

Vision Design Team
Agenda
April 14, 2008
10:00 a.m. – 4:00 p.m.

Location:

Stoney Creek Inn
1100 Imperial Ave.
Mosinee, WI 54455
715-355-6858

For map and lodging info:

<http://www.stoneycreekinn.com/locations/index.cfm?LocationID=3>

Introductions and review of charge

Annie Jones

Group Facilitators: Art Lersch, Lincoln County and Dale Mohr, Oconto County

Overview of strategic planning work to date

What is a vision statement?

Overview of the Wisconsin Idea

Review of Values Design Team work

Vision Design

Overview of the next meeting

Adjourn

"The more you invest in the vision, the more it becomes your own."
- John C. Maxwell.

Strategic Planning Meeting
Minutes
April 15, 2008

Location:

Stoney Creek Inn
1100 Imperial Ave.
Mosinee, WI 54455

Debrief of 4-14-08

Overall went well, however group developed more mission statement like material than vision statements. There was general agreement about the values. We discussed how to get them more into developing vision statements.

Some discussion of what the final product would look like. Vision Design team members wanted to know what the final product would be so shared the rest of the plan regarding strategy development for the issues, etc.

Will compile material and send out to Vision Design team with specific questions (worksheet) to help them move more toward vision statements. Ask for volunteers to do this before the next meeting.

For next meeting will want to have Vision Design team develop vision statements for each of the strategic issues. Divide team into 5 groups and give each group 2 strategic issues. Send email with call for volunteers for 10 issues – preferences. Send edits or thoughts about the white paper of issue statements.

Thinking ahead to assure that the Vision Design team keeps this fresh in their mind over the summer. May consider wisline web between May and Oct.

4-15-08

General discussion—

Started to review questions that would help address the vision design which led to discussion of who has the power to make changes in the organization and whether this is a strategic issue. Some groups of employees feel less power in making those changes than others.

Crutches—big boat—too big to change and administration won't buy it. Members of the vision design team are a different group with employees who normally don't have exposure to this type of strategy. They came in cold to the process, but they were engaged.

Next time (May meeting), brighten up room, use toys, do café process, etc. Need some coaching, facilitate more visionary thinking, etc.

Do you know the mission? Do you know the purpose of the organization? Basic philosophy? core values?

Consider Role play at the beginning with retirement example. Get a boat—what kind? Draw picture of your retirement.

At the end of the day want draft statements for each of the 9 or 10 issues. Consider drafting the 9 vision statements and then cluster and develop of 4 groupings.

After the strategy team will be developed and SPSC will develop a plan and perhaps an implementation team and evaluation. Final step is to combine all and perhaps develop scenarios.

We need to moving on the strategies by end of May. We need to work hard to get Vision Design team through the 9 vision statements next time using early assignments, role playing , etc. The SPSC will need to develop the overall vision statement.

Oct. meeting will include scenario planning and finalize mission, vision and values.

Use term “in the future” rather than state 5, 10 or 20 years.

Need to send out draft vision statement as compiled in April to get reactions, revise and bring back in May for reactions, then later have others in the organization react.

At May meeting might want to have volunteers or suggestions for the strategy work group recruitment. Some think 4 groupings will not be done well. We need all nine strategic issues. May need to prioritize or do 5 one day and 4 another day. Maybe use the pyramid and do the 4 or 5 foundational issues first.

When we have all draft value statements, vision(issue) statements, etc. the strategy workgroups will need to use what we have to develop their strategies. Along the way they will ignore it or likely rewrite it.

Is this plan to be long-term(15-20 years) or strategic (5 years)? Can this be a long term plan with short term strategies because is will be less likely that the implementation process will occur in the near future.

Again, the Vision Design team is using mission language for visionary ideas. We are providing a new experience for young colleagues and it is taking some extra work on our part. Also, discovering that some folks don't know what coop extension is.

We need to develop our vision statement of how coop extension views the Wisconsin Idea and possibly the overarching statement, but we have 10 statements we need to have the group work on in May.

