

News & Ideas

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A MONTHLY NEWSPAPER FROM THE UNIVERSITY OF WISCONSIN-EXTENSION

MARCH 1997

Looking Ahead, Moving Forward

(Note: Albert J. Beaver, former UW System Associate Vice President for Academic Affairs and a 30-year veteran of the UW System, was appointed Interim Chancellor of the UW-Extension in February.)

I am honored to be named UW-Extension's Interim Chancellor at this challenging juncture in Extension's long history. We all should be gratified by the UW Board of Regents' strong expression of continued support for Extension at their February meeting. Among other things, they said:

"The Board will continue to look to UW-Extension for its vital leadership in extending the resources of the entire UW System to Wisconsin people, wherever they live and work. The Board pledges its strong support for institutional efforts to meet future challenges and opportunities, and to help Wisconsin meet the changes of the 21st Century."

We also have President Katharine Lyall's pledge of strong support as we move forward.

Former Chancellor Don Hanna made a difficult decision when he stepped down in the interest of the welfare of UW-Extension. We all appreciate the many good things he accomplished. His leadership provided the impetus for a large number of bold new initiatives, especially in distance education, and we will continue to build on them.

I have always been impressed with the initiative, dedication, and creativity of extension faculty and staff, but I'm even more impressed as I get closer to the action. I am open to all your ideas as we move forward, together, in our vitally important work.

Albert J. Beaver
Albert J. Beaver
Interim Chancellor

"Good" UW Budget Poses Challenges for Extension

by Sheila Mulcahy

UW System President Katharine Lyall called Governor Tommy Thompson's biennial budget recommendations a "good budget" for the UW System, with its overall 2.5% GPR increase Systemwide, new money for technology, and greater management flexibility.

But it's not all good news. The Governor's budget targets UW-Extension for proposed base budget reduction of \$2.5 million in the first year of the biennium, with a directive to take those reductions in Continuing Education, Extension Communications and UW-Extension General Administration and Administrative Services.

At the same time, the flexibility measures proposed by the Governor include the flexibility to raise tuition and fees to respond to market conditions and demand, and to help cover unfunded costs of pay plan. And UW-Extension should benefit from some of the \$9.4 million GPR proposed for new technology and distance education initiatives in the UW System.

"It's still very early in the biennial budget process, and there's a long road ahead before anything is set in stone," said Interim Chancellor Al Beaver. "We will, of course, be very pro-active in mitigating any cuts that do occur. We will maximize institutional flexibility and seek new sources of program revenue, while minimizing any damage to our high priority programs. We also have to recognize that some units do not have the option of raising fees and many of these support Systemwide efforts, so we're not alone in our concerns."

Several of the Governor's proposed flexibility measures are also of interest. He recommends authorizing the Board of Regents (rather than the Department of Employee Relations) to determine annual salary increases for unclassified personnel "to allow the UW System to continue to attract and retain world class faculty and academic staff." The Regents have already recommended 4% pay increases each year of the biennium, some portion of which will have to be funded with increases in tuition/fees and base reallocations.

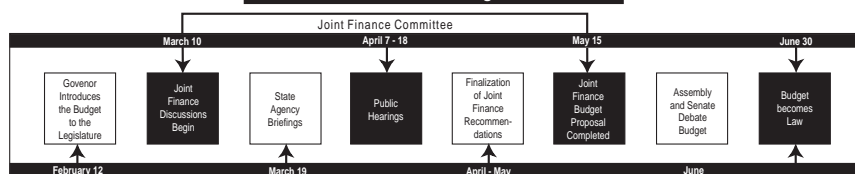
Another flexibility measure recommends creating a separate, continuing appropriation for UW-Extension credit outreach programs (as now exists for noncredit), "to allow the UW-Extension to respond to rapidly changing student demand for specific programs."

The Governor's budget also wants to reassign two positions (with no dollars attached) from UW-Extension and four positions from the State Educational Communications Board (with dollars attached) to a new distance education authority called Technology for Educational Achievement (TEACH) Board. And it moves the Recycling Markets Development Board, which had been housed in UWEX for two years, to the Department of Commerce.



