

Barbara Emil leads UW outreach and e-learning efforts

By Amy Pikalek

Barbara Emil assumed her new role as dean of Outreach and E-Learning Extension and director of UW Learning Innovations (UWLI) on March 18.

"I am so excited to be part of UW-Extension," Emil says. "I'm finally getting to experience firsthand the great work that has already been done by the division. I'm eager to learn in greater detail about the innovative projects that are already underway."

"An exceptional leader"

"I am grateful to the search-and-screen committee for providing such excellent candidates for us to consider," says UW System President Katharine Lyall. "All were well qualified, but for this division at this time, Barb Emil is an exceptional leader who is ready for a challenge of this kind. I look forward to her serving the UW System for many years to come."

"We are fortunate to have someone with Barbara's skill and experience join us," says UW-Extension Chancellor Kevin Reilly. "The University of Wisconsin needs to keep at the forefront of educational delivery systems, and she will lead our efforts to develop new educational opportunities for people across Wisconsin and beyond."



Dean and director

In her new role, Emil will lead one of UW-Extension's four major divisions. Continuing Education Extension is responsible for planning and coordinating outreach and professional development programming offered at UW System's 26 campuses. More than 160,000 people enrolled in over 5,800 outreach and continuing education programs offered by the UW campuses last year.

In addition to her duties as dean of Outreach and E-Learning, Emil will also serve as executive director of UW Learning Innovations. Since its creation by the UW Board of Regents in 1997, UWLI has provided

instructional design and development, faculty development, marketing, IT and learner-services expertise to the 26 campuses in support of their online degree and certificate programs. UWLI also delivers more than 300 non-degree, print-based Independent Learning courses and provides external clients with creative e-learning solutions. Approximately 3,300 students are expected to enroll in Internet-based UW courses during the 2001-02 academic year.

Experienced in distance learning

"We look forward to having a person of Barbara's caliber at the helm of UWLI," adds David J. Ward,

interim UWLI executive director. "Her vision and experience in distance education will be an enormous asset to the UW System and to UW Learning Innovations. Her prior accomplishments, superior skills and valued leadership in continuing education and online learning will prove critical to the UW System's maintaining a leading position in distance education."

Emil had been the dean of educational outreach at the University of South Florida in Tampa since 1997. In 1999, she assumed leader-

ship as interim executive director of the Florida Virtual Campus. In these roles, she provided leadership for a statewide distance learning unit that serves 39 post-secondary community colleges and universities. She previously directed academic conferences and professional programs at the University of Nebraska-Lincoln for eight years. She holds a doctorate in education from Southern Illinois University. Emil follows former Dean and Director Michael Offerman, one of the founders of UWLI.

To contact Barbara Emil: emil@learn.uwsa.edu or (608) 262-2478

Cooperative Extension to upgrade audioconferencing

By Pamela Seelman

Cooperative Extension's audioconferencing delivery system is being upgraded to meet changing needs and to take advantage of new technologies. All Cooperative Extension audioconferencing will be moved to WisLine effective June 1. The shift is expected to help control telecommunications expenses, and may also reduce costs associated with employee travel.



Jeff Finlay

"The state-of-the-art WisLine service is a flexible system that allows access from any telephone, including cell phones, from anywhere in the county, state or world," explains Jeff Finlay, director of the Cooperative Extension Distance Education/Digital Media Unit. The new system will allow participants to join

audioconferences from home at night to save time and travel expenses.

Improved services

"WisLine can support dozens of simultaneous audioconferences," Finlay adds. "The system provides tremendous scheduling and outreach flexibility. We are making every attempt to minimize costs to county partners while also improving services and increasing capacity."

Cooperative Extension is providing financial support for:

- New audioconference "Polycom Soundstation EX Speakerphone" units for each county office
- Installation of an additional phone line in those counties where a new line is needed and additional selected locations
- Telephone bridge costs for Cooperative Extension teleconferencing
- Divisionwide audioconferences, such as the monthly dean's ETN,

"The state-of-the-art WisLine service is a flexible system that allows access from any telephone, including cell phones, from anywhere in the county, state or world."

