

Reilly Named UW-Extension Chancellor

By Pamela Seelman

As Chancellor of UW-Extension, Kevin P. Reilly will continue to embrace, encourage and enhance partnerships throughout the organization.

"Partnerships are the very nature of UW-Extension in Wisconsin," Reilly said. "Everything we do is in cooperation with our fellow UW institutions, the counties, other government agencies, professional associations and the private sector."

Reilly takes over as Chancellor July 7 when Interim Chancellor Albert Beaver retires.

"As the next Chancellor of UW-Extension, I understand that I will be leading an enterprise that is more a confederated network of partnerships than a simple, single fully integrated institution. UW-Extension is more like a holding company than a single institution."

Because of its statewide presence, Reilly said, UWEX is uniquely positioned to bring education to people where they live and work.

As the outreach arm of the UW system, UWEX is poised to help conquer two major challenges, Reilly said. One is getting people engaged with the system. The other is using technology to enhance teaching, research and service.

"We in UW-Extension know how to combine a partner-like engagement of learners and communities face-to-face, with the most effective

new methods of enhancing that engagement."

In the age of information overload, Reilly said, UWEX can help prevent people from drowning in it. "Folks want assistance in turning masses of undifferentiated information into useful knowledge and understanding. UW-Extension—with its reputation as an objective source of research-based knowledge, as an institution that can partner with the experts and the community—has the brightest of futures in this information age."

Reilly said he understands that the chancellor's two main functions are communicating and relationship building.

The UW System Board of Regents selected Reilly from a pool of candidates submitted by the Chancellor Search and Screen Committee. UW System President Katharine Lyall and a Special Regents Committee recommended Reilly to succeed Beaver.

"In the four years since he arrived in Wisconsin, Kevin Reilly has played an integral role in moving UW-Extension forward as a more engaged, responsive, innovative and visionary institution," Lyall said. "Kevin has worked tirelessly in improving the contribution of UW-Extension's educational programs to meet the pressing needs affecting the state's citizens, schools, businesses and communities."

The slate of finalists posed a tough choice for Lyall and the Regents,

said Lee Cunningham, Walworth County agricultural agent and search-and-screen committee chair. "We picked high-quality candidates who would make for a very difficult decision," he said. "The committee believes it accomplished that objective."

Other committee members were Mary Grant, interim associate dean of Continuing Education; Ann Haney, Dean Health System; Bonnie Herrmann, Cooperative Extension; Ed Jesse, UW-Madison/Cooperative Extension; Leonard Johnson, president of District One of Wisconsin Associated County Extension Committees, Inc.; Gloria Jones-Bey, Jones-Bey & Associates; Richard Lee, UW-Whitewater; and Kristine McGrew, Continuing Education and Learning Innovations.

Also serving were Pat Malone, Cooperative Extension; Associate Vice President Ed Meachen, UW System Administration; Larry Meiller, UW-Madison/Extension; Tod Planer, Cooperative Extension; Kalyani Rai, University Outreach/Continuing Education, UW-Milwaukee; Rita Kisting Sparks, Continuing Education, UW-Eau Claire; Don Stevens, CESA 5, Portage; and Maria Alvarez Stroud, Extension Communications. Greg Wise, secretary of the Faculty/Academic Staff, and Rita Sears, assistant to the chancellor, served as committee staff.

Reilly became provost and vice chancellor of UWEX in September 1996. He's also a charter member



Kevin Reilly has published and lectured on a variety of topics including accreditation, distance education policy, Irish studies and biography. He earned his B.A. in English from the University of Notre Dame and a master's and Ph.D. in English from the University of Minnesota. He and his wife, Kate, have three children.

of the Development Team and the Advisory Board for the UW's Learning Innovations Center.

Reilly came to Wisconsin from the State University of New York System where he served as associate provost for Academic Programs from 1992-96. From 1984-92, Reilly was director of College and University Evaluation for the New York State Board of Regents, which accredits all degree programs of the state's 250 public and private colleges. He also was director of the New York Regents' national Program on Noncollegiate Sponsored Instruction.

Impact Indicators Workshop Scores Well

By Michael Bridgeman

Fifty-eight Extension staff from many campuses and county locations across the state attended the second impact indicators workshop at Wisconsin Dells in March to learn about the initiative and increase skills in collecting data to measure impacts.

