

CES Strategic Planning Initiative  
Steering Committee Meeting  
June 13, 2007  
10:00 am – 3:00 pm

Marathon County UW-Extension  
212 River Drive, Suite 3  
Wausau, WI 54403-5476  
Phone: 715-261-1230  
Fax: 715-261-1238  
[Map & Directions](#)

Agenda

Check-in

Announcements & Updates

Guest Presentations

Discuss perspectives around the strategic planning process, and relationships with Cooperative Extension.

- Brad Karger, Deputy County Administrator
- Jim Veninga, Dean and CEO, UW Marathon County
- Eric Giordano, UW Marathon County
- Gigi Koenig, UW Marathon County
- Ann Herda-Rapp, UW Marathon County

Mandates – Resources Available for Review

- Sharon Klawitter, CE Human Resources
- Larry Jones, Program Development & Evaluation

Vision Statement Taglines – Share and Discuss

- UW-Extension and UW-Colleges – Annie Jones

Situation Analysis

- Develop a form or list of questions to ask during situation analysis interviews

Adjourn

CES Strategic Planning Initiative  
Steering Committee Meeting Minutes  
June 13, 2007

Location: UWEX – Marathon County  
10:00 AM – 3:00 PM

Present: Annie Jones; Rick Mills; Carl Duley; Lisa Brennan; Marma McIntee; Linda Bruce; Larry Jones; John Preissing; and Steve Deller. Rebecca Power joined by audioconference.

Absent: Denise Retzleff; Kimberly Porter; and Dale Mohr.

Guests: Brad Karger, Deputy County Administrator for Marathon County; Jim Veninga, Dean and CEO, Eric Giordano, Gigi Koenig, and Ann Herda-Rapp of UW Marathon County.

**Check-In** – John offered to take notes.

### **Guest Presentations**

- **Brad Karger** - Mr. Karger addressed the committee. He had some specific recommendations: there should be a seamless connection between all UW systems organizations operating in Marathon County; he touted UWEX integration into the community and noted that UW Marathon County is not integrated as well. This an area where UWEX can assist UW Marathon County; we should have a focus on how UWEX can assist place bound students; be sensitive to the role of community experts/professionals can play in teaching for credit courses; and be mindful of counties' financial future. This could be the largest threat to cooperative extension – it's important to remind people of partnerships and to be future focused.
- **UW Marathon County staff** – Their staff has spent time since integration beginning learn about UWEX and public scholarship. According to Jim Veninga, UW Marathon County has attempted civic engagement throughout its history. However, public service scholarship is done all the time by UWEX but not by the campus. Rather, the UW Marathon County staff has engaged in discipline related research. They now see enormous potential of drawing our faculty into public service work and research – with an invitation to do this together with UWEX. UW Marathon County will be the home for the new UW College's Institute of Public Policy and Service. Products can come from this type of research, but it's important to construct vehicles to promote this. Steve Deller added that a challenge is to build ties with the UW Colleges on joint research efforts.

The mission of the Institute will be to promote public service scholarship, promote service-learning opportunities, serve as an outreach entity for the colleges and extension. This can also serve as a focal point for an integration example. While there will be great possibilities there was also caution that actual efforts will be

limited due to the practicalities of scheduling, grants, personal interests of staff, and other issues. There was a general feeling that bringing together the UW Colleges' and Extension's could result in joint activities, greater service learning, and nirvana.

The colleges' accreditation process serves as a strategic planning process, with modifications based on the new integration opportunities and challenges. Their larger concerns are about the encroachment from the technical colleges and expansion of the four year state universities into freshmen and sophomore years. Finally, the UW Marathon County staff saw co-location as being a county government decision – they don't have a particular concern related to this.

*Our wrap up:* It doesn't appear as if the accreditation/strategic planning process used by the Colleges addresses the possibilities of collaboration between our institutions. Should this be raised? Second, are we thinking of the collaborations that are possible? Annie noted that we may be holding world café sessions across five locations in the state where there are two year colleges and extension to explore these issues at a grassroots level. Our expertise in planning, community outreach, and public service – scholarship could be great links. One concern is that our public policy research and education is always mindful of local implications. The Colleges might not have a similar perspective for public policy work. Public scholarship may be a great opportunity or challenge since all UW system colleges are being encouraged to work within this arena. In such, it should be examined by us within the strategic planning process. We may want to invite Eric Giordano back to explore this. We may need to consider more avenues of input for the two year colleges so we can better understand their issues, particularly in the area of public scholarship.  
*Action item:* Steve offered to send the group the definition of public scholarship.