Strategy team work might not be as efficient if they develop on their own as if we use a 2-3 day summit type of meeting.

Overall Plan: May 28 vision design team will develop vision statements for 10 issues and strategy work group will develop strategies that will help us reach the vision. Strategy work group will develop ideas possibly using a model (logic model, other, world café). Summit will occur in summer. SPSC will develop the full strategic plan. Need to look at driving time (budget) for 2-3 days. Need to recruit those with knowledge of each strategic issue, but also those who will challenge the status quo. Administrators need to be there to take ownership as well. The role of the facilitator will be critical as well in thinking beyond the status quo.

Finalize vision for May 28

Send out materials (Annie)—look at draft vision statements, vision questions and make suggestions for redraft to entire group by May 20, request to volunteer and rank their top 4 of the 10 strategies by May 20 to Art. Art will assign a facilitator.

Steve -- Scholarship and technology
(Didn't finish getting volunteers to facilitate)

May 28

10-10:30 Review what happened last meeting. Role play—Dale
10:30-12 group work
12-12:30 report
12:30-1:00 LUNCH
1:00-2:30 group work
2:30-3-reports
3:30-4 Overarching vision discussion

Recruit volunteers for strategy work groups

Next steps—wisline web to share some progress on strategy development

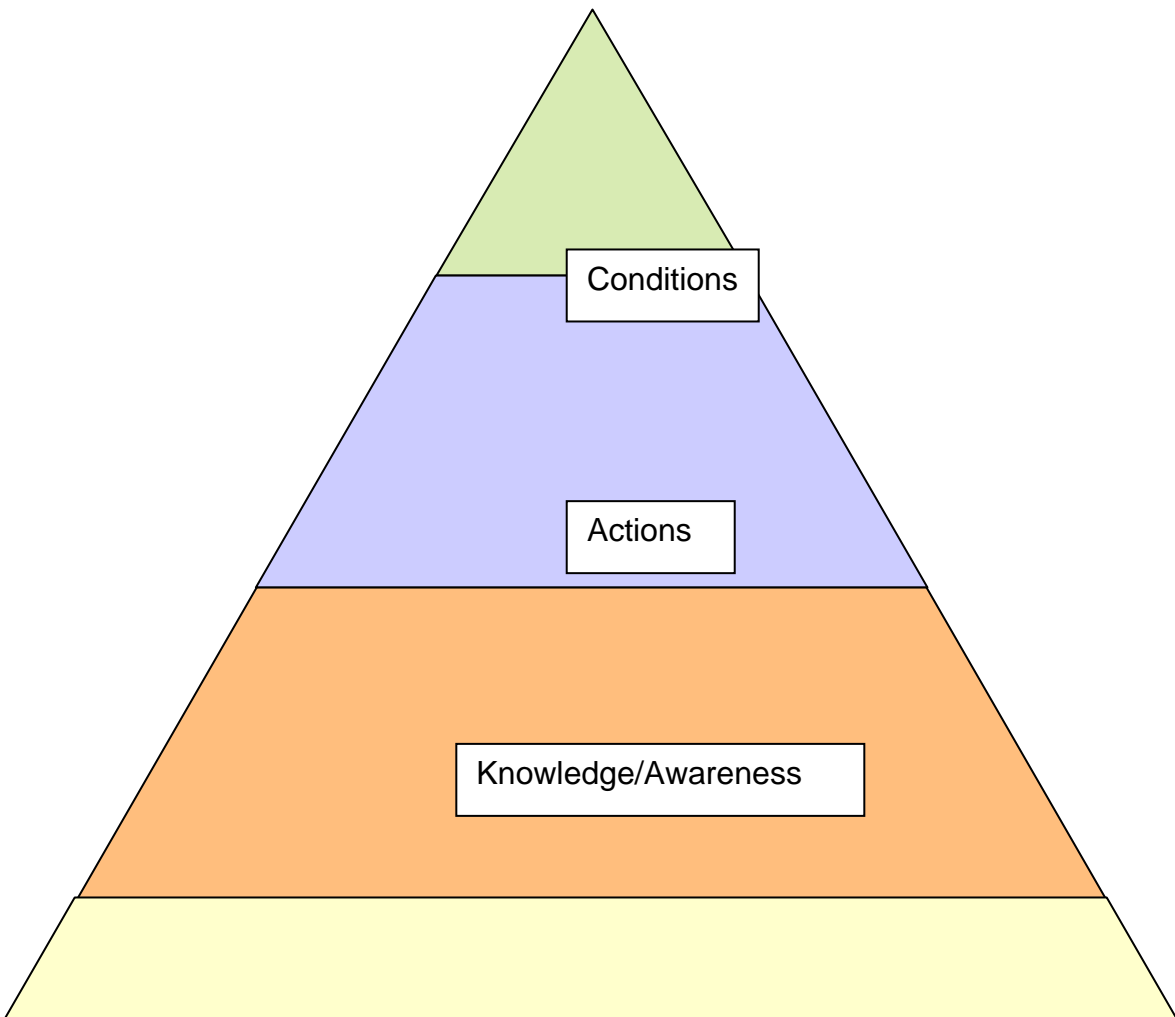
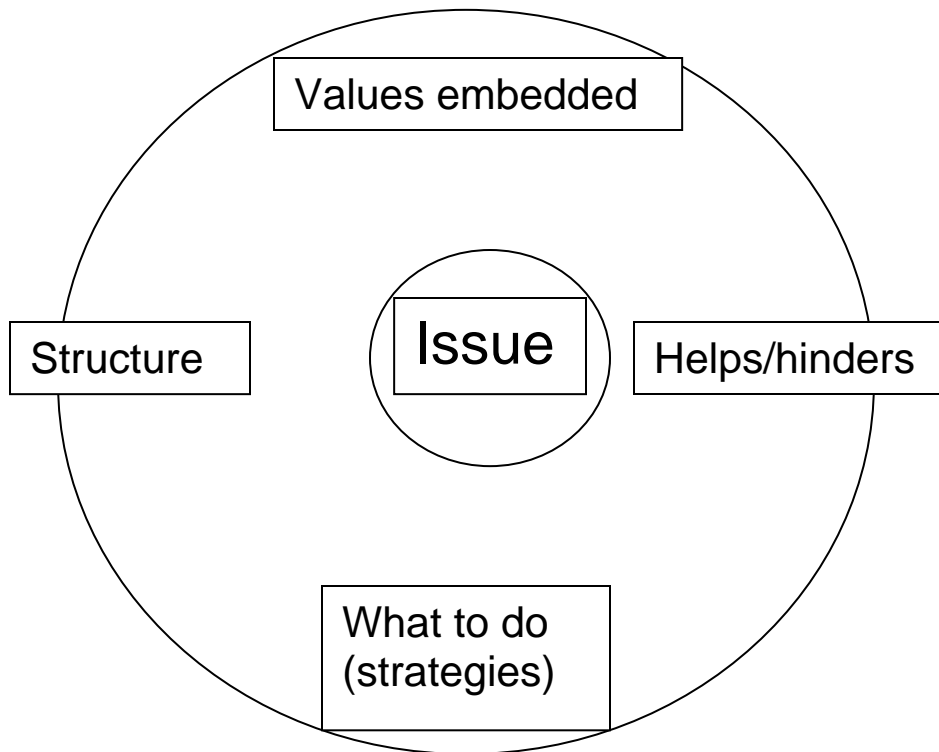
Strategy Development Workgroups—there will be 10 teams

ten working groups with min. 5 and max 10. Once volunteers are recruited, ask them for a 1st and 2nd choice of the 10 issues, provide a link to the web white paper. Give meeting date:

Start 9am – 4pm

SPSC July 1 we start at 8am and stay July 2 for SPSC

Start with overview, Strategies should be an action plan using café model? Prioritize Implementation includes timeline and short term steps to accomplish and will be completed with the implementation team



SPSC will have a planning wisline on June 11, 9-11am
 CEAC report is Aug 27. So meet to further develop strategic plan prioritization and what the plan will look like for reactions on Aug 4, 10am-3pm at Wausau.