"Overall, response to all of the workshops was very positive," said Ellen Taylor-Powell, evaluation specialist in Cooperative Extension. "Participants indicated that they plan to use what they learned to evaluate and analyze their programs and communicate outcomes."

After an introduction to the impact indicators approach from Provost and Vice Chancellor Kevin Reilly—

who also leads the impact indicators team—people attended workshops focusing on ways to collect data that can demonstrate the impact of Extension programs:

- Using existing data
- Focus groups
- Qualitative techniques
- Survey research

Workshop evaluations showed that there's a clear interest in more opportunities for cross-divisional interaction. The impact indicators team will use the evaluations from the workshop to plan additional professional development opportunities in the coming year.

Also, Reilly recently asked deans and directors to identify programs

for impact indicator reporting. Programs that qualify need to have clear and demonstrated impact that show the program's value to Wisconsin citizens and evaluation data that provide credible evidence of the impact.

Reilly cited the workshop planning committee—Taylor-Powell, Kay Taube, Steve Kohlstedt and Joyce Crim—in making the event a success.

Web Site Expands

The Extension Web site's section devoted to impact indicators (www.uwex.edu/impacts/) has been expanded to include a template for reporting impacts and instructions on completing it. The site also includes background and details on the impact indicator process.

"Our goal is to post impact reports on the Web as samples for staff and as a rich database of information on programs and outcomes across all divisions," Reilly said. A work group within the impact indicator team is exploring multiple ways to make sure these examples are widely used and communicated.

Message from the Chancellor

The University's enrollment plan for the next several years, *Enrollment Management 21*, focuses on better serving adult students. Adults who are "continuous learners" will help build a stronger workforce and stimulate economic growth. I think it's clear that UW-Extension has an important part to play in meeting these goals.

For more than 100 years Extension has been providing adults across the state with the high-quality programming they want and need. When you combine our adult teaching experience, our understanding of how to organize and deliver programs, and our research on the latest instructional technologies—including the Internet and digital television—you have a powerful force to help meet the *Enrollment Management 21* goals.

When the Board of Regents met at the Pyle Center in early April, we were able to describe Extension's unique and central role in serving adult and returning students and reaching them where they live and work. With our campus and county and other partners, Extension will enable the University to address



Al Beaver

the full spectrum of adult education. Together we can enhance personal growth and economic development by building a citizenry and a workforce that's prepared for an expanding and diversifying economy.

Albert J. Beaver
Interim Chancellor
UW-Extension

Pinochet Prosecutor to Speak at Milwaukee Human Rights Forum

The Spanish magistrate who charged former Chilean dictator Augusto Pinochet with crimes against humanity for human rights abuses committed under his regime will speak April 27 at the George F. Kennan Forum on International Affairs.

Justice Without Borders: Human Rights Enforcement in the New Millennium is the eleventh annual forum of the series, which is both a tribute to the Milwaukee-born statesman Kennan and a major national symposium on vital foreign policy and global issues.

Judge Balthasar Garzon is an investigating magistrate in Spain's highest criminal tribunal, the National Court. In October 1998, in his most publicized case to date, Garzon issued an arrest warrant and extradition request against Pinochet, who was in England for medical treatment. Pinochet stymied Garzon's efforts by escaping to Chile.

Two others who've distinguished themselves through their pursuits of justice for human rights violations will be joining Garzon on the

Kennan stage: Geoffrey Robertson, an internationally respected barrister and civil rights advocate based in London, and David Rieff, a senior fellow at the World Policy Institute and deputy editor of the *World Policy Journal*.

The Institute of World Affairs at UW-Milwaukee's Division of University Outreach has presented the Kennan Forum since 1990.

The Kennan Forum
Thursday, April 27
3:30-6:30 p.m.
Pabst Theater
144 E. Wells Street
Milwaukee, Wis.

Tickets are available at the UWM Institute of World Affairs, 414-229-4251, UWM University Outreach Registration (ask for Program #B90-6310-0100), 414-227-3200, and the Pabst Theater Box Office, 414-286-3663.

