

News and Ideas

UNIVERSITY OF WISCONSIN-EXTENSION'S NEWSPAPER

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4-H urban programs help kids learn by doing

By Mary Ellen Bell



Strong foundations

With tips from UW-Platteville student intern Jesus Hernandez, Cortez Williams, Alfonzo Mathews and Davontoy McAttee (front from left) build a strong foundation for their candy-and-toothpick structure – and for their future education.

MILWAUKEE—Cortez, Alfonzo and Davontoy have just transformed a pile of toothpicks and brightly colored jelly beans into a structure capable of bearing the weight of a couple of hard-bound books.

“It’s real strong because it has triangles,” explains Alfonzo. “Triangles are the strongest shape.”

Urban 4-H at work

The three boys are among several dozen elementary school children who come almost daily to a summer enrichment program at Westside Academy on Milwaukee’s northwest side. Each day features a

series of activities designed to give the kids a leg up in science – and a better chance of finishing high school and going to college.

For Cortez, who wants to be a mechanical engineer; Alfonzo, who intends to be an art teacher; and Davontoy, who wants to be a builder, a program like this could make a big difference. They live in a city with one of the nation’s highest school dropout rates and lowest science scores for African American boys. This summer program is one of three projects for Milwaukee youth organized by a partnership that includes the schools, neigh-

borhood leaders, youth organizations and University of Wisconsin-Extension’s 4-H Youth Development Program.

Some people may be surprised to find 4-H at work in inner-city neighborhoods, but Mary Thiry, UW-Extension youth development agent, says urban 4-H programs are growing.

“The goal of 4-H is youth development and encouraging youth to become positively engaged in their schools and communities. And 4-H has a tradition of helping young people learn by doing,” she says.

Learning by doing

Outside the school, a dozen students are working with science teacher Anthony Hooker, who devotes his summer vacation to helping his students continue to learn. These students are tending a small garden – carefully weeding and watering plants they have grown from seeds.

Previous attempts to plant flower gardens at the school failed – vandals destroyed them – but this garden is flourishing, because the neighbors are keeping an eye on it.

“The kids learn a lot from this garden,” Hooker explains. “They’re learning the science of how plants develop from seeds. They are learning math concepts involved in measuring and planning. And they are learning how share tools and to work together to accomplish something.”

Across town, two dozen middle school and high school students are pulling weeds out of the baked earth of an urban community garden plot. The kids are part of “Running Rebels,” a youth organization that started out as a basketball team and now provides the young people with education and inspiration to build an entrepreneurial spirit.

The youth will harvest the produce and sell it at a neighborhood farmers market. Demetrius Brown, another Milwaukee County UW-Extension youth development agent, has worked closely with the project, organizing, getting donations of plants and equipment, and teaching the kids about gardening.

Initiative supports children, youth and families

Both summer programs are funded by the Children, Youth and Families at Risk (CYFAR) Initiative. Two other CYFAR-funded 4-H youth development programs also are underway. At Malcolm X School, ninth grade students are mentors to younger children in a project designed to improve math and science skills. In Wausau, Marathon County 4-H Youth Development Agent Jean Berger is working to create a 4-H Club where Hmong youth will focus on community and civic action.

For more information:
www.uwex.edu/ces/4h/

2004 brings changes to UW-Extension publications mix

By David Giroux, Director of Public Information

Communicating clearly and consistently with internal and external audiences is a top priority at University of Wisconsin-Extension. Changes in the coming year will provide a more flexible array of communications products.

News and Ideas

Beginning with this issue, *Extension News and Ideas* will be produced and distributed on a quarterly basis. The publication will continue to be distributed to faculty and staff members across the UW System who work in a variety of outreach and extension functions, as well as Extension retirees and other stakeholders. *News and Ideas* will continue to promote greater awareness of educational programs,

events, partnerships and employee achievements across all UW-Extension divisions and the entire UW System.

FYI from the Chancellor

Electronic communications allow UW-Extension to get timely information into the hands of people who can use it. Monthly FYI e-mail messages from Chancellor Kevin Reilly have proven to be an effective way to keep people in touch, and other special all-employee messages allow rapid communication about current events.

New impacts publication in 2004

To communicate UW-Extension’s relevance and value to external

audiences, a new publication will focus on the positive outcomes of outreach programs statewide. The publication, eventually produced on a quarterly basis, will use program impact data and client testimonials to help position UW-Extension as a national leader in university outreach and engagement. The goal is to provide a relevant, informative and appealing publication for external audiences.