Al Beaver, UW-Extension's Interim Chancellor

1997 - 99 Biennial Budget Process



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FOR THE RECORD

TALKBACK

Q What are UWEX faculty and staff responsibilities if they learn about an instance of sexual assault?

A State law mandates that UW institutions report annually to the Regents and the Legislature on the incidence of sexual assaults reported to them, and that the institutions educate all students and faculty/staff about the incidence of and reporting requirements for these crimes. All UW faculty and staff are required by law to report to their dean/director any incidents of sexual assault that come to their knowledge.

Q What is the incidence of sexual assault in the UW System and UW-Extension?

A While the total number of sexual assaults reported in Wisconsin declined by nearly 500 incidents to 6,101 in 1995, UW campus area attacks did not decline. In calendar year 1996, 134 cases were reported in the UW System — an increase of 32 cases over the previous year. None of these assaults was associated with UW-Extension programs or facilities. Of the total, 102 cases were sexual assaults by an acquaintance.

Q How is "sexual assault" defined?

A The definition of sexual assault includes four degrees, ranging from sexual contact without a person's consent (a Class A misdemeanor), to rape by use of threat or violence (a Class B felony).

If you would like brochures, a reporting form, or further information on your responsibility to inform students about their legal rights and sexual assault prevention, contact Vicki Washington (608-262-3049); email: washington@admin.uwex.edu

Diversity Assessment Planned

On the recommendations of the UWEX Diversity Advisory Council, UW-Extension has contracted with "Visions, Inc.," an external consultant/facilitator, to help develop a "diversity assessment" — baseline data to establish where we are as an organization in moving toward our diversity goals. Between May 12-16, Visions representatives and trained UWEX staff will conduct 24 focus groups and 6 interviews with about 200 UWEX administrators, faculty and staff in Madison, Milwaukee, and two other locations around the state. Participants will be asked to help describe barriers to a multicultural environment, as well as current successes, to inform strategies to enhance a multicultural environment, staff and clientele.

Vice Chancellor Kevin Reilly says, "We see this as a very significant initiative to help us identify priorities for our diversity work and most effectively use our resources. If you are invited to participate in a focus group, please indicate your willingness to respond."

UTIC Grants Announced

The UW System Undergraduate Teaching Improvement Council seeks proposals for grants of up to \$500 for workshops/conferences focused on improvement of teaching. Funds typically support travel, materials, guest speakers and some expenses incidental to the funded event. Proposals are due April 3. For details, contact Donna Silver, UTIC (608-262-4337); email: dsilver@cmail.uwsa.edu

KUDOS

Wisconsin Public Television's Garden Expo in February was a blooming success! More than 5,500 people came to the Dane County Expo Center for the two-day event. Kudos to Ann Smith, WPT special events manager, and to dozens of community volunteers and WPT staff.

Gary Green, Rural Sociology (MSN/EXT), received the Community Development Achievement Award from the Wisconsin Chapter of the Community Development Society.

Wisconsin Public Television and Radio's recent in-depth look at Campaign Finance Reform got some great coverage in the *Wisconsin State Journal* on the day of the four-hour culminating broadcast — most of the editorial page. Members of the Governor's Commission on Campaign Financing and other reform

activists were on the programs, and Governor's Commission Chair Don Kettl has asked WPT make the *WeekEnd* show available to members of the legislature on tape. WPT and WPR jointly published a "Campaign Finance Reform" guidebook, and offered them to viewers and listeners as a way to "get smart" in advance of the February 7 special. More than 500 have been distributed, with requests still coming in.

Mark A. Purschwitz, Biological Systems Engineering (MSN/EXT), has been elected president of the National Institute for Farm Safety.

Wisconsin Public Radio news staff brought in awards from the Wisconsin Broadcaster's Association in February. Chuck Quirmbach (Milwaukee) merited first place for hard news, and he also joined Mike McCauley, Patty Murray (Green Bay), and Gil Halsted (Wausau) to earn first place for a series on minority voting. Mike Simonson (Superior) earned two first place awards in the documentary and "use of the medium" categories.