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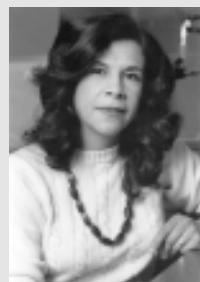
The director of Continuing Education at UW-Marshfield/Wood County has been awarded a shared Arthur M. Kaplan Award from UW Colleges for her outstanding contribution to education. Gayle Lawn-Day, who has been at the university for four years, will share the award with her colleague, Nancy Buffenbarger. Lawn-Day and Buffenbarger teamed up last summer to teach *Crime and Public Policy*, an interdisciplinary studies class they created to serve the many students who major in criminal justice at UW-Marshfield/Wood County.

Provost and Vice Chancellor Kevin Reilly will serve a three-year term as a member of the Commission on Adult Learning and Educational Credentials of the American Council on Education. Mike Offerman, executive director of UW Learning Innovations and dean of the Continuing Education Extension, will serve a newly created one-year term as the University Continuing Education Association representative on the council's board of directors. The council is a membership organization of more than 1,700 colleges, universities, and other higher-education entities.

Wisconsin Public Television's Dave Iverson received the Associated Press Carol Brewer

Award for his outstanding, long-term contribution to broadcast journalism. Iverson, an on-air presence at WPT for 20 years, has produced or co-produced more than 25 documentaries for the national PBS, including the Emmy Award-winning *The 30-Second Candidate*.

Two leading continuing education associations have recognized the UW-Extension Governmental Affairs Consortium for a professional development program for Wisconsin Assembly legislative staff. Mordecai Lee, assistant professor of governmental affairs for University Outreach, UW-Milwaukee, and associate professor Susan Paddock, UW-Madison's Certified Public Manager Program, led the effort. The Association for Continuing Higher Education selected the Assembly Staff Leadership Development Program as outstanding noncredit program for 1999 in the category of *Conferences and Professional Programs Community of Practice*. The University Continuing Education Association also recognized the consortium with its Exemplary Program Award.



Wisconsin Public Radio producer Carmen Jackson was recently named a recipient for the 2000 Women of Color Award by

UW-System. The award, which honors Wisconsin women in higher education for their contributions to diversity and the advancement of women, will be presented at a ceremony in October. One woman of color from each UW System institution and member institutions of the Wisconsin Institute for Peace and Conflict Studies will be recognized for outstanding achievements and contributions to the university community and, in particular, to diversity.



Vicki Washington, Equal Opportunity and Diversity program director, received the 2000 YWCA Women of Distinction Award for her outstanding contributions toward promoting women, diversity and tolerance in her community. Washington's peers nominated her for the award, citing the example she set for leadership and community service activities, particularly for girls and women of color. "Her involvement in various community activities and programs reveal her dedication to social justice and desire to help disenfranchised people," her peers said.

Wisconsin Public Radio's *Kid Health and Through One City's Eyes* recently won first place awards from the Milwaukee Press Club for best documentary or series and best single report or series contributing to the community's welfare. *Energy*

Emphasis received an honorable mention for best continuing reporting of an ongoing story. In addition, first place prizes were awarded to Wisconsin Public Television's *Wisconsin Barns: Stories in Wood and Stone* for best television feature; *Wisconsin: Prisons & Politics* for best documentary of current significance and best documentary photography; and *WeekEnd: Century to Century* for best public affairs program. Honorable mentions went to the *Upper Peninsula Dam Removal* segment on *WeekEnd* in the category of best background and *What Welfare Reform Did for Me* for best documentary of current significance.

David Prucha, UW-Extension director of human resources, received the Wisconsin Chapter Distinguished Service Award from the College and University Personnel Association on March 26 in Myrtle Beach, S. C., for his contributions in forming a Wisconsin chapter.

Joe Way, director of The Lowell Center, has been named to the board of directors of the Greater Madison Convention & Visitors Bureau. His term began April 1.

Brown Named Senior Consultant for Learning Technologies Research and Development



Judy Brown has been named senior consultant for learning technologies research and development, a position shared between the UW System and UW-Extension.

Brown will work with industry, government and educational information technology leaders to select emerging technologies for research development pilots and projects.

"Part of Judy's work will be to identify opportunities for partnerships between UW System institutions and other educational and private-sector institutions to enhance educational opportunities for UW students, faculty and staff," said Ed Meachen, associate vice president for Learning and Information Technology, UW System Administration. "Recently, she had an integral role in facilitating the partnership for WTCS and UW System with the Department of Defense for the Wisconsin Advanced Distributed Learning Collaborative Laboratory."