Ideas for selection of think tank participants

Wisconsin Idea link to transformational education

Name	Position	Representation
Anne Keim	Special Asst to V. Chancellor	State Admin
Jerry Hembd	Director-Northern Ctr. Econ. Dev.	
Tom Blewett	Associate Prog Director	CRD-state admin
Colleen Bates	President	WACEC
Gerry Campbell	Ag Econ.	Madison campus

Scholarship

Name	Position	Representation
Bob Cropp	Ag Agent-Pepin Co.	Co faculty-Ag (SRP?)
Tom Evans	Faculty Senate Ad Hoc	WI Geological & Natural History Survey-Faculty
Dave Marcouiller	Specialist	Ctr. For Comm. Econ. Dev-State
Dianne Weber	Family Living Educator-Washburn Co.	Co. faculty-FD (past SRP)
Rose Skora	Comm Ag Educator Kenosha/Racine	Co. Academic Staff
Steve Grabow	CRD educator-Jefferson Co.	Co. faculty CRD
Chuck Prissel	YD educator-Polk Co. Faculty	Co. Faculty YD (FTAC)

Diversity

Valerie Maurice	Workforce Equity & Diversity	UWEX & UWC
Jeffrey Lewis	State Specialist	YD—Academic Staff
Faye Malek	Family Living Educator-Manitowoc Co.	Co. faculty –FD (Hispanic)
Lee Cunningham	Ag Agent-Dane Co.	Co. faculty-AG
Joan Hinz	Spcl Asst to the Dean/Director	CE Administration
Cindy Muhar	Family Living Educator-Milw. Co.	Co. faculty – FD
Sally Bowers	YD Educator-Dane Co.	Co. faculty - (faith-based)
Kathy Hetzel	FL Educator-Dodge Co.	Co. faculty – FD (Hispanic)
Mary Geissler	FL Educator-Chippewa Co.	Co. faculty-FD (incarcerated)

Work/life balance

Nan Baumgartner	Family Living Educator-FDL	Co. Faculty- FD
Karen Hintz	District Director-Eastern	Administration
Dick Pederson	District Director –Southern	Administration
Jackie Carratini	Family Living Educator- Marathon C..	Co. Faculty-FD
Steve Huntzinger	Ag Agent-La Crosse Co.	Co. Faculty-Ag
Mary Husar	Program Specialist-FL	Academic staff-state
Joan LeFebvre	FL Educator-Florence, Forest, Vilas Co.	Co. faculty-FD

Internal relationships

Jeff Hoffman	CRD agent-Dodge Co.	Co. Faculty-CRD
Mary Novak	FL Educator-Kewaunee Co.	Co. Faculty-FD (conflict mgt)
Chuck Law	Specialist-Ctr for Comm. Econ. Dev.	State staff-CRD Academic staff
Jennifer Lord	Dean's Office	State Academic staff
Matt Hanson	Ag Agent-Dodge Co.	Co. Faculty-Ag
Rosamaria Martinez	WNEP Nutrition Coor. Milw	Co. academic staff
Chris Kniep	FL Educator-Winnebago Co.	Co. faculty-FD (Univ. Comm.)
Mary Meehan-Strub	FL Educator-La Crosse Co.	Co. faculty-FD

Partnerships

Gary Green	Specialist-Ctr. For Comm. Econ. Dev.	State faculty
Deb Jones	District Director-Western	Administration
Kandi O'Neil	YD educator-Washington Co.	Co. faculty-YD
Laurie Boyce	State program director	Administration – FL
Dave Williams	State program director	Administration – ag
Chris Boerboom	State specialist – ag	State faculty – ag
Mark O'Connell	Executive Director	Wisconsin Counties Assn
Mike Serpe		
Kelly Haverkamp	CRD agent-Vilas Co.	Co. academic staff
Gail Roberts	YD educator-Jefferson Co.	Co. faculty-YD