Ann Hoyt, Center for Cooperatives, has been elected chair of the University of Wisconsin Credit Union Board of Directors.

John W. Schmidt, Communication Programs (MSN/EXT), will receive the 1997 University Continuing Education Association's Walton S. Bittner Service Citation at UCEA's annual awards ceremony April 13.

AT & T Grant Will Help Extension Train Teachers on Instructional Technology

by Sheila Mulcahy

UW-Extension will lead a UW System-wide initiative to train UW faculty and K-12 school teachers to use technology in the classroom, thanks to a two-year \$500,000 grant from the AT&T Foundation.

The funds will support a UW System-wide consortial effort to develop a comprehensive professional development curriculum on instructional technology for K-12 teachers and UW faculty. It also will support course redesign projects using technology in UW departments and in K-12 schools.

"This grant will give us a jump start on programs to train our university faculty and school teachers throughout the state to integrate technology into their classroom teaching — and also to deliver content and courses beyond the classroom," said President Lyall.

"AT&T is very pleased to support this fine effort by UW-Extension to bring more technology into the classroom," said James Leonhart, AT&T state director of government relations. "We are convinced that the wise application of technology can revitalize education and facilitate learning



Jim Leonhart (r), state director of government affairs for AT&T, presents a grant of \$500,000 from the AT&T Foundation to UW System President Katharine Lyall and UW-Extension's Interim Chancellor Albert Beaver at a February reception.

across the boundaries of time and location."

UW-Extension's 1995 statewide survey of teachers and interviews with numerous school board members, administrators, and CESA staff identified a high priority need for programs to help PK-12 teachers learn to use technologies in teaching. Many, if not most, of the practicing teachers

said they are interested in learning how to use technology in their teaching. Further, they looked to University of Wisconsin continuing education programs coordinated by UW-Extension to fulfill their professional development requirements.

This initiative builds on current efforts already in place — Extension's Distance Education Clearinghouse,

"Flexible Learning" coursework for the World Wide Web, development of Internet math courses in partnership with the Milwaukee Public Schools, and the Virtual Institute for Teaching and Learning (VIT²L).

"By the time the full curriculum is developed and tested," Lyall added, "the programs will be delivered, in part, through the Wisconsin Center, which will soon be completely redesigned as a state-of-the-art center for distance learning. This center is critical not only to UW-Extension, but to the entire UW System."

"Before a spade has even been turned, we are already developing programs to emanate from the Center," said Chancellor Beaver. "Thanks to the AT&T Foundation, we can accelerate programs for teachers and university faculty in one of our top priority program areas. We'll have a forward-looking building and a teacher training curriculum to address the most basic and important need for the 21st century — our kids' education."

FACULTY/STAFF PROFILE

Barbara Burrell Makes Her Mark with Book on Hillary Clinton as First Lady

by Joel Bradtke

After studying public opinion on First Lady Hillary Rodham Clinton, Barbara Burrell can tell you one thing for certain: no one in America seems to be sitting on the fence as far as Hillary is concerned. Burrell, a researcher at UW-Extension's nationally-renowned Wisconsin Survey

Research Laboratory (WSRL), has just published her second book. It's called *Public Opinion, the First Ladyship, and Hillary Rodham Clinton*.

"I was surprised at how really popular Hillary was during the first year of the first Clinton term," said Burrell.

She notes that Hillary is the most surveyed-about first lady in U.S. history. And Burrell is easily the country's most knowledgeable scholar on the public's attitudes about the current first lady.

"When Hillary was named to head up the Health Care Task Force, that was okay with the public. Downturns in opinions about her didn't happen on a large scale until that initiative failed in Congress."

Burrell has been with UW-Extension since 1990. She heads the Office for Local Government Research at WSRL, and represents WSRL on the UW System Government Affairs Consortium. She has a doctorate in political science from the University of Michigan and has taught government courses at Boston University, College of the Holy Cross, SUNY-Albany, and Vassar College.