### **Announcements/Updates:**

*New Specialist Support.* Rebecca Power noted that Jennifer Kushner is now working with the Environmental Resources Center as program development and evaluation specialist. She has national evaluation experience. She might be able to serve us as an internal-external evaluation specialist. Her expertise and newness to extension will be beneficial. Her role might be as a responder or in a taskforce on evaluation.

*July Working Visit.* John described possibilities for the group's Northern Great Lakes Visitors Center July 10-11, 2007 visit. In addition to our ongoing work, we may kayak the Fish Creek, learn of the overall Visitor Center mission, learn about the local Wisconsin Indianhead Technical College mission, and learn about our unique mission at the NGLVC and perhaps about the new UW Aquaculture Center at the Red Cliff Reservation. There is also a possibility to attend the famous Big Top Chautauqua Tent Show and the enjoyable Deep Water Microbrewery and Grill. *Action items:* Lisa offered to organize a direct billing for the Hotel Chequamegon. Can we provide a list of antique stores and other items? Make a reservation at the brewery for about 15-20 people at 6:00 PM. Lisa offered to work with Cathy Crandall on meals and breaks, etc.

*Preliminary August Visit.* Carl will work with the Lisa for the August session in Alma, Wisconsin.

*Preliminary September Visit.* Annie has asked Dan Malacara to attend our September, to be held in Milwaukee. He will discuss financial issues with us.

*Mandates Discussion.* The Program Planning website has a link under legal mandates which represents the most comprehensive listing for Cooperative Extension. Sharon Klawitter has a list of personnel related mandates that was assembled by JoAnn Gruber-Hagen. *Action item: Larry will send a link to the group.*

*Values Design Team.* Annie reported that we should have 24 people for the Values Design Team. There was enthusiastic response to this call for team members and will include a broad range of staff, programs, county support people, and administration.

*Fall In-Service Planning.* Four of the six districts have been scheduled in for a 2.5 hour input session. The other two will be scheduled. Known dates and facilitators: Southern District (facilitators to be named) for Sept. 17; Quad Counties (Annie and Kimberly) for September 19; Northern District (Linda and John) for Oct 16; Western District (Carl and to be named) for probably October 16; and Eastern District (to be named) for October 17; Central District (Annie and Art Lersch) for October 17.

*Qualitative Data Analysis from Input Gathering.* Steve led a discussion on using NVIVO for analyzing our data from the interviews and focus groups. We have purchased one copy of the software and he is reviewing it. John mentioned that we may need transcription services and that his office has a person that can assist.

### **Plans for the June 27 CEAC Meeting**

Annie overviewed a model of change, ranging from First Order to Third Order changes. We should be mindful of which order of change is CEAC actually supportive of. This will impact the CEAC conversation in regard to informal mandates. Our two hour plan for the June 27<sup>th</sup> meeting 1 – 3 PM time with CEAC:

- Describe process to date and share timeline.
- We recommended that Annie use the second chart on the change continuum to lead the discussion with the group on first, second, and third order changes.
- She will define formal and informal mandates with examples.
- Distribute Cooperative Extension's formal mandates, as developed by Extension. Elicit discussion, as appropriate.
- Using a series of questions, Annie will to help bring out the informal mandates which will inform the strategic planning process. She will use a think, pair, and share process. This will generate a potentially large group list and several individual lists. The entire list can be insightful. We may use a feasibility and importance matrix to provide more insight, using a Zoomerang survey process afterwards.
- Larry made the point that we should place this discussion in a proper context so the CEAC group can step back to examine our mandates openly.

The next full meeting will be held July 9-10, 2007 at the Northern Great Lakes Visitor Center in Ashland from 10:30 a.m. July 9<sup>th</sup> and finishing at 2:30 p.m. July 10<sup>th</sup>.

Topics to be covered for the July meeting include: development of a template of questions for informal interviews, recap of the CEAC meeting, planning for the fall inservices, and the evaluation processes to be used.

*Action Items: Rick Mills will work with Ginny Nachreiner to generate a list of ESP retirees for possible interviewing.*