

CES Strategic Planning Initiative
Steering Committee Meeting
March 27, 2008
9 a.m. – 3 p.m.

Dane County UW-Extension
1 Fen Oak Court, Room 138
Madison, WI 53718-8812
Phone: 608-224-3700
<http://www.uwex.edu/ces/cty/dane/map.html>

Agenda:

Check-in – volunteer to take notes?

Review minutes

Announcements/Updates

 Situation Analysis

Review theme white papers

Discussion of theme interrelationships

Review potential framework(s) for consolidating/managing the issues

Discuss plans for the Vision Design Team meetings (including a review of scenario planning)

Begin developing plans for issue strategy teams

Discuss format for April 3rd JCEP presentation

Communications

Evaluation planning

Plan upcoming meetings

“We see things not as they are, but as we are.”

H.M. Tomlinson

**Dane County UW- Extension
March 27, 2008**

Present: Kimberly Porter, Annie Jones, Rick Mills, Lisa Brennan, Marma McIntee, Denise Retzleff, John Preissing (Wisline), Art Lersch and Dale Mohr

Absent: Carl Duley, Linda Bruce, Rebecca Power and Steve Deller

Announcement:

On April 5, 2008 Kimberly Porter will receive the 2008 University of Wisconsin Women of Color in Education Award. Art announced that he has a baby on the way. Annie will celebrate her 20th wedding anniversary in Cancun.

Updates:

Annie provided an update on the CNRED Symposium poster session.

Discussion held on situation analysis -Eastern Central, Quad and Western District. Northern and Southern District were postponed. Marma gave an update on Eastern District.

Theme White Papers:

Annie provided an overview of the white papers. Review of the papers silently; looking for consistency/ accuracy of issue. Items considered:

- The number of themes (10) themes; too many? Group or cluster?
- Interrelation between themes; relationship mapping
- Driving forces between themes
- Re-working issue statements (format, focus, clarification)

White paper discussion/suggestions:

- Internal relationships-Paradigms, contributing factors and issue identification clear.
- Marketing-Do we truly have a marketing problem? Should we look at marketing differently (targeted audience-stakeholders, politicians)? Marma and Art shared that it depends on the audience and desire/capacity to reach new audiences. Art shared sample data from CEAC.
- Scholarship- Add strategic question. Too narrow (tie to tenure, scholarship across positions). Review language and make sure it is consistent with UWEX. Are we communicating scholarship well? Marma shared a few recommendations from the faculty senate (1b, 2b). Do we define scholarship differently as it relates to the WI Idea (campus/county)?
- Partnerships-issue, consequences and paradigms clear. Art recommended that we separate external and internal partnerships.
- Diversity- internal or external diversity? What do mean by diversity? Should we take a broad or typical perspective? John touched on the multitude of UWEX initiatives (i.e. multicultural awareness, hiring practices, civil rights initiative, Diversity Circles). Are we making a difference/effecting change? Dale mentioned that there was a lack of data; Kimberly recommended that we contact Valerie Maurice for more information.
- Funding and revenue (resource engine)-Should we focus on what we do well-branding/ethic?
- Structure and Flexibility-the committee agreed that this is the driving issue to themes (heart of our strategic plan). Is this the most critical and crippling issue? How does structure impact urban and rural offices? Consequences and contributing factors clear.

Cooperative Extension Strategic Planning Committee Minutes

What do we mean by silo? Which silos do we need to address? Larry suggested in the question we remove “that works across programs areas”

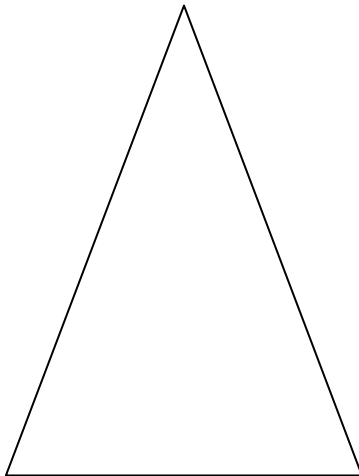
- Technology- comments were around local programming vs. system. Incorporate those that do not use technology into white paper. Is technology an issue? Do we need to change the way that we view technology- program delivery vs. infrastructure issues?
- Wisconsin Idea- over arching theme. All components clear. What does it mean to be a part of the WI idea? How do we relate to our “cousins”? Do we need to rethink the WI Idea in today’s context? How do we use transformation education to carry out the WI idea?
- Work/Life Balance-Marma shared that there was little to no data. Are we proactive or reactive? Individual or organizational issue- written policy ? Not addressing other themes impacts work/life balance. Dale recommended training for Department Heads and staff.