These changes in Extension’s publication mix are the result of more than a year of research and thoughtful discussion by the UW-Extension Communications Team and a work group comprised of communications professionals from throughout the UW System.

For more information: David Giroux, UW-Extension director of public information, david.giroux@uwex.edu

INSIDE

2 FOR THE RECORD

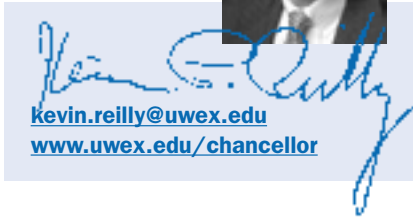
Message from Chancellor Reilly • Coming up at UW-Extension • Kudos

3 PROGRAM NEWS

Radio for the underserved • Entrepreneurial training

4 MORE PROGRAM NEWS

Interview with Regent Bradley • Wisconsin Vote



MESSAGE FROM THE CHANCELLOR

On the road, seeing UW-Extension in action

Every so often, I escape the Madison beltline to get a firsthand look at how our educational programs are delivered at the local level. I always enjoy meeting colleagues and speaking with clients around the state.

On one day in December, I visited our Cooperative Extension offices in Adams, Marquette and Waushara counties. I started in Marquette County, meeting with faculty, staff, county board members and the county administrator. We toured a local chicken-processing plant where our educators are working with management and labor to increase economic performance and job quality.

In Adams County, I got a rare inside look at the Oxford Federal Correctional Institution, where Extension educators have offered parenting education programs for incarcerated fathers for eight years.

The 16-week parenting program is a partnership between our Cooperative Extension office and the physi-

cians, chaplains and psychiatrists who work at the facility. Our faculty and staff members address topics like communication with children, literacy and nutrition.

Adams County Family Living agent Edie Felts-Podoll tells me that much of the material offered to prisoners is very similar to information designed for divorced families, focusing on parenting apart and maintaining family unity. Since many families of prisoners relocate to live closer to the facility, this program is addressing unique needs across Adams County.

This tour reminded me of the long-standing effort at UW-Baraboo to make continuing education programs available to Oxford inmates, along with other offerings from the Fox Valley Technical College. Through these outreach programs, education is a major part of the rehabilitation program, enabling people to finish their high school diplomas or pursue associate degrees.

At the close of one of the parenting classes, one prisoner approached me and asked, "So, how much money did you make?" After a moment, I realized that he was referring to the recent Wisconsin Public Television pledge drive, during which I served as one of the on-air fundraisers. He told me that when he was "on the outside," he was a regular contributor to public TV!

After assuring our loyal viewer that we had enjoyed a successful fund drive, I traveled on to Waushara County, where I joined our Extension colleagues and members of the county extension committee for dinner and a public meeting to discuss land-use issues.

These visits always reinvigorate me, and remind me of the variety of valuable work we do.

Best wishes for the New Year.

KUDOS



Mark K. Dorn has joined UW-Extension as director of business services/controller. He has previously held

positions with the Wisconsin Department of Health and Social Services, UW-Madison and UW System Administration. Contact Dorn at (608) 262-5975 or mark.dorn@uwex.edu.

Garden Expo, presented by **Wisconsin Public Television**, has received a 2003 national PBS Development Award for a Special Fundraising Event. Garden Expo was praised for the total revenue raised, educational impact and community awareness, and for the key constituents reached.

Listeners recently showed their appreciation for **Wisconsin Public Radio's** outstanding programming by contributing \$825,000 – the largest amount ever – during Wisconsin Public Radio's October pledge drive.

Ellen Taylor-Powell, UW-Extension associate program leader and evaluation specialist, has received the 2003 Outstanding Leadership and Service to the Extension Evaluation Profession Award from the American Evaluation Association's Extension Education Evaluation Topical Interest Group.

The UW-Extension Family Living team of **Steve Small**, **Mary Huser** and **Dianne Weber** has received the 2003 UW-Madison School of Human Ecology's Excellence in Outreach Award for Teaching for leading the Hmong Family Strengthening Project in the Eau Claire area. Small is a professor for UW-Madison/Extension. Huser is a special projects specialist and Northern and Western Districts state liaison for Family Living programs. Weber is a family living agent for Eau Claire County.

Wisconsin Public Television has received two Midwest Emmy Awards. **Stephen Lukes** won an Emmy for outstanding achievement in lighting "Dances for Television." **Chuck France**, WPT videographer, won an Emmy for outstanding achievement in videography for "Up North."

