

News and Ideas

UNIVERSITY OF WISCONSIN-EXTENSION'S NEWSPAPER

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New UW-Extension tagline: Learning for life

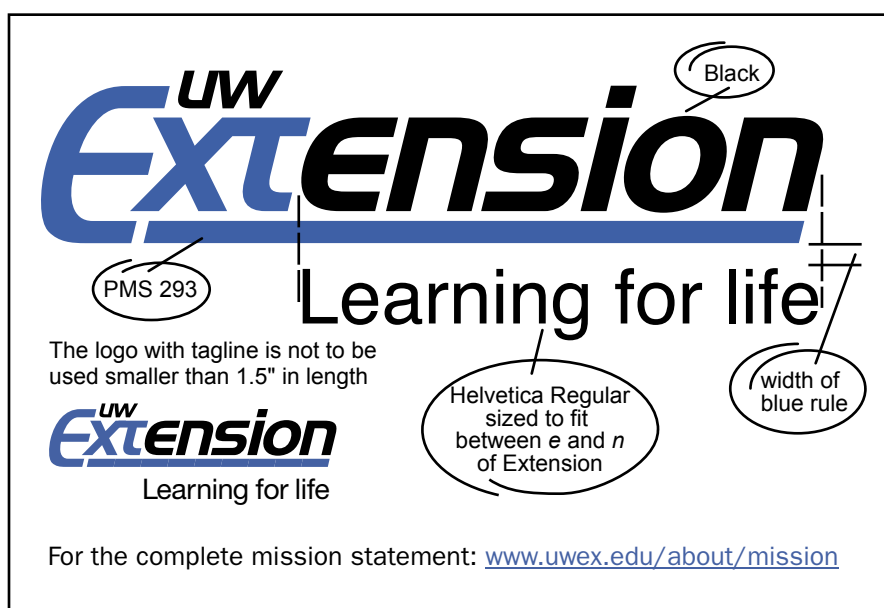
At its November 2004 meeting, the University of Wisconsin-Extension Board of Visitors approved a new tagline for the institution. "Learning for life" was selected as the catchphrase that best sums up UW-Extension's mission and value.

Two key concepts

The selection of a tagline followed an exhaustive effort to revise UW-Extension's official mission statement, and the tagline has a unique double meaning that references two key concepts in the new mission.

Programs that encourage and facilitate lifelong learning are a distinctive feature of UW-Extension. Local 4-H clubs, campus-based continuing education classes and other programs directly serve the learning needs of youth. Other educational programs and applied research initiatives address the specific needs of adults at various stages of life. Thus, "Learning for life" reflects the ability of UW-Extension clients to benefit from learning throughout their lifetime.

Another distinctive characteristic for UW-Extension is the way it makes learning opportunities available at many locations far beyond the borders of a university campus. Many of the institution's programs focus on the practical concerns of parents, business owners, govern-



ment officials and others. "Learning for life" makes this connection between higher education and life's everyday challenges.

Official signature

Together with the existing UW-Extension logo, the new tagline forms an official "signature" that can be used on print materials such as business cards, marketing materials, brochures, reports and office letterhead. The new signature is also suitable for Web sites and other electronic communications products.

Widespread input

The tagline emerged as one of four possibilities after extensive con-

versations with internal audiences including the Faculty Senate, Academic Staff Council, Systemwide Extension Council and the cross-divisional Communications Team. The final selection was based on surveys completed by 167 learners and clients from around the state.

"Learning for a lifetime" received generally positive remarks, but many people thought it was too long. It also lacked the special double meaning of "Learning for life." Two other options – "The Wisconsin Idea in Action" and "Your Wisconsin Idea Connection" – were also too long, harder to remember, and less clear.

Although people within the university felt that the Wisconsin Idea should be prominently featured, the phrase doesn't have the universal appeal needed in a tagline. Nonetheless, the UW-Extension mission does feature a direct reference to the longstanding philosophy, expressing the concept in relation to the modern notion of university-community engagement.

Strategic communications plan

The new mission and tagline are key components of a long-range strategic communications plan, designed to provide better support for all UW-Extension faculty and staff members.

Other resources now being developed include an updated graphic standards manual that will provide clear direction on how to use the UW-Extension logo in print and electronic materials. Specific guidelines for the new tagline and signature will be incorporated into that resource. In addition, the Communications Team is working on new electronic resources and templates that will make it easy for faculty and staff members to present a consistent organizational message and image. —David Giroux

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

UW-Extension explores its role in public controversy

In communities throughout the state, the public looks to University of Wisconsin-Extension professionals as providers of objective, researched-based information.