With roots in the state of Maine, Burrell grew up as Margaret Chase Smith made her pioneering ascent to the U.S. Senate. Smith's career fostered Burrell's early and abiding interest in women in U.S. politics. Her

first book is *A Woman's Place is in the House: Campaigning for Congress in the Feminist Era*.

Burrell describes herself as a feminist activist, but she has the discipline of a social scientist when she analyzes public opinion numbers. She is active in the American Political Science Association and, thanks to interest in her new book, is sought out as an authority on Hillary. She has done several print media and broadcast interviews, including one with Wisconsin Public Radio's Tom Clark. She has been invited to lecture at Providence College, RI.

Like many authors, Burrell has other research and new books in mind. "I would like to study the suffragists' ideas of women in politics. I want to look at the roles of wives in presidential campaigns by visiting some of the presidential archives. I'd start with Jacqueline Kennedy. I want to see how they were used, and how that process changed over time."

Public Opinion, the First Ladyship, and Hillary Rodham Clinton is part of a "Women in American Politics" series from Garland Publishing, Inc., New York.



Barbara Burrell with her new book on public opinion and Hillary Rodham Clinton

Legislators See Technology Applications for K-12 Teachers

by Ellen Cook

The Grand Army of the Republic Hearing Room at the State Capitol became a distance education classroom on February 11, when the State Assembly Education Committee, teachers and education administrators from around the state witnessed how instructional technology can benefit K-12 teachers and students.

UW-Extension's Instructional Communications staff set up two-way video units, computer screens projected to wall size, a VCR and monitor, and computer-operated Lego toys designed by third grade students, adding modern technology to the traditional wood paneled hearing room.

Michael Offerman, UW-Extension dean of Continuing Education, who served as moderator for the demonstrations, stressed that the use of technology is part of a broader, coordinated approach to meeting the needs of teachers. Distance education methods can help learners overcome the barriers of geography and participate in programs from a variety of locations, including home. Teachers' schedules are full and sometimes inflexible, but soon in-service courses will be available any time of the day, allowing great flexibility for learning and study. Currently, almost half the teachers in Wisconsin take credit or non-credit courses from UW institutions every year.

Nancy Kaufman, dean of Professional Studies and Outreach at UW-Green Bay, pointed out that her participation via compressed video saved her six hours driving to Madison and parking fees as well. UW-Green Bay Continuing Education uses compressed video for classes, meetings, and professional development programs. Distance education methods will help provide for career-long professional development resources for the 6,500 teachers in the Green Bay area.

Bill Wresch, professor of mathematics at UW-Stevens Point, introduced a sample of his *Teacher's Guide to the Information Superhighway*, a video course for teachers that illustrates some of the many possibilities and uses of computers, video links and other technology in schools. Produced by Wisconsin Public Television, the course is distributed internationally by PBS. Spence Korte, Principal of Hi-Mount Elementary School in Milwaukee, discussed how collaborative computer learning methods can bring students together instead of isolating them.

Kris McGrew, director of the UW-Extension HELP Office, demonstrated how HELP On-Line allows high school and transfer students to apply for admission to UW campuses via computer. Holly Breitkreutz, assistant dean of Continuing Educa-



Kris McGrew and Holly Breitkreutz were among UWEX representatives who demonstrated new applications of instructional technology for the State Assembly Education Committee.

tion Extension, demonstrated a computer dance course for teachers that includes dance movements, student learning assessments, definitions of technical terms and course evaluations as part of the courseware.

The Assembly Education Committee members were intrigued by the vari-

ety of technological methods and questioned presenters about the benefits, costs and distribution of educational technology. They left with a better understanding of the tools of the trade in educational technology and distance learning, and of the assistance that UW-Extension offers to K-12 teacher training programs.

New SBDC Aims Services to Small Businesses in Southwest Wisconsin

by Joel Bradtke

A new Small Business Development Center (SBDC) opened its doors on the UW-Platteville campus last month, bringing the statewide small business network in Wisconsin to 11 offices at UW System institutions.

"We took six counties in southwest Wisconsin and configured this service area from an area of the state that had been previously served by three other SBDC offices," said Erica McIntire, state director of the SBDC.

Establishment of the SBDC, which covers Crawford, Grant, Green, Iowa, Lafayette and Richland Counties, marks the first time that an institution of the Wisconsin Technical College System is joining as a funding partner in a Wisconsin SBDC. Richard Rogers, president of Southwest Wisconsin Technical College, Fennimore, said his institution was participating in part because counselors from the SBDC will be taking a "circuit riding" approach in reaching out to business people in the 4,200 square mile area.

"This arrangement assures that all of the small businesses within the six-county area will be served equally well by the SBDC, and will allow the SBDC staff to play active roles in the communities they'll be serving," said Rogers.

In the spirit of the "circuit rider" approach, McIntire and Rogers were joined by interim UW-Extension Chancellor Albert J. Beaver, UW-Platteville Chancellor David Markee, Cooperative Extension Southern District Director Dick Pederson, and several members of the Wisconsin legislature in a four-city tour announcing the SBDC on February 17.

"Service to small businesses in this part of the state, and everywhere in Wisconsin, is more vital than ever," said Beaver. "A national study completed by the Wisconsin Survey Research Laboratory just four months ago shows that 37% of U.S. households include someone who has had

a primary role in a new or small business."

"In southwest Wisconsin, neighbors have always been good at helping each other for the common good," said Markee. "The SBDC is a natural outgrowth of that concept. Each of the cooperating agencies will bring a collection of strengths to the SBDC, providing a powerful economic resource for the region."

Plans for the new SBDC grew out of a meeting in September 1996, during which State Senator Dale Schultz, Richland Center, and 25 regional business, economic development and higher education leaders participated in a visioning exercise that focused on the business development needs of the area.



On hand for the opening of a new Small Business Development Center headquartered at UW-Platteville, are, from left: David Markee, chancellor, UW-Platteville; Albert J. Beaver, interim chancellor, UW-Extension; Richard Rogers, president, Southwest Wisconsin Technical College, Fennimore; Erica McIntire, state director, SBDC; Rep. David Brandemuehl, Fennimore; Sen. Dale Schultz, Richland Center.



Diane Van Deest

Schultz was on hand for the announcement tour for the SBDC, along with state Representatives Sheryl Albers, Loganville; David Brandemuehl, Fennimore; and Stephen Freese, Dodgeville.

Named as a counselor at the Platteville SBDC is Diane Van Deest, who was a member of the UW-Platteville business faculty for 12 years. She holds an MBA from Drake University and was co-founder of the Midwest Title Corp. of Lancaster.

"The purpose of the SBDC is to provide guidance and information for new and developing businesses," said Van Deest. "My small business background, as well as long-term residence in southwest Wisconsin, gives me a good idea of the problems that face small businesses in our area."

EXTENSION News & Ideas is a publication of the University of Wisconsin-Extension (UWEX). It features articles and information about UW-Extension and extension activities carried out through the 26 UW System campuses and 72 Wisconsin counties. An EEO/Affirmative Action employer, UWEX provides equal opportunities in employment and programming, including Title IX and ADA requirements. If you would like this material in another format, please contact the editor.

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March 1997

March 8-23

Wisconsin Public Television Pledge

March 14

Academic Staff Council

March 18

Northern/Western District Cooperative Extension Program Area Meeting

March 19

Central/Northeast District Program Area Meeting

March 20

Southern/Southeast District Program Area Meeting

March 25

We the People: DPI Superintendent Candidates. 7 p.m. WPT & WPR

March 26

University Committee

April 7

Cooperative Extension Statewide Satellite Conference

Extension Awards Banquet May 15

Mark your calendars for May 15 -- the date of the 1997 annual Extension Awards Banquet! Award winners will be announced in the April issue of *Extension News & Ideas*.

extension

News & Ideas



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