Agreed that it would be best to condense all white papers to one page (front and back).

Relationship Mapping Exercise:

Annie shared an example of relationship mapping. Worked in teams to determine in and out relationship of themes. The maps were later shared with members. Discussion on mapping identified the need for prioritizing themes. Do we work with 9 themes and allow those themes to determine our organizational structure? How do we prioritize the 9- compelling stories, urgency ?

Chart #1



WI Idea- effectiveness

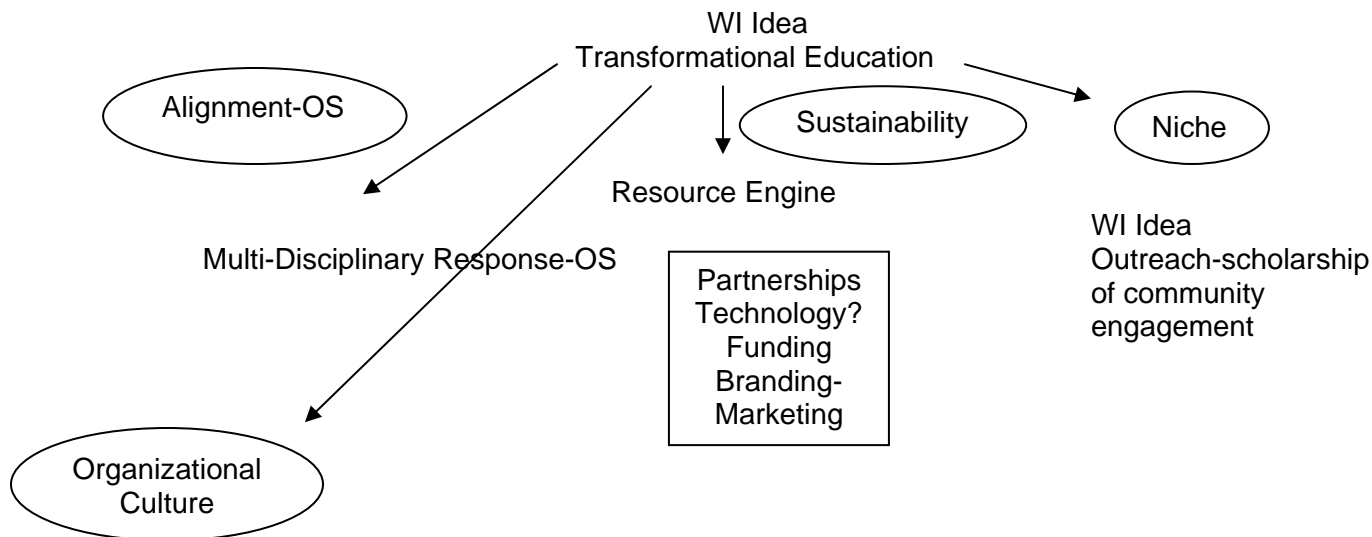
Alignment/Institutional/conditions- org/ structure

Infrastructure- carrying out actions- resource engine, tech, promotion reward

Foundational- values/beliefs/knowledge and awareness- scholarship, partnerships, diversity, internal relationships, work life balance

Possible Scope and Sequence

Chart #2



Alignment of personal and interpersonal (systems and relationships)

P.1
Balancing
Internal
Relationships

Possible Framework for Strategy Development

Action Items:

- Annie will condense situation analysis and white papers when they are finalized.
- Dale and Art will meet with the Vision Design Team on April 14th and May 28th
- Annie, Dale and John will present and exhibit JCEP poster on April 3, 2008.
- Annie will re organize white papers to reflect chart #2 with subsets.
- Re-work issue statements
 - Annie will send out an email with notes on what needs to be added or removed from each paper
 - Denise will work with Steve to re-work the scholarship white paper.
- Annie will email the Vision Design Team members.
- Who is missing from vision design team list? Contact Annie with names.
 - Rick will contact someone in budget (Howard Fenton)

Next Meeting:

April 14, 2008. Joint meeting with visions team.

Recommended Reading:

John and Larry: Jim Collins, (2005) *Good to Great and The Social Sectors*. Collins suggests that the social sector resource engines have three components: time, money and brand.

Dale: Author? *We Don't Make Widgets*.

We concluded the meeting at 3:30 pm.
Notes submitted by Kimberly Porter