The Consortium of College and University Media Centers (CCUMC) has announced that its 2004 Research Award will be named in honor of **Bruce Dewey**, a distance education specialist with Instructional Communications Systems. Dewey has been active in CCUMC for more than 25 years, and has held several leadership positions, including president.

Coming up at UW-Extension

2004 Outreach Scholarship conference proposals

Proposals to present at Outreach Scholarship 2004, Impact Through Engagement: Engaging Communities and Changing Lives are due **Jan. 16**. The conference, co-sponsored by the UW-Extension, Ohio State University, Pennsylvania State University and University of Georgia, will be held Oct. 3-5 in University Park, Penn.

For more information: www.outreachscholarship.org



Garden Expo

Wisconsin Public Television and the Cooperative Extension Horticulture Team present a breath of spring in the middle of a Wisconsin winter with the 11th annual Garden Expo, **Feb. 6-8** at the Alliant Energy Center in Madison. The Expo will feature 263 exhibitor booths, display gardens, more than 80 different educational seminars and

demonstrations, and 20 hands-on workshops focusing on gardening, lawn care and landscaping.

For more information, schedules and admission cost: wpt.org/gardenexpo or (800) 253-1158

Program Impacts Workshop

The Program Impacts Workshop is scheduled for **Feb. 24-25** at the Wintergreen Resort in Wisconsin Dells. The workshop will focus on hands-on evaluation skills, with practice in writing good evaluation questions, analyzing data, and developing impact summaries. Since this is an intermediate-level workshop, participants are expected to have some basic evaluation training. If you're not sure you know the basics or need a refresher, you can catch up by taking the UW-Extension self-study modules available at www.uwex.edu/impacts. The office of the Provost and Vice Chancellor will pay for workshop materials and meals. Your administrative unit must cover transportation and lodging.

For more information: **Mary Crave**, evaluation and diversity specialist, crave@conted.uwex.edu or www.uwex.edu/impacts

To register: www.uwex.edu/impacts

DPDI proposals

Outreach and E-Learning Extension is accepting proposals for the fifth annual Diversity Program Development Initiative (DPDI). The grants are available to continuing education programmers for start-up programs that further the goals of UW-Extension's Plan 2008. Several grants for a maximum of \$7,500 each will be awarded. Grant proposals are due online no later than **March 5**.

For more information: **Mary Crave**, evaluation and diversity specialist, crave@conted.uwex.edu

For more information and to submit: cf.uwex.edu/ics/cegrant/cefp.html

Cross Divisional Grant proposals

UW-Extension 2004-05 Cross Divisional Grant proposals are due **May 7** to the office of the Provost and Vice Chancellor. The grants provide support for cross-divisional programs that represent creative and collaborative new ways to carry out the important work of UW-Extension. Areas of emphasis, proposal requirements and the timeline will be posted on Jan. 19. The period of funding support for successful projects is July 1, 2004, to June 30, 2005.

For more information: www.uwex.edu/provost

WPR provides programming for underserved audiences

By Bill Estes

GREEN BAY/EAU CLAIRE—Most Wisconsin Public Radio (WPR) programs serve general audiences, but several are designed and produced for very targeted audiences.

Hmong-language radio in the northeast

At WPR's studios in Green Bay, WPR Regional Manager Glen Slaats has broadcast Hmong-language programs since 1985. "The program is produced by Hmong residents for Hmong residents. It's a source of information for them. It allows them to celebrate their heritage, and it helps them better understand their new country," Slaats explains.

"Hmong Public Radio" program coordinator Bee Lor and a dedicated group of volunteers provide listeners with news, community calendars, music and interviews with doctors, lawyers, politicians and other guest experts.

"'Hmong Public Radio' was created to serve the 10,000 Hmong in northeastern Wisconsin," Lor says. "Listeners want to hear news they can understand and be updated on current issues. Besides that, many of our listeners are older individuals who cannot read newspapers or understand English."

Spanish-language radio in the northeast

Slaats says his stations have also broadcast Spanish-language programming for 11 years. "La Voz Hispana" host Jairo Huilar and his volunteers provide Spanish-language news, community information, interviews and music. "We try to serve communities that are underserved, and provide programs that are not economically feasible for commercial broadcasters to address. Those are the traditions at public radio," Slaats says.