Brown reports to Meachen and to Mary Grant, interim associate dean of the Division of Continuing Education Extension, UW-Extension.

"We are extremely fortunate to have someone with Judy's level of expertise in research, analysis and implementation of emerging technologies join our team," Grant said. "Judy will contribute to our

continued focus on the research and development of tools and applications that enhance the integration of technology and learning."

Brown has been an emerging technology analyst with Wisconsin Technical College System since 1996 and, before that, with Fox Valley Technical College in Appleton.

Wisconsin Women in Government Scholars Program

Scholarships are available through the Wisconsin Women in Government Scholars program, designed to inspire women to consider careers in public service, public administration, and government affairs. The program strives to make post-secondary education more accessible to women by relieving some of their financial burden, and to retain those who've begun such studies but would have difficulty continuing without assistance.

The program is funded through the annual fundraising dinner in Madison. At least six \$2,000 scholarships will be awarded each year at any school in the UW System, Wisconsin Technical College System, and in-state private colleges.

Scholars will be selected based on leadership, ability to handle responsibility, initiative, communication skills, academic achievement, community involvement and commitment to public service.

Scholarships will be awarded by June 30. For more information contact: Wisconsin Women in Government, Inc., P.O. Box 2543, Madison, WI 53701.

Creating Health Blends High- and Low-Tech Communication to Better Women's Health

By Moira Harrington

It's about communication and it combines the oldest form—one-on-one conversation—with the latest—the interactive power of the Internet.

It's *Creating Health*, a two-year project of Wisconsin Public Television and UW-Extension's Cooperative Extension. The effort encourages women to take a more active role in their health care, to talk with other women about it, and to locate and use resources.

The project's components are many but start off with face-to-face discussions that will take place in seven Wisconsin counties. There, Extension agents will help form and lead groups of women to air health concerns and formulate strategies to get the most out of the medical system.

The discussion groups will further explore the possibilities of WebTV through *Creating Health: My Health Care Provider and Me*, which WPT will broadcast on April 26 at 7 p.m. and re-air on April 29 at 9 a.m.

During the program, women in the discussion groups and other viewers who have WebTV can watch the broadcast while simultaneously linking to health sites on the Internet, take part in on-line polling and review Wisconsin-tailored health statistics.

Extension agents will also use the *Personal Health Planner*, a spiral-bound book that's both a health journal and medical record organizer. It was developed with a team of health care professionals and includes tips on building a strong partnership with providers. The book will be available to any woman in the state through WPT, and the agents will train them in the best ways to use it.

The project provides Web resources at (www.wpt.org/creatinghealth). Here, Extension has posted hundreds of links to medical resources, taking care not to duplicate services already available and to get at least two links for each health issue covered.

The final three pieces of *Creating Health* will be:

- Four additional WPT broadcasts on health-related topics in the fall
- WPT's statewide women's health fair in September, keynoted by Dr. Ruth Westheimer
- Intergenerational lunches that package wellness education with entertainment



On the set of the Wisconsin Public Television broadcast, *Creating Health: My Health Care Provider and Me*, a part of the wide-ranging *Creating Health* women's health project are show hosts, from left, Karen Prager, Maxine Albrecht and Martha White.

Creating Health Builds on Interactive Television's Potential

A two-day workshop led by WebTV staff in March at the Pyle Center focused on creating Web-based content for interactive television. The first-ever training was designed as a pilot for content producers and technical staff.

"We're just beginning to tap the potential of interactive television with projects like *Creating Health*," said Wisconsin Public Television Director Byron Knight. "The partnership with WebTV is important, and their decision to pilot the training here is a real endorsement of our work."

Attending were staff from UW Learning Innovations, Cooperative Extension, WPT and the Educational Communications Board, Extension's partner in public broadcasting. Other teams came from Penn State, Washington State, San Diego State and Michigan State universities and the country of Portugal.

—Michael Bridgeman

Cross-Divisional Grant Makes Dual-Language Training Possible

By Amy Pikalek

Starting up a small business can be a daunting experience for anyone. But when English isn't your native language, the hurdles that stand between you and success are even higher.

