

**CES Strategic Planning Initiative
Steering Committee Meeting
May 30-31, 2007**

May 30 Location:

9:30 – 5:00

Pyle Center – Madison

Present: Carl Duley, Annie Jones, Denise Retzlaff, Steve Deller, Linda Bruce, Rebecca Power, Lisa Brennan, Marma McIntee, John Preissing, Kimberly Porter, Dale Mohr

Absent: Larry Jones, Rick Mills

Agenda:

Check-in – Marma McIntee volunteered to take notes.

Announcements/Updates – Review of April 17 CEAC meeting, JCEP poster and concurrent session. Annie reported about JCEP presentations—lots of questions about integration of Colleges and Extension as well as the integrated planning process.

Review Timeline, Scope and Sequence of Planning Process

CEAC noted very familiar groups under stakeholder lists and wanted to know how we would obtain input from other groups. Annie noted Dean Rick Klemme did a good job of reviewing the process at JCEP.

Reviewed the planning process from the last meeting and discussed when and how we would obtain input on mandates from CEAC. The Dean and Yvonne had questions about what are mandates but indicated that we really don't have mandates (what is and is not negotiable). John P. suggested that we do have some mandates: tenure track, four program areas, budget, internal policies, etc., some informal and some formal.

We may want a two part conversation with CEAC, 1st ID mandates, 2nd what is negotiable and what not (what can we change). We will start a list in June to provide to CEAC to add to. We need to define what a mandate is. May want to soften discussion about mandates and just ask what changes do we want to see, then later what are the things that we must address or are non-negotiable.

Moved on to the values design team. Main interest has been from CRD. Need to recruit other members from North and West and other program areas. Need about 10-12. Time commitment will be about 2 wislines and 2 face to face meetings. To be done by about December, 2007.

Environmental scan (step 1) – internal (use as many existing meetings including CEAC, districts—we will all help with that) and external (county support staff, others) that don't meet regularly. UW Colleges: are they internal or external to COOP? Get samplings of people—not survey all members. Plan this in July and August for district meetings.

Might be a scenario planning sub-team and other opportunities to prepare for the E scan.

Strategic issues—team to develop beginning strategy and may also do strategy planning and scenario development. Do in March 08. Include budget issues. Dan Malacara would talk with us.

Vision is step 2, ideal system and into implementation plan moving toward Jan. 09. Develop binder with implementation plan. Is there is a need for additional involvement/ participation at the end between July 08 and Jan. 09?

To make our planning more readable to others use a table as follows with added detail as necessary

Dates				
Activities/stages				
Method				
Strategies				
Who involved				
Evaluation/assessment				

Review Budget

Annie shared detail for 08 budget. Questions for professional development per person. Getting a futurist or going to systems thinking conference in April. Might consider satellite program to talk with an expert, but consider wisline web or IP. Budget doesn't include values design team and is picked up under RBC. Also doesn't include visions design team. Sent to Rick & Yvonne for approval. Several saw speaker from California on technology at the CYFAR conference and thought might be good presenter at some point.

Concept mapping. Shared resources from Urban conference and Kathleen. Software may be purchased after presentation today.

Lunch on the terrace

Concept Mapping via WisLine Web – Dr. Kathleen Quinlan

WisLine Web available for this portion only – 1:00 -2:30 (connection instructions and PPT attached)

www.conceptsystems.com

After presentation with Dr. Quinlan and discussion with Greg Johll the committee decided that most of the planning work is placed on the committee and that the mechanics of data collection and analysis can be completed in house through IT and with Steve's help. The timeline would indicate that we collect data during the fall and analyze the data in Jan. 08.

Mandates—what do we need to know? What do we need to do?

We should be asking administrators, CEAC, etc. to provide the mandates for us.

Define mandate. Define formal and informal. Do we need to consider the informal or only the formal/required mandates (policy, federal, etc.)?

Fiscal mandates? Physical Space by county? Determine scale of mandates we will ask for, county vs. federal, or other. Do we need to consider statutes? U administrative code? Civil Rights? ADA?

Develop a glossary and/or continuum of examples of what we mean by mandates.

Template of what, who

Use language like: what are things that are not negotiable?

What are "legal mandates" then everything else is up for grabs. Ask legal counsel, Dan Malacara, Bev Phillips (WNEP) and Sharon Klawitter to get the major strategically relevant mandates that we are bound by. Get the list and we will review and then go to CEAC and ask is this how they see it. Determine scale of what we're going to ask them Define purpose and reason for asking CEAC. Identify our box and think outside of it.

Mandate examples: hiring, tenure process-formal or informal

What are the formal and informal mandates that may impact our strategic planning work and

a. how feasible is it? b. how important is it to make changes?

Hearing All Voices—handout has been to several groups and wordsmithing to final form. Final refining was completed.

Ad Hoc Committee volunteer—

How will we make decisions about how to add people?

For a specific purpose not just for any or all meetings. Discussed this and decided that we would ID specific individuals for a specific purpose. Dan Verhoff, Art??? When other people are referred to us the answer will be—"Thanks we'll take it under advisement"

Values Design Team—beginning to obtain suggestions, nominations. RBC is working on this.

Website

Whose Idea and update schedule
Other candidates for Whose Idea and schedule
Marilyn Herman—1st nutrition program in Green Bay
Dynamite person
Marv Beatty
Ask Gus
Dennis L from Milw
Annie-Menominee tribe
Dan Wilson

Message Board questions

Mandates—definition and what do you think? On message board
Discussion on the “values” question.
Discussion on WNEP question—Annie will make a contact with owner to clarify and then respond.
Add Bev Phillips to the list of individuals about mandates.