DEAN KALLENBACH



GLEN SLAATS

Serving diverse communities

Above: Host Kao Xiong, assisted by UW-Eau Claire student Teresa Her, puts together the Eau Claire-area Saturday-evening broadcast of "Radio Hmong."
Left: Bee Lor is the host of a weekly Hmong-language program in northeast Wisconsin.

Broadcast schedules

Hmong language

"Hmong Public Radio"

Broadcast 5-7 p.m. Saturday on WHID 88.1 FM/Green Bay, WHDI 91.9 FM/Sister Bay-Ellison Bay, WSHS 91.7 FM/Sheboygan

"Radio Hmong"

Broadcast 5-7 p.m. Saturday in the Eau Claire area on a closed subcarrier channel

Spanish language

"La Voz Hispana"

Broadcast 5-8 p.m. Sunday on WHID 88.1 FM/Green Bay, WHDI 91.9 FM/Sister Bay-Ellison Bay, WSHS 91.7 FM/Sheboygan

Hmong-language programming in the northwest

On the other side of the state, public radio takes a different approach to reaching a specialized audience. Dean Kallenbach, WPR's regional manager in Eau Claire, worked with UW-Eau Claire and community leaders to provide a service for the Hmong in his area. "Radio Hmong" is broadcast from the WUEC 89.7 FM/Eau Claire studios on a special subcarrier channel that can be accessed by using a special pre-tuned receiver.

Working with the Eau Claire Area Hmong Mutual Assistance Association, Kallenbach received a grant

from the Eau Claire Area Foundation to purchase 165 receivers, which were distributed free of charge to households with at least one person who speaks Hmong.

"Radio Hmong" volunteer host Kao Xiong presents a mix of news, community event information and music. Those in the Hmong community hope to find more grant money to provide receivers to the remaining 150 to 200 Hmong households in the region.

For more information: www.wpr.org

Training helps entrepreneur develop a business mind-set



Melanie Johannsen

EAU CLAIRE—Entrepreneurs hear a different tune than the rest of us. They're the ones who add their own ingredients to recipes to make it better. They see solutions to problems in a flash.

They know by instinct how to fill a niche, please a customer, build a company.

Help for entrepreneurs

Yet their strengths can also be their downfalls. Melanie Johannsen, a born innovator, understands this fact and enrolled in the Entrepreneurial Training Grant program at UW-Eau Claire's Small Business Development Center. Co-sponsored by the Wisconsin Department of Commerce, the five-week course offers cost sharing for the tuition

and comprehensive training for small-business startups.

Her businesses in downtown Eau Claire, Virtual 360 and Digital Edge Studios, provide virtual tours for business Web sites and business multimedia marketing presentations on CDs. Her high-technology concepts make logical sense for future business marketing efforts, but she realized she needed some rigorous analysis to spot the weaknesses in her business executions.

Building a plan

"Usually entrepreneurs have strengths in some areas and weaknesses in others," she says. "My weakness is finance." The class helped her realize that she needed to hire an accountant. The class also helped her transition from conceptual thinking, so important to entrepreneurs who can understand the whole before the parts, to the more sequential, analytical thinking necessary for successful operations.

The class focused on general market analysis for sales projections, a crucial step for determining financial feasibility. Another area typically overlooked by inexperienced entrepreneurs is analyzing startup costs. A thorough analysis of staffing, equipment, supplies, inventory and all the other tangible assets is required to meet market and sales projections. Finally, financial projections using balance sheets, income and cash flow statements are organized into a financial statement, necessary for loan applications and to help project profit and loss statements.

The value of seeing new patterns from different perspectives has made her a true believer in business plans. "My partner and I will now focus on our business plan every quarter," Johannsen says.

Putting it all together

Johannsen launched her first business venture at 21, while

living in Venezuela. She started her own English-as-a-second-language school for Venezuelan business executives. Her creative energy took a different direction when she decided to publish a book of her own poetry. She is also an artist and a photographer.

She combined her interests in photography, graphic and Web design to form her company, Virtual 360 (www.v-360.com). Using iPIX software, she creates 360-degree images of businesses for a variety of applications, including virtual tours of hotel rooms, theme parks, dorm rooms or any business that needs to showcase an entire room. Her other business, Digital Edge Studios (www.digitaledgestudios.com), focuses on producing multimedia presentations on CD, a sort of digital business card.