ENGAGEMENT AND CONTROVERSY SYMPOSIUM

When: April 12, 2005

Where: Wintergreen Resort, Wisconsin Dells

Keynote speaker: Scott J. Peters, Cornell University, nationally published author of articles on the university and civic engagement

Cost: Office of the Chancellor will pay for the program and meals; participants' units must cover travel and lodging expenses.

Registration: Look for an e-mail announcement in January. Registration will be limited to 100 participants.

Because of this important role, faculty and staff sometimes find themselves in the midst of conflict. During the past year, UW-Extension faculty and staff members have explored their roles as educators, facilitators, and even advocates and interveners in dealing with controversial public issues.

Addressing controversy

With support from former UW-Extension Chancellor Kevin Reilly, Interim Chancellor Marv Van Kekerix and Secretary of the Faculty and Academic Staff Greg Wise, several units have developed position papers stating the philosophical basis for their approach to addressing potentially controversial public issues.

Position papers by Cooperative Extension units Agriculture and Agribusiness, Community Resource Development, Environmental Sciences, Family Living Development and Youth Development; the School for Workers; and Wisconsin Public Radio and Television can be

accessed at the UW-Extension Web site.

Common themes

Although the units' work and clients are diverse, a strong alignment has emerged on what it means for UW-Extension to engage with the public on important issues. Some of the common themes expressed are that UW-Extension's work on potentially controversial issues should:

- Provide opportunities for learning, discussion and informed decision making
- Be grounded in the institution's mission
- Be supported by disciplinary standards of conduct

In addition, similar key words cited by the units include objectivity/unbiased, democracy/civic engagement, respect/tolerance, accuracy/factual, balance, and honesty/integrity.

Sharing Extension's work

UW-Extension has shared its leading-edge work on engagement

and controversy at the Outreach Scholarship Conference 2004 at Pennsylvania State University and 2004 National Association of State Land-Grant Universities and Colleges Annual Conference, and will share it at the 90th Annual University Continuing Education Association Conference this spring. A symposium for UW-Extension educators is planned for April in Wisconsin Dells. —Greg Wise

For more information: www.uwex.edu/secretary/e&c.cfm

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MESSAGE FROM THE CHANCELLOR

Communicating UW-Extension's value is everyone's job

One of my top priorities as interim chancellor is to position the University of Wisconsin-Extension and UW System for success in the upcoming state budget. Taking a longer view, I hope that such efforts will support our educational mission for many years to come.

I'm hopeful that faculty and staff members across the UW System will be prepared to convey a consistent set of messages around broad themes of access, affordability and quality. There are many compelling, and complex, arguments in support of public funding for public higher education, but emphasizing a few simple messages is a strategy we should embrace.

I encourage you to do your part to communicate the value and relevance of our work, as you continue to ably carry out your primary responsibilities as faculty and staff members. Here are a few suggestions.

Take credit for your success

As an organization that relies on public and private partnerships to

accomplish almost everything we do, we are accustomed to sharing the limelight. In some situations, however, we give up valuable opportunities to celebrate important accomplishments and explain our unique contributions to those achievements. While continuing to share the credit with our partners, we should work with others to ensure that UW-Extension is recognized appropriately in news releases, presentations and other public communications.

Get up-close and personal

No matter how well we communicate about our outreach education and applied research, there will always be people who can't appreciate the full impact of our work until they see it firsthand. That's why we should look for every opportunity to facilitate personal connections and face-to-face interactions that provide positive and lasting impressions. I've had the opportunity to witness many occasions when legislators, county board members and members of the Board of Regents had the chance to meet some of our clients and see the fruits of our labor. Without exception, even the

most skeptical stakeholders came away from those encounters with a newfound appreciation for the value of UW-Extension to their constituents.

Accentuate the positive

Without disparaging other federal, state or local agencies, we should consistently stress the return on investment that Wisconsin people see through UW-Extension. We can demonstrate how our work results in measurable outcomes for individuals, families, businesses and communities.

Let's show how our clients are getting better jobs, preparing healthier meals, implementing sound policies and taking more active roles as citizens, just to name a few. We can explain how the university is nurturing our creative climate, protecting natural resources and strengthening communities.

Along with being first-rate educators, researchers and administrators, I hope that we can also be good communicators.