May 31 Location:

8:30 – 3:30
Wisconsin Geological and Natural History Survey
(<http://www.uwex.edu/wgnhs/>)
3817 Mineral Point Rd.
Madison, WI 53705

WGNHS Tour and Overview – Jamie Robertson

Continuation of Action Planning

Reviewed CES Strategic Planning Pyramid
Are there any other information points? Any other info we need to collect.
Will we get what is going on in other places? Trends?
#4 does not have who?

Actions to take:

Get our hands on the data?
Designing processes for SWOT
Designing processes to collect other data if needed and to share what we learn
Identify who we are getting information from

From CES SP Pyramid:

#1—what do we want to glean from the materials we have—lessons to learn from it
Trends? Values? Does it have meaning for us now?
Decided not to review resource and historical materials, but to move on to identifying what info we need, from who and how
Steve can help us decide what data analysis packages to use.
Designing survey instruments

Some issues surfacing:

Campus/county office relationship
Mandates
Promotion issues: tenure and promotion processes

At Wausau meeting we will do exercise to lead into discussion on mandates and identifying our own informal list of mandates. Then prepare for the June 27 CEAC meeting. Then will have our 1st set of data for Steve to work with. We will start planning the process for Oct. district meeting SWOT and who will go to each to lead process. Then also think about other surveying (zoomerang) something for academic staff council, etc. Want to consider more in depth interviews with others like specialists or select others to obtain rich information.
Begin planning for the situational analysis process

Potential methods: Focus groups, facilitated SWOT, surveys, one on one interview (key informant)
SWOT will ID certain issues. Focus groups could be SWOT or to tease out an issue identified
What are our strengths? Weaknesses? Opportunities? Threats?
What are we doing well? What not?
Could we be better at building relationships—in reaching out.

Each group need: who, how, when, why-purpose (could be what to ask)

External groups/Internal groups: from Annie's list

Can we get the data from the Chancellor's focus groups to obtain information about strengths and weaknesses?
Do we group the external stakeholder list and organize statewide focus groups? Or do a zoomerang survey or phone random digit dial?
Consider the state and county level of a sector?? Public health and co. health dept's
How do we narrow this large list of external groups? Will the internal SWOT help us narrow?

Critical External groups:

Alliance of Cities
WEDA
League of Municipalities
WCA
Town's Association
BID's
WI Rural Development
Ag. Community groups
DNR
W2 – WIC – DSS
Workforce Development
WEAC
Gathering Waters
1000 Friends
Legislators
Dept. of Corrections
Financial Institutions
Hospitals – Clinics
Service Clubs
Rotary
NAACP, Esperanza, etc.
Libraries
United Way
Foundations – funders
Chambers, EDC, WEDA
UW-Colleges
Four-years
Faith-based
Non-profits (Salvation Army, AODA, Red Cross, etc.)
Tourism organizations
Urban League

Young Professionals groups
Child care resource and referral
Council of Great lakes Governors
Housing Authorities
Basic need providers
Senior centers
Students
DATCAP
Public Policy Makers
WI city-county administrators association
County boards – WACEC – Extension Committees
Public Health WPHA
DPI
River Alliance of WI
Youth organizations
School Districts
County Departments
Media
FSA
NRCS

Decide on those who are most critical. Questions to ask CEAC about contacts with some of these.

Critical External Stakeholders for SWOT:

County boards – Survey 72 Chairs – strategic planning committee
WACEC – face to face – strategic planning committee
Partners (could be funding) who impact how we work (groups like Dept. of Commerce, Dept. of Health, DNR, DATCAP, NRCS, FSA) – Key informant interviews – conducted by program leaders (Kimberly lead on Dept. of Health and Steve lead on Dept. of Commerce)
Legislators – Key informant interviews – conducted by DD's and P.L.'s
County Administration – select 2 or 3 from each district – key informant – strategic planning committee
Sampling of potential funders (groups like United Way, Federal Reserve, Juvenile Justice, Kellogg, Annie Casey, BCBS, Joyce Foundation, Producer groups) – Key informant (Marma take lead)
Alliance of Cities – Key Informant Interview with Director – Steve will lead
CPAG's – Representative data from CPAG SWOTS – with particular eye toward organizational info
System family – Key informant interviews with Directors/Deans (Directors of Continuing Ed. On 2 years) – could also access data from World Café's if they occur) (Lisa will help identify key contacts) – also ask CEAC

Internal SWOT: stakeholder assessment

Districts: will Academic staff be there?

Face to face method

Provide info

Gather info

stakeholders

SWOT

Need 2 ½ hours

Specialists:

John & Steve

Classified staff: zoomerang

Co. Support Staff: zoomerang

What about 4-H volunteers and HCE?

Prompt Q: The mission of Extension is to provide the resources of the University to the citizens of Wisconsin wherever they live or work. What is there in the political environment that affects how Extension carries out its mission?

Connection to broader institutional planning

Plan for June 27 CEAC Mandates mtg. – What is the change we'd like to see?

Annie, Kimberly??, Denise??, Steve??, Rebecca??

Establish agenda(s) for next meeting(s) – Ideas:

Practice Scenario planning using integration as an example

Committee mandates process and run-through for CEAC mtg.

Committee situational analysis process

Future meetings:

- June 13 – Marathon County UW-Extension - Wausau

- July 9, 9am to July 10, 12 noon NGLVC

August 8, 11am to Aug. 9, 3pm -Alma, WI

September 6 & 7, Milwaukee

November 8 & 9 at Menominee Co, Kasheena

December 6 & 7 at Stevens Point

Potential speakers:

Someone on aquaculture center, NGLVC

Check-out

"The future influences the present just as much as the past."

-- Friedrich Nietzsche