committee that the concurrent session for the Strategic Planning Steering Committee was originally scheduled for Thursday afternoon. It is possible that that time may change to Wednesday, 4/18. The Thursday afternoon session, World Café seems to be the headliner.
- Marma McIntee reported that she is scheduled to facilitate a concurrent session on Thursday afternoon as well.

SPI Newsletter and Website

Annie is in process of drafting the next newsletter for distribution.

Possible articles for the next newsletter are: Hearing all Voices; Who's Idea Is It Anyway - an article on Booker T. Washington, and traditionally black colleges within the Land Grant University system. Call for Nominations instructions and form for the Values Design Team are also possible additions for the next issue.

Forum & FAQ

There has been one recent response to the threaded discussion question, "Is the CES strategic planning process the same as a program planning process?" Kathleen Haas' question and Annie's response can be viewed on the SPI Message Board.

Linkages to RBC, TE, MAT and Strategic Planning

The group reviewed the "Values: Linking RBC to CE Strategic Planning" document. Discussion on how we might address the unique difference between Strategic Planning and the Program Planning process.

- Annie has been in communication with a group of RBC developers (12) who would like clarification on the differences between the two initiatives, and how that might be communicated effectively.

Values Design Team Nomination form

Annie informed the group that a formal nominations form is in process. A draft of the document is posted on the D2L website for your review. Suggestions for the final document are welcome, and should be directed to Annie. A final draft of the nomination form will be shared with the group.

UWC and UW-Extension Strategic Planning process

Larry Jones provided an overview of the chancellor's Strategic Planning Initiative meeting with deans, division heads and academic department chairs that was held on Wednesday, 2/21. Larry shared his observations:

- Feedback on Dennis Jones' presentation, additional questions or remarks should be directed to Willie Larkin, Chancellor's office by Friday, March 2.
- Larry encourages the group to engage academic program chairs, program administrators in dialogue as to their impressions and interpretations from the presentation. Individuals present: Donna Doll-Yogerst (FD), Tom Schmitz (YD), Dan Wilson (CRD), Mary Grant (CE), Malcolm Brett(WPT), Debra Malewicki (SBDC).
- Marma, Larry and Rebecca acknowledged the need for an alternate strategy that would be advantageous to CE SPI. Several ideas were exchanged.
- Larry and Yvonne will meet to discuss possible strategies for response and follow-up.

February 22 Southern District Conference – Talking Points

A brief teleconference was held on Tuesday, 2/20 with Lisa, Rebecca, Annie, Larry and Rick.

- Talking points were developed and discussed in preparation for the Southern District conference. The final outline and themes can be found on the Strategic Planning Initiative D2L web space.
- Rebecca, Larry and Annie will engage the southern district group in discussions on the differences/similarities of strategic planning versus program planning. Linkages to the broader institutional initiatives would be emphasized.

3 Page Overview for Rick Klemme

Anticipated Outcomes and Process Considerations - CE Strategic Planning

A three page overview of Strategic Planning was developed for Dean Klemme.

- Annie asks that the steering committee review and comment on the document, specifically page 2, the last paragraph.
- Denise Retzleff recommended a change in the last sentence. The resource can be found on the D2L web space and will be discussed further in upcoming meetings.
- Also, identify what the Wisconsin Idea is... "is there a better way to convey the idea concisely?"
- Annie conveyed support and encouragement from Rick Klemme. Rick would like the group to keep Marv Van Kekerix informed on our work. Marv Van Kekerix, Deb Jones and Pamela Seelman have been identified as 'ad hoc' members of the group.

Hearing all Voices

Annie thanked the group of individuals who provided feedback and revisions to the original document. Suggestions made by the group as to format, content revisions and how the resource might be used for recruiting committee members.

Scenario Planning Basics

Rebecca presents, Scenario Planning Basics. The presentation was very insightful, and demonstrated the use of ‘complimentary’ or ‘companion’ pieces that might go with other planning models (Bryson, Systems Thinking etc.).

Next Steps

- “How can we incorporate systems planning or strategic planning into a single model (i.e., Bryson)?”
- CEAC – Planning process formulation and finalization in the spring of 08(?).
- Should we develop an example of a ‘modified’ Bryson model?
- Annie is planning to develop a generative planning process to share at next meeting.
- Discussion: Action Planning Light – Craft the design portion of the process model.

Follow-up with committee members

Several steering committee members were not present at today’s meeting. Those *present* at the meeting would contact one of the members not present to follow-up with them.

- *Marma* – Dale
- *Denise* – Steve
- *Rebecca* – Kimberly
- *Linda* – John
- *Larry* - Carl

Future Meetings

WisLine and WisLine web meetings:

- March 16, 2007 - 10:00 a.m. - 12:00 p.m.
- June 13, 2007 (HOLD) – tentative

Face to Face Dates:

- April 16, 2007 - 2:00 p.m. - 6:00 p.m. (Before Joint Council of Extension Professionals)
Best Western Bridgewood Resort & Hotel, Neenah, WI
- May 30-31, 2007 - Wisconsin Geological and Natural History Survey
- July 9-10, 2007 - Northern Great Lakes Visitor Center (tentative)

Notes taken by Rick