KUDOS

More than 8,400 **Wisconsin Public Radio** listeners pledged \$1,029,000 to WPR's Fall Membership Drive, Nov. 4-15. This was the first time in the history of WPR that listener contributions topped the \$1 million mark.

Kevin Bernhardt, associate professor of agriculture, UW-Platteville, and risk management specialist, UW-Extension, has received a 2004 Alliant Energy Underkofler Excellence in Teaching Award. The annual award is awarded to four outstanding teachers from UW System campuses located within the Alliant service area.

Kay Taube, assistant dean for collaborative programs, Outreach and E-Learning Extension, has received the 2004 E. Nelson "Al" Swinerton Distinguished Service Award from the American Council on Education (ACE). Taube serves as the Wisconsin state affiliate for ACE's College Credit Recommendation Program, which evaluates workplace education and training programs and recommends appropriate college-credit levels.

The University Continuing Education Association (UCEA) Region Mid-America has honored the **School for Workers** program Building Opportunity: Diversity That Pays Off with the Creative Non-Credit Program Award. The project provided classes for minorities and women to prepare for employment in the trades or for required entry exams. **Amy Pikalek**, university relations specialist, Outreach and E-Learning Extension, has received the 2004 UCEA Continuing Education Support Specialist Award. Pikalek has also been elected to a one-year term as secretary for the region beginning in April 2005.

Vickie Richmond-Hawkins, continuing education director at UW-Marathon County, has received the Anthony J. Gradisnik Award from the Wisconsin Association of Foreign Language Teachers. The award honors Richmond-Hawkins for her work promoting the study of world languages and culture.

Jan Thornton, director of outreach and extension at UW-Green Bay, has received the 2004 Founders Association Community Outreach Award for building bridges that reach out to the community and bring the community to UW-Green Bay. The Founders Association supports UW-Green Bay's academic mission through donations from the community, university employees, alumni and friends.

Coming up at UW-Extension

Multicultural Awareness program

Applications for becoming a trainer for the UW-Extension Multicultural Awareness Program are due **Jan. 18**. To learn more about the program and how to apply: www.uwex.edu/diversity/ and click on "Multicultural Awareness Program." For more information: Vicki Washington, (608) 262-0277, vicki.washington@uwex.edu

Program Impact Workshop

The registration deadline for the UW-Extension Program Impact Workshop is **Feb. 7**. The workshop, to be held Feb. 22-23, 2005, at the Kalahari Resort in Wisconsin Dells, will focus on evaluating grants, contracts and other externally funded programs and projects.

Content will include meeting stakeholder and funder expectations, focusing and planning the evaluation, involving partners and other stakeholders in planning and conducting the evaluation, and developing the evaluation report.

The Provost and Vice Chancellor's office will pay for materials and meals.

For more information: **Mary Crave, workshop chair**, crave@conted.uwex.edu
 To register online: www.uwex.edu/impacts

2005 Outreach Scholarship conference proposals

Proposals to present at Outreach Scholarship 2005 are due **Feb. 10**. The conference, co-sponsored by the UW-Extension, Ohio State University, Pennsylvania State University and University of Georgia, will be held at the University of Georgia at Athens Oct. 2-4. For more information: www.outreachscholarship.org

UW Continuing EDvantage proposals

Outreach and E-Learning Extension is accepting proposals for the 2005-06 University of Wisconsin Continuing EDvantage grant program. The EDvantage economic development initiative provides funding for programs that meet the education and training needs of working adults and support diverse communities that attract and retain talented individuals. The grants provide start-up funding to new initiatives that create partnerships with Wisconsin businesses, county and government agencies, the nonprofit sector and UW continuing education offices. Proposals are due **March 1**. For more information: **Mary Grant, associate dean**, grant@conted.uwex.edu, www.uwex.edu/ce/edvantage.cfm

DPDI proposals

Outreach and E-Learning Extension is accepting proposals for the sixth annual Diversity Program Development Initiative (DPDI). The grants are available to continuing education programmers or divisional units for start-up programs that further the goals of UW-Extension's Plan 2008. Several grants for up to \$7,500 each will be awarded. Grant proposals are due online **March 4**.

For more information: **Mary Crave, evaluation and diversity specialist**, crave@conted.uwex.edu
 For more information and to submit: www.uwex.edu/ce/dpdi.cfm

Cross Divisional Grant proposals

UW-Extension 2005-06 Cross Divisional Grant proposals are due **April 15** to 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 the Web on Jan. 14. The period of funding support for the successful projects is July 1, 2005, to June 30, 2006.