For more information: www.wisconsinsbdc.org/

PROGRAM NEWS

UW Regent Bradley calls on UW-Extension to lead change

By Amy Pikalek



UW Regent Mark Bradley
Term: May 2003 to May 2010

Mark J. Bradley is an attorney with the law firm of Ruder Ware in Wausau, specializing in family-business succession planning and trust administration. He previously worked for the University of Wisconsin System as a budget analyst and an assistant to the UW System senior vice president. Currently he is a trustee of the B.A. and Esther Greenheck Foundation and director of the Elwyn J. Reming-

ton Foundation and the May Family Foundation. His undergraduate and law degrees are from UW-Madison.

Q: In May you began a seven-year term on the UW Board of Regents. What do you consider the key priorities for UW System?

A: I do not believe past levels of state support for higher education will return. In order to fulfill our commitments to quality and access for all qualified students who desire a college education, we are going to have to rethink how we obtain funding for and deliver our product. The Board of Regents, administrators from System, UW-Extension and the campuses, and faculty, academic staff and student representatives are currently working on a study called "Charting a New Course for UW System." It is a very ambitious project. The final report, due in June 2004, should clarify our priorities for the near future.

Q: What role do you see UW-Extension playing?

A: Chancellor Reilly paints a clear word picture for me when he describes UW-Extension as the "front door to the UW System." I think everyone wants to preserve that function for Extension. The "Charting a New Course" study I referred to is examining how that function might be improved. My reading of past reviews of Extension, however, is that they almost always result in asking Extension to do more.

Q: You have an interesting and very important history with UW-Extension. You were one of the two founders of the Higher Education Location Program, better known as HELP, a service that provides educational advising for all 26 UW System campuses. What was your vision for HELP when you started it 30 years ago, and how do you think it's doing?

A: I was working for System Administration when John Weaver was the System president. Governor Patrick Lucey was adamant about President Weaver making the merger of the two former university

systems work. A sense of urgency was passed down to the staff. I was lamenting the communications gap between the two former systems during lunch at the Kollege Klub in Madison with my friend, Don Steele, who was a graduate student in counseling and guidance. We came up with the idea of developing trained counselors to answer questions from parents, students and guidance counselors, and make referrals to the campuses using a toll-free 800 number (high tech at the time). Our best move, of course, was to hire Bobbi Hahn and Kris Anding as the first counselors. They set the standard and the rest is history. You can't argue with HELP's numbers and the enthusiasm of its people.

Q: Finally, what advice do you have for your UW-Extension colleagues?

A: Extension's mission is clear. But change in how Extension operates and how each campus operates is inevitable. Be flexible. Most important, strive to lead the response to changed circumstances.

Your vote counts!

Wisconsinvote.org provides resources for voters

By Moira Harrington

Eligible voters sometimes stay away from the polls, thinking, "My vote doesn't count."

Yet election history proves that it does. Ask President George W. Bush about his razor-thin margin in Florida that helped put him in the White House. Ask U.S. Sen. Russ Feingold about his first try for elective office, a state Senate seat captured by only 31 more votes than his opponent.

Election information 24/7

These two candidates are on the ballot again this year, along with other presidential, senatorial, congressional and state legislative contenders. Go to the recently relaunched Wisconsin Vote Web



site, wisconsinvote.org, to find out more about the candidates, their positions and their races.

The site is unbiased, available 24 hours a day, and filled with content from the award-winning news-gathering staff of Wisconsin Public Radio (WPR) and Wisconsin Public Television (WPT). During the

last statewide election, it proved so popular the server crashed. (All technological glitches have since been righted.)

Print, video, audio and links

That's a testament to the valuable information to be found at the site, which includes information about the Feb. 17 presidential primary,

fall primaries and the November general election as well as voter registration information.

The site will grow throughout the year to include candidate biographies, streaming video and audio of WPT and WPR news reports, candidate statements that originally ran on WPT, campaign ad "reality checks," links to political information sites and electoral watchdog groups, resources for classroom use and much more.

Click on wisconsinvote.org

"We're pleased to again inspire democratic activity and help dispel some electoral apathy by offering this online resource," says Kathy Bissen, executive producer of news and public affairs for WPT.

January/March 2004

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Extension News and Ideas
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Extension News and Ideas online:
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Editor:
Margaret E. (Peg) Davis

Designer:
Vicki Pierce

Contributors:
Mary Ellen Bell, Bill Estes, David Giroux,
Moira Harrington, Christine Javid,
Amy Pikalek

UW
Extension

University of Wisconsin-Extension
Office of the Chancellor
432 North Lake St.
Madison, WI 53706-1498

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