Now, thanks to a \$20,000 one-year implementation grant from the UW-Extension's Cross-Divisional Program Innovation Fund, basic business training is available to Wisconsin's more than 40,000 Hmong residents.

The UW-Eau Claire Continuing Education Extension, the UW-Milwaukee Small Business Development Center, and the UW-Superior/Extension Center for Economic Development have teamed up on a project aimed at increasing Hmong entrepreneurship in Wisconsin communities with substantial Hmong populations.

"We are targeting a group of people who, in many cases, have a very limited knowledge of the English language," said Pang Cher Vue, an outreach specialist at UW-Eau Claire.

The Business Training for Hmong Adults project uses the grant funds to develop Web- and CD-ROM-

based instructional programs to teach topics that will improve the practices of Hmong business owners and vegetable growers. To break the language barrier, the PowerPoint slide program materials are being developed in a dual-language format, with text and audio narration in both English and Hmong. The small-business programs now being developed will teach essential entrepreneurial skills, like the basics of inventory management and effective marketing. The second program area focuses on horticulture production and marketing, or "market gardening," with additional emphasis on food production in community gardens.

"Gardening is a very important part of many Hmong residents' lives," Vue said. "The videotape ... will assist them in this venture, since many Hmong want to sell their products at farmers' markets around Wisconsin."

"The program will teach them how to be good gardeners—how to grow, package and effectively sell their product," said Donald Hinman, director of the Center for Economic Development at UW-Superior and the project's director.



A Hmong grower learns about the use of floating row covers from the owner of the Red Cardinal Farm in Minnesota. Educational materials now being developed by UW-Extension will teach Hmong growers basic principles of horticultural business operations.

After testing the materials with Hmong audiences around the state, Hinman will release the small-business and horticulture programs on the Internet in the coming months. Three modules have already been produced, and more are on the way. According to Hinman, Hmong people seeking information can view the training modules at the UW-Extension Hmong Task Force Web site (www.uwex.edu/ces/hmong) using publicly available computer terminals at offices of Hmong Mutual Assistance Associations throughout Wisconsin. Print-based materials will be distributed, and CD-ROMs can also be sent out.

Hinman noted that a significant advantage to creating Web-based narrated slide shows is that they can be regularly improved and

updated. Eric Bangerter of the Cooperative Extension's Web Publishing unit provided server space and Web training to get the project started. Hinman plans to create several additional dual-language programs by the end of the fiscal year this June.

"In April, May and June, I will get out to farmers' markets and talk to the Hmong vendors there," Hinman said. "I want to find out what their needs are and understand the business better. I want to ask them questions about what they're selling and why. Does it match what people are buying? If not, would a particular training program in Hmong and English on that topic be helpful?"

"Many Hmong families struggle to make a living in this country," said Toua Vang, who, having come to the United States from Laos 20 years ago, is the project's main translator. "Many turn to farming or try to start a small business. But the language is a barrier to them. They don't know where to begin or what resources are available . . . Having this project on the Internet means it can help the Hmong people in a number of Wisconsin communities and throughout the country."

WPT Auction Returns May 30



For the 25th consecutive year, Wisconsin Public Television will broadcast its annual auction. The event brings donations from nearly 1,600 businesses, participation by 2,200 volunteers and bids from thousands of viewers.

Beginning May 30, Madison-area viewers will be able to take part in six days of bidding on donated items and services. Viewers served by other WPT stations in Green Bay, La Crosse, Menomonie, Wausau and Park Falls can bid during the Showcase Auction on Sunday, June 4, at 7 p.m.

Extension staff can volunteer for the auction by calling WPT at 608-262-8508. The fund-raising event is organized by friends of WHA-TV, the community-support group for WPT in south-central Wisconsin. WPT is a service of the Wisconsin Educational Communications Board and UW-Extension.



Lake plants blooming in new book

Detailed drawings, habitat descriptions and technical information on more than 100 species of lake plants are now available in a book published by the Wisconsin Geological and Natural History Survey. Designed to aid in plant identification and study, the book will benefit aquatic ecologists, lake managers, educators and students.

The 6-by-8.5-inch book is \$15, plus tax and shipping. Copies are available from the publisher at 3817 Mineral Point Road, Madison, WI 53705-5100. Call (608) 263-7389 for shipping information.

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