For more information: www.uwex.edu/provost

Partnership to benefit small businesses and Wisconsin's economy

On Nov. 29, Gov. Jim Doyle announced the creation of the Wisconsin Entrepreneurs' Network (WEN), a partnership of the University of Wisconsin System, Wisconsin Technical College System, WiSys Technology Foundation and Agricultural Innovation Center. The network will receive \$1 million each year from the Wisconsin Department of Commerce over the next five years.

Assisting businesses, creating jobs

The investment is part of the governor's pledge to promote entrepreneurship and innovation, and will create an integrated statewide network to serve entrepreneurs.

"Wisconsin is home to many entrepreneurs who are critical to our state's economic growth," Doyle says. "To make sure their innovations translate into good, family-supporting jobs, we must have the right resources and infrastructure in place. This new network will help us achieve that goal."

The network is expected to assist more than 10,000 people and contribute more than \$500 million to the state's economy in its first year of operation. Using a single client-management system, WEN members will be better prepared to identify, prioritize and assist businesses through multiple stages of development.

Building on existing services

WEN will build on the services offered at Wisconsin's universities, technical colleges, chambers of commerce and economic development organizations, and will link them to four new regional centers

and a statewide network of intake centers. Key services will include one-on-one consulting, educational workshops, peer learning and development of strategies to assess technologies and capital.

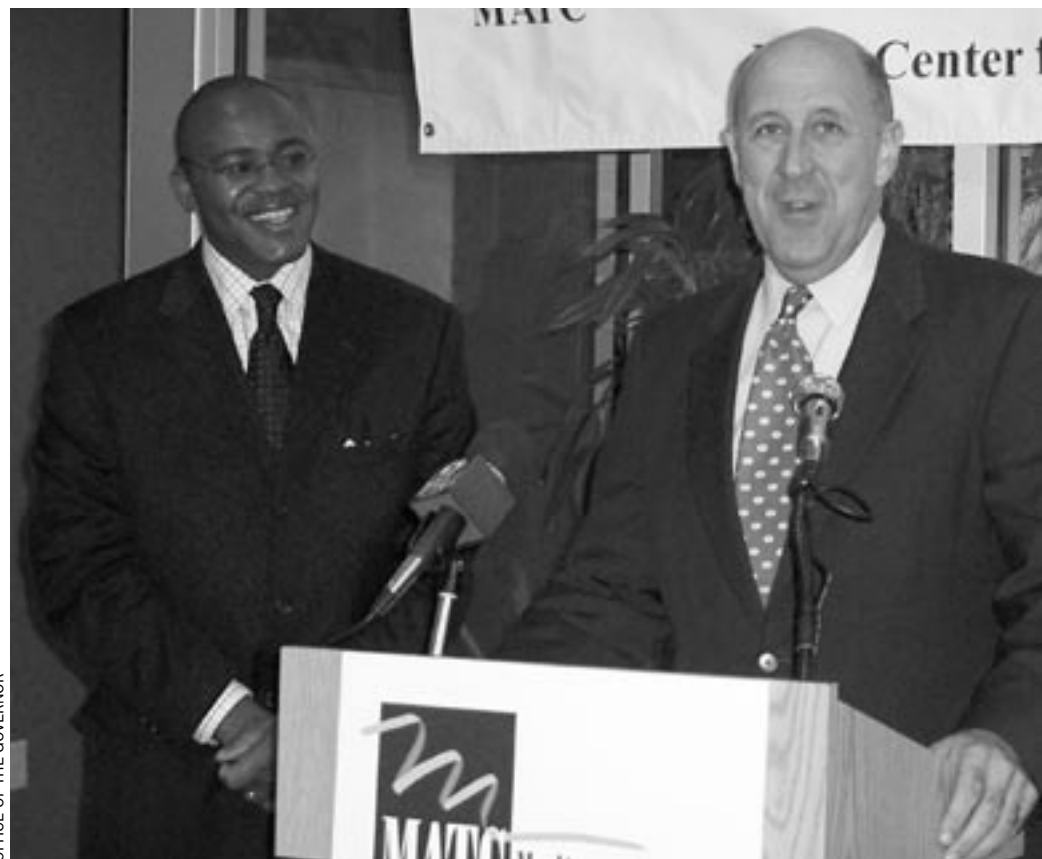
Four regional centers

The four WEN regional centers will be located at the UW-Eau Claire, UW-Milwaukee, UW-Madison and the Northeast Wisconsin Technical College in Green Bay, with satellite office at sites with technology spin-off potential. Regional centers will help firms convert innovative ideas into market successes and act as a growth vehicle for their regions. The centers will link entrepreneurs to other financial-award programs under Wisconsin Act 255, the legislation through which WEN was proposed.

Statewide intake centers

Intake centers will be located at more than 20 locations across the state. Early assessment at the intake center level will evaluate clients' intent to grow and their capacity to succeed. Promising clients will be referred to one of the regional centers, which will further evaluate the clients' management team, market size, competitive advantage and other factors in addition to providing continuing assistance.

"WEN will provide programs and services to small and emerging businesses, resulting in job creation and retention, business start-ups, expansions and acquisitions, and strengthened linkages with the rich network of resources in the state," UW System President Kevin Reilly says. —Nancy Fawcett



OFFICE OF THE GOVERNOR

Governor announces WEN partnership

Gov. Jim Doyle (right) is joined by Wisconsin Department of Commerce Secretary Cory Nettles to announce the Wisconsin Entrepreneurs' Network.

PROVIDING STATEWIDE ASSISTANCE FOR SMALL BUSINESSES

WEN represents the state's first statewide assistance for small businesses at all stages of development and incorporates the services of four organizations:

- University of Wisconsin-Extension: The UW System's statewide small-business outreach network, with 13 campus-based Small Business Development Centers
- WiSys Technology Foundation: A nonprofit subsidiary of the Wisconsin Alumni Research Foundation, protecting and licensing inventions created by scientists
- Wisconsin Technical College System: The state's network of 16 technical colleges
- Agricultural Innovation Center: The Department of Agriculture, Trade and Consumer Protection's hub serving agriculture-related entrepreneurs

Phil Corriveau named director of Wisconsin Public Radio

Phil Corriveau stepped up to the mike as the new director of Wisconsin Public Radio (WPR) on Oct. 1. As director, Corriveau oversees the daily management of the statewide network and its national programming.



Phil Corriveau

JIM GILL

work in Austin, Texas, and president and general manager of KXPR and KXJZ/Sacramento, Calif.

Corriveau began his public radio career as a part-timer at WHA-AM/Madison more than 30 years ago.

WPR is home

"When I left Wisconsin Public Radio in 1980 to become general manager of a new public radio station in Sacramento, it was with the hope that someday I would return to Wisconsin and WPR," Corriveau says. "That opportunity finally arrived, and I am pleased and proud to assume the stewardship of WPR and to serve as its director."

Byron Knight, director of Broadcasting and Media Innovations for UW-Extension, and Wendy Wink, executive director of the ECB, jointly announced Corriveau's appointment on Sept. 21 after a national search.

"Phil has aspired to and worked toward this position for 25 years," says Knight. "We are fortunate to have hired an individual who respects and cares for WPR and who pledges continued success while guiding it to a future of new public service."

Change and growth

Corriveau says that public radio is facing a time of change. "As digital technologies make radio available to listeners via satellite, the Internet, MP3s, Audio-On-Demand and other media, listeners will have more options to hear what they want, when they want to hear it," he explains. "This is good for the consumer, but it will result in more competition for public broadcasters. As a producer of high-quality local and national programs, WPR is well positioned to turn that challenge into an opportunity for growth."

Corriveau adds, "My task will be to adapt our infrastructure to be competitive in a digital world. We have already begun this process by obtaining funds to start converting our 27 transmitters from analog to digital broadcasting."

Realizing the Wisconsin Idea

Corriveau says that WPR's mission is to realize the Wisconsin Idea by producing programming that extends the boundaries of the university to the state and beyond. "Thanks to strong support from the university, state, listeners and businesses in Wisconsin, we have developed the infrastructure to accomplish our mission. And despite the continuing trend towards media consolidation in commercial broadcasting, public radio will always be owned and operated by and for the people of Wisconsin." —Bill Estes

WPR is a service the University of Wisconsin-Extension and the Wisconsin Educational Communications Board (ECB).

A radio professional

Corriveau has more than 25 years of senior management experience in public radio. Most recently he was deputy director of the ECB. Previously, he was director of KUT-FM and the Longhorn Radio Net-

Regent Axtell staunchly supports UW-Extension's role

More than five decades ago, Roger Axtell embarked on an academic career at the University of Wisconsin-Madison and formed a connection with the entire institution that has endured.

Axtell is a graduate of the class of 1953 and a member of the University of Wisconsin System Board of Regents. Through the years Axtell has maintained an interest in the vibrancy of the system as a whole, and with what he terms the embodiment of the Wisconsin Idea – UW-Extension.

A great heritage

"There are a lot of fingers [of Extension] and people don't always know about the hand." Yet, Axtell says, "Extension is the Wisconsin Idea personified. It's really the essence of what the university was set up for. Extension reaches out to all corners of the state in many different ways. It is so complementary to

the other major institutions, except without the bricks and mortar, and without a football team."

He continues, "People who work in Extension have a great heritage and have a right to feel extremely proud of their role."

No more Band-Aids

Axtell recently outlined his own role as a regent, which he terms "big."

"It's especially important to remember the regents' role at this time of budget cuts. This is where Kevin Reilly is going to be excellent. He has traveled this state. He knows the problems the system faces, and he knows the legislators and how to talk them," Axtell says.

Axtell further praises the former UW-Extension chancellor, whom he helped select as a member of the regents' Personnel Matters Review Committee.

"We [the board] have some things in our favor – with Reilly and with the economy rebounding. But, we have to persuade state leaders to stop the bleeding. The Band-Aid box is empty as my friend [former UW-Extension chancellor] Pat Boyle says," Axtell adds.

Increase global preparedness

Another of Axtell's goals for the system is to increase global preparedness. In 1997, Axtell began serving as the vice chair of the Governor's Task Force on International Education to ensure Wisconsinites' ability to function in a global economy.

Although Axtell describes himself as "Just a pen salesman from Janesville," his modesty masks his extensive experience in the international arena.

During his long tenure with Parker Pen Co. he held various high-



UW REGENT ROGER AXTELL
Term: September 1999 - May 2006

level overseas posts. This real-life background, along with his prolific writing on international business and customs – he's published nine books – and his work on the speaking circuit, make him an ideal person to head up efforts to broaden the horizons of today's students.

Extension, Axtell says, has a strong role to play in this. He cites Extension's Small Business Development Center, Wisconsin Rural Leadership Program, 4-H, distance-learning programs, and public television and radio for their potential to introduce people to other worlds.

In addition to his work on an international focus and on the personnel committee of the regents, he also serves on the regents' Education Committee and is one of three regent appointees to the Hospital Authority Board.

Most interesting assignment

Axtell's seven-year term as one of 17 regents expires in May 2006. When he walks out from his final regents' meeting, Axtell says he'll feel that "This has been the most interesting and intellectually challenging assignment in my whole career." —Maira Harrington

Cooperative Extension moves toward a responsibility-based culture

Cooperative Extension employees recently completed a survey to gather information about how they align with their division's mission, purpose and vision. The survey also will provide a benchmark of the level of trust that exists in Cooperative Extension. Of 1,000 employees, 727 responded to the online survey.

Gathering this information is one step in a process to move Cooperative Extension toward a responsibility-based culture. Creating a vibrant and inclusive work culture is a top priority for Cooperative Extension Dean and Director Arlen Leholm, who says, "I came to Wisconsin to be dean and director because I know this is a strong organization."

"I have recently participated in some revolutionary leadership work," Lenholm explains, "and I have done a considerable

amount of research for a book on leadership that I am co-authoring. Based on my experiences, I have a vision for how Wisconsin Cooperative Extension can move another step closer to true greatness.

"Creating a responsibility-based culture means we will create a work environment to help people succeed, where people can be more creative, innovative and productive."

Over the next year, Cooperative Extension will offer training for people in the division to learn and apply the skills necessary to build an even more productive organization where people love to work. By working together, employees in the division will:

- Build a responsibility-based culture with high levels of trust at all levels
- Learn to share information

freely and discuss feelings and opinions without hidden agendas

- Learn to make expectations clear and resolve more disagreements without relying on a formal process
- Value differences and respect colleagues for their contributions and input
- Learn how to keep commitments, always strive for excellence and count on each other for support

Leholm realizes that transforming an organizational culture takes time and effort. The division will be guided through the process by Keith Ayers, the director of the Intégro Leadership Institute (www.integroleadership.com).

—Pamela Seelman

For more information: www.uwex.edu/ces/admin/responsibility/

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