

CES Strategic Planning Initiative
Steering Committee Meeting
30 November 06
10 a.m. to 11:30 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>

(see email from Lisa Brennan, 11/24/06 "WisLine Web Presenter Login and Archive Information")

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

Announcements/Updates: Communications, CEAC-Program Planning, and Conversations with Chancellor Wilson

Continue building the action planning pyramid

Begin overview of models – materials posted on D2L Strategic Planning web space (<http://www.uwex.edu/d2l/>) – November 30, 2006 – Meeting Material.

Slide Handouts

John: [Strategic Planning Programs: An Overview of Bryson-type Model](#) (PDF, 12 slides)

Marma: [System Planning Basics](#) (PDF, 44 slides)

Rebecca: [Scenario Planning Overview](#) (PDF, 10 slides)

Future meetings:

- ~ Dec. 8th, 1-2:30 p.m. - Continue overview of models (Annie, Larry, Steve, others?)
- ~ Jan. 25th, 2007, 10-11:30 a.m. - Concept mapping presentation
- ~ April 16th, 2-6 p.m. in Neenah before JCEP starts (Is anyone on the conference planning committee or know who to talk to about booking a room?)
- ~ May 30-31, Kemp Environmental Research Center (<http://www.kemp.wisc.edu/>)
- ~ Aug. 8-9, [Northern Great Lakes Visitor Center](#) (NGLVC)... We may need to reschedule?

Establish agenda for the next meeting

Check-out

If you are planning for a year, sow rice; if you are planning for a decade, plant trees; if you are planning for a lifetime, educate people.

- Chinese Proverb



**Strategic Planning Committee Meeting
Wisline Web
November 30, 2006**

Minutes:

Present: John, Carl, Linda, Denise, Marma, Annie, Steve, Rick, Lisa, Rebecca and Larry

Action Steps:

AJ will contact JoAnn Hinz to see if we can get on CEAC's January agenda to discuss relationship to program planning process.

AJ (and other volunteers?) will put together a graphical representation of past and future planning activities.

JP and CD will review key "plan for planning" agreements and points that the committee should cover during their meeting with the Chancellor.

Updates:

Communications: Annie said that there was something wrong with the link to the website, but that she would forward the draft when it was available.

CEAC and Program Planning: Annie is getting further inquiries about program planning. Larry said that CEAC has delayed its program planning discussion. Annie will see if we can have a discussion with CEAC at an upcoming meeting.

Conversations with Chancellor Wilson: John mentioned that he'd been contacted by Chancellor Wilson regarding hopes and concerns for the candidate for the appointment of an Interim Dean for Cooperative Extension. During the conversation, John noted that it would be important for an Interim Dean to fully support Cooperative Extension's strategic planning efforts. The Chancellor was not fully familiar with these efforts. He related his intention to engage the UW-Colleges and UW-Extension in a planning process that may be conducted by Dennis Jones from the National Center for Higher Education Management Systems: www.nchems.org. Following their conversation, and at the Chancellor's invitation, John phoned Annie to suggest that she and the Chancellor meet. Annie reported that they will meet at 8 a.m. on Monday, Dec. 11 and invited suggestions for talking points. The group brainstormed the following:

- Reiterate hope that the Interim Dean will fully support the planning process, and request a meeting with the Interim Dean shortly after the appointment has been announced

- Provide an overview of the history of, and expertise in, strategic planning in our organization
- Our institutional philosophy, as well as the values of our committee, call for a grassroots and inclusive planning process
- Research about change efforts (two-thirds of all change efforts fail) indicate that there is a higher return on investment when those who will be impacted by changes are given a voice
- People of the state and Extension programs throughout the nation look to UW-Extension as a model
- This committee hopes to provide both leadership and a model for planning that can be incorporated into other UW-Colleges – UW-Extension planning efforts
- We would like to see a balance and bridge between internal and external planning efforts
- The Chancellor has an opportunity to demonstrate inclusiveness through a grassroots planning effort that engages institutional stakeholders and citizens
- Bring along a graphical representation of past and future planning activities
- Questions to ask:
 - What are the coordinating mechanisms that will be in place between college, division, and unit planning efforts?
 - We're currently engaged in "plan for planning." Will there be a similar "plan for planning" effort to develop an initial agreement for an inter-institutional plan? If so, can we be invited?

John recommended that the steering committee meet with the Chancellor, and that the Chancellor was willing to do so. Annie will contact the Chancellor's office to set up an appointment for the committee to meet with the Chancellor sometime before he announces his shared vision on Feb. 7, 2007.

Steve will accompany Annie during her visit with the Chancellor.

Larry suggested that both John and Carl have expertise in the Bryson model and that a "plan for planning" step and agreement is a vital component of the Bryson model. Larry suggested that John and Carl think through some of the points of the plan for planning agreements so the committee can be sure to address those points when members of the committee meet with the Chancellor. Both agreed.

Action Planning:

The committee had about twenty minutes remaining in the meeting and decided to delay continuation with action planning until there was more time and further clarity about the Chancellor's intentions.

Overview of Models:

John provided an overview of the Bryson Model. His presentation has been posted to our D2L site: <http://www.uwex.edu/d2l/>. He noted that according to his

dissertation research, a key determinant of success seems to be having people on the ground to follow-up and support implementation.

We will continue to review models in upcoming meetings.

Upcoming meetings:

We will need to reschedule our August meeting at the Great Lakes Visitor's Center. Annie will send out dates.

Because of the meeting with the Chancellor and because it is taking a bit longer than anticipated to move through agenda items, we will not meet with Concept Systems until our January 25th meeting or later.

Please respond to possible WisLine Web dates for February and March (see Annie's 12/6/06 email).