Technology

Tom Cadwallader	Ag agent-Marathon, Lincoln, Langlade Co.	Co. faculty-Ag
Brian Gould		
Greg Johll	Director Tech Services	State academic staff
Frank Ginther	YD educator-Pierce Co.	Co. faculty – YD
Dan Verhoff	Demographic specialist	State academic staff
Tim Tallen	4-H specialist	Faculty-YD

Paul Roback	CRD educator-Washington Co	Co. faculty-CRD
Annie Hobson	Youth dev. Agent-Buffalo Co.	Co. academic staff
Amanda Kostman	4-H advisor- Lincoln Co.	Co. academic staff
Jenny Wehmeier	FL Educator-Walworth Co.	Co. faculty-FD
Jennifer Caravella	FL Educator -Waushara Co.	Co. faculty-FD
Karen Smiley	Eastern District	Classified staff
Carolyn Johnson	Tech specialist-Milw Co.	Co. academic staff

Fund/budgeting

Randy Knapp	Ag educator-Chippewa Co.	Co. faculty-ag
Eloisa Gomez	Co. director-Milw	Co. academic staff
Dan Malacara	Budget director	State academic staff
Kate Lawton	Specialist-local govt ctr	State academic staff
Jane Marquart	Prog. Asst.-youth dev.	Classified staff
Karen Dickrell	FL educator/dept. head-Outagamie Co.	Co. faculty-FD

Marketing/branding/image

Pat Rychter	FL Educator-Portage Co.	Co. faculty-FD
John De Motmollin	Youth & family Ed-Kenosha	Co. faculty-YD
Pam Seelman	Public info special-Dean's Off	State academic staff
Meg Gores	Editor-FL	State academic staff
Jane Herring		
Bill Pinkovitz	CRD specialist	State faculty
Peggy Olive	FL educator-Richland Co.	Co. faculty-FD

Organizational structure/ flexibility

Mark Hilliker	CRD educator-Portage Co.	Co faculty-CRD
Tom Schmitz	YD educator-Grant/Lafayette	Co. faculty-YD
Greg Hutchins	Program Director-YD	Administration
Sharon Klawitter	HR director	State academic staff
Sue Dennick	Housing coordinator-Quad co.	Co. academic staff
Bill Rizzo	CRD educator-Dane Co.	Co. faculty-CRD
Rob Burke	Faculty (U Comm Chair)	
Dan Hill	Local govt. cter-specialist	Faculty-CRD
Tedi Winnett	Co. director-Kenosha	Co. faculty-FD
Tim Rehbien	Ag educator-Vernon Co.	Co faculty-ag
Arlen Albrecht	CRD agent-Taylor Co.	Co faculty - CRD

Reviewed budget and have \$27,000 left—spent \$58,000

Budget—need to think about budget for summit and it may use up most of our present budget.

Then if we need more for implementation, our final meetings, and publishing document we need

to know now to ask CEAC for more money—Annie will send proposal of \$25,000 for our review.

Upcoming Dates:

Soon-- Send out materials for Visions Design team (Annie)—

Deadline May 20-- look at draft vision statements, vision questions and make suggestions for redraft to entire group by May 20, request to volunteer and rank their top 4 of the 10 strategies by May 20 to Art. Art will assign a facilitator.

May 28

10-10:30 Review what happened last meeting. Role play—Dale

10:30-12 group work

12-12:30 report

12:30-1;00 LUNCH

1:00-2:30 group work

2:30-3-reports

3:30-4 Overarching vision discussion

June 11—9-11am SPSC wisline

July 1 & 2 Strategy Development Workgroups—summit

Start 9am - 4pm

SPSC July 1 we start at 8am and stay July 2 for SPSC

Aug 4, 10am-3pm at Wausau. further develop strategic plan prioritization and what the plan will look like for reactions

CEAC report is Aug 27.

Fall - vision design team meeting