-Jeff Finlay

Director of the Cooperative Extension Distance Education/Digital Media Unit

while program areas and district offices will pay line costs for many of the audioconferences they originate

Additional equipment

In addition, county Cooperative Extension offices are receiving new 27-inch TVs that can access closed captioning and descriptive audio capability in programs and DVD players, which will offer multilingual closed captioning, interactive quizzes and multiple-language audio tracks. The new equipment purchases were funded through WisSat fees assessed to external users of the system.

For more information:

www.uwex.edu/ics/etn/cesfaq.htm

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FROM THE CHANCELLOR

To succeed and grow, Extension must seek new resources

Everywhere I go, people tell me about new ideas for educational programs and ways that UW-Extension can meet growing needs in our state. Our own faculty and staff, as well as our local and state partners, see countless situations where we could help address emerging social, economic or environmental challenges.

Many of these conversations end the same way: wondering where we might find the financial resources to launch new programs or expand our core educational efforts.

Since my first day as Chancellor, I have emphasized the need for UW-Extension to seek out new partners and new financial resources. State budget shortfalls, here and elsewhere in the nation, underscore the need for new revenue streams to ensure a bright future for UW-Extension and the people we serve.

This month marks the launch of our Extension Annual Campaign—our first institution-wide effort to actively solicit individual charitable donations to support all of our vital educational programs. The initial effort will target Extension retirees

and employees, people who know the work we do and understand the impact we have. Based on lessons learned this year, future campaigns will reach broader external audiences.

Our goal is to create a strong tradition of philanthropic support for outreach and extension education in Wisconsin. I am confident that we can succeed.

To support the campaign, we've published a "Case for Giving" that outlines how financial gifts to UW-Extension will be used to improve the quality of life for all Wisconsinites. We've also created a secure online giving Web site, and provided donors with the option to designate their gifts for specific divisions or programs. I encourage you to learn more about the Extension Annual Campaign by visiting www.uwex.edu/give.

Please share this information with others who might be interested in building a stronger state by supporting education, research and service that reaches more than 1.5 million people each year. I realize that people have many demands on

Kevin P. Reilly
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their time and money, and may not be able to participate at this time. On the other hand, I recognize the strong commitment that current and former Extension employees have made to the citizens of Wisconsin, and I expect that they understand the genuine need for new resources.

Many Extension employees already provide financial support to Epsilon Sigma Phi, Wisconsin Public Television, Wisconsin Public Radio, 4-H and other programs. That assistance is greatly appreciated, and I hope that others will add their support to our important efforts.

If you have questions, please contact any member of our cross-divisional Development Team. You'll find their names and contact information at the Web address included here.



Extension display available for your use

Now's the time to reserve the UW-Extension display exhibit for conferences, meetings, trade shows and other indoor events.

The unit features a large blue Extension logo on panels of white and gray. The backdrop is a little more than 8 feet by 8 feet with lights installed, on a slightly concave modular pop-up metal frame. A conversion kit provides a small, freestanding countertop. The exhibit can be customized by adding

your text panels or graphics to the fabric backdrop.

Setup normally takes two people about one hour. You must be trained in setup before you can schedule the exhibit, which is stored at the Extension Building in Madison.

To reserve the exhibit: Rita Sears, sears@admin.uwex.edu, (608) 262-3786. To receive training: Vicki Pierce, vpierce@facstaff.wisc.edu, (608) 263-1100

Reviewing your benefits could be beneficial to you

By Marilyn Leffler, Payroll and Benefits Supervisor

Are you paying more for your benefits than you should be? It's a good idea to review your payroll and benefits records periodically to ensure that your coverage is up to date. Here are a few things that may be worth checking out:

- Take a look at your annual staff benefits statement that you receive each spring from the university. It lists the plans and coverage (family vs. single) in which you are enrolled. If there has been a marriage, birth, adoption, divorce or death in your family, your plans and beneficiary designations may need to be updated.
- Remember to keep your life insurance coverage current. Do you have too much coverage?

Not enough? Contact our office if you aren't sure. Your premium for individual and family group life insurance goes down once your children reach age 25. For state group life insurance, you pay one premium for dependent (spouse and/or children) coverage so your premium will not go down if you have no child dependents as long as you continue spouse coverage.

- Review the premiums listed on your earnings statement. For example, if you are enrolled in major medical (EPIC) for family coverage (three or more) your monthly premiums are \$33.90. But if there are just two of you, you should be paying \$22.60. If you have individual coverage, the monthly premium is \$11.30.

- Pay attention to notices from your insurance companies. If your coverage changed from family to single as a result of a dependent's loss of eligibility, we will need a new insurance application from you so we can adjust your premium and offer continuation/conversion insurance to the dependent.
- Consider enrolling in a tax-sheltered annuity or deferred compensation to reduce the amount of taxes taken from your paycheck while supplementing your retirement benefits. If you are already enrolled, review your portfolio whenever your pay changes to see if you might be able to adjust the amount.

For more information:
www.uwex.edu/payroll/ or
(608) 262-0531

Erica Kauten, state director of the UW-Extension Small Business Development Center, has been appointed as the UW System representative on the Wisconsin Technology Council Board of Directors. The council was created by the state Legislature in 2001 to strengthen and grow Wisconsin's economy by fostering the creation of technology companies and technology employment.

Vic Grassman, counselor with the UW-Whitewater Small Business Development Center, has been elected to the board of directors of the Wisconsin Economic Development Association. Grassman works at the SBDC's Waukesha County office.

The University Continuing Education Association (UCEA) has selected the **Master of Engineering in Professional Practice (MEPP)** program to receive its Outstanding Credit Program Award in Toronto this month. This innovative online degree provides engineers with engineering, communication, management and computer skills. MEPP has a better than 98 percent completion rate.

University of Wisconsin Learning Innovations (UWLI) and its UW institutional collaborators generated 1,573 online enrollments for spring 2002, an 11 percent increase over fall 2001 and a 78 percent increase over spring 2001. Total online enrollments for 2001-02 should exceed 3,400, a 50 percent increase over 2000-01.



David J. Ward concluded his tenure as interim director of UW Learning Innovations (UWLI) on March 15, completing

more than 32 years of service to the University and the citizens of Wisconsin. Ward is the president of NorthStar Economics and can be reached at dward@northstareconomics.com.

Thanks to a team effort, **Wisconsin Public Television's Garden Expo**, held this February in Madison, had a 29 percent increase in public attendance. A record-breaking 14,550 people attended. The 160 exhibitors were delighted with their record-breaking sales. More than 80 educational seminars and demonstrations promoted WPT's educational mission, and four new hands-on workshops were sold out.

TOM GRIMM



Through the JASON Project, Juneau High School freshman Ieshia Johnson participated in a scientific expedition to Alaska led by explorer and scientist Robert Ballard.

Milwaukee student joins JASON Project on polar tech trek

By Cathy Prescher

Her destination was secondary. Ieshia Johnson counted the days until she could meet the man best known for discovering the R.M.S. Titanic.

Once in Alaska, her hope was realized when she met Robert Ballard, the explorer and scientist who led the JASON XIII: Frozen Worlds expedition.

One of just 24 “student argonauts”

On Jan. 28, the ninth-grade student at Juneau High School in Milwaukee, embarked on an 11-day trek to Anchorage with the JASON Project, a yearlong science program designed to bring the thrill of discovery into the classroom. She was selected from thousands of appli-

cants worldwide as one of 24 “student argonauts” to participate on-site in the program.

Hands-on discovery

A highlight was helping to dissect a seal at the Sea World Life and Habitat Center in Steward. Ieshia’s onsite teacher, Marla Kreider, said that as she and Ieshia took blood sample after blood sample from various seals using strict laboratory procedures, she realized she was working with a naturally inquisitive young woman who asked thoughtful questions.

Expedition shared via satellite

Cathie Sanders, coordinator of the UWM JASON Project, conducted a video interview with Ieshia prior to her selection as an argonaut. “Ieshia’s ease in front of a video camera helped her convey the ‘you are there’ experience the JASON Project creates via live satellite broadcasts to educators and students throughout the world,” she says.

The JASON Project’s yearlong program offered her a familiar footing. She has participated in expeditions via satellite and live broadcasts from her classroom including the JASON XII: Hawaii: A Living Laboratory.

Remote locations offer challenges and learning

Caroline Joyce, director of Content and Professional Development for the JASON Foundation for Education and JASON site director for University Outreach of the University of Wisconsin-Milwaukee, noted that traveling to frozen climes is far from the norm for the JASON Project.

“It’s harder to bring people to remote locations. We were concerned about avalanches and were afraid that the cameras would fog up,” she said. “Actually there was green grass growing, the glaciers were moving to the south, and we saw the Northern Lights. The kids even went sledding since we were there at the same time training for the Iditerod was in tow.”

“A brand new feature this year is that we were able to broadcast directly into other schools as a theater experience,” Joyce adds.

The Channel Islands off the coast of Santa Barbara in California will be the location for the JASON Project in 2003.

For more information: www.jasonproject.org/ or (414) 227-3366.

A CLOSER LOOK AT THE FACES OF LEARNING

Entrepreneur grows high-tech consulting laboratory

By Joel Bradtke

“A Closer Look at the Faces of Learning” is a series of articles complementing UW-Extension’s annual report, Faces of Learning. Faces of Learning is available online at www.uwex.edu/ARO1 or by calling (608) 262-3253.

MADISON—Michael Cockrem solves problems and develops technologies for some of the leading chemical, pharmaceutical and food companies. His firm, KiwiChem International, Inc., creates purification and reaction processes for naturally derived and synthetic chemicals that are used in many applications.

Scientist plus business owner

Cockrem is a scientist who identifies processes, performs economic analyses, develops computer models, runs experiments and examines market factors. He’s also an entrepreneur who has expertly honed his skills in business.

KiwiChem’s competitive niche is being a small facility that can readily and quickly integrate various aspects of a project, says Cockrem. “We have great flexibility to respond to different requirements of a project as the work develops.”

Cockrem completed a doctorate in chemical engineering at the University of Wisconsin-Madison. He founded the business as a part-time venture in 1994. He went full time in 1997. Today he has two full-time associates at his principal laboratory in a bustling technology incubator on Madison’s west side.

SBDC provides expert advice

As his business grows, Cockrem turns to the Small Business Development Center (SBDC) at UW-Madison for counsel on some key issues. He works with counselor Jack Reiners.

Reiners addressed KiwiChem’s business development issues by providing distance-education services on client-negotiating skills. He also helped the company maximize its profits by encouraging it to adjust its prices.

Learning the realities of business

“We learned three years ago that you need to charge enough to cover the real costs of being in business,” says Cockrem. “This counseling prompted an e-mail roundtable I then had with some other consultants on the East Coast. The result was an increase in billing rates required for a sustainable, effective business.”

Cockrem says the regulatory load on a small laboratory is heavy. “The business must fill out over 300 forms each year for various permits, taxes, payroll items and insurance, as required by local, state and federal authorities. As a result, we track four different valuations for each asset. It took a few years to find efficient ways to deal with this aspect of the business.”

Renewable resources, energy efficiency

One long-term motivation for KiwiChem is to make a significant contribution to the development of processes and technologies to produce fuels and chemicals in a sustainable, efficient fashion from renewable resources.

“This objective includes developing manufacturing technologies for chemicals that not only are based on renewable resources and can compete based on cost and quality, but also use less energy than the manufacturing of comparable petrochemicals,” says Cockrem.



JIM GILL

“My SBDC counselor [Jack Reiners] can identify in a useful, pragmatic way with real day-to-day concerns of a business and offer specific advice. He can stand back and advise on the big picture, such as business development and financial issues.”

— Michael Cockrem, principal consultant, KiwiChem International, Inc., Madison

PROFILE

WPR's Capitol reporter John Powell retires

By Bill Estes, Station Manager, 90.7 WHAD-FM

As Capitol reporter for Wisconsin Public Radio (WPR), John Powell has seen governors, legislators and issues come and go. Now, after filing an estimated 25,000 stories on the often-complex issues in state government, John's distinguished career in public radio has come to an end. He retired in March after nearly 30 years of capital reporting.

With WPR since 1972

"John Powell has been a dedicated public servant for so long that it's hard to imagine the State Capitol without him," says WPR's News Director Connie Walker. "I have always been impressed with John's interest in developments at the Capitol and his grasp of their historic significance. A bill will be introduced, and John can report whether it's new or has been tried before. We will truly miss his watchful eye on doings in state government."

Did Powell always want to cover state politics? Not really. His broadcasting career started in 1960 at a small AM station in his hometown of Richland Center. He went on to work as a reporter, announcer and producer at stations in Madison, Milwaukee and Wausau. "My first job at Wisconsin

Public Radio [in 1972] was doing local news and public affairs programming," Powell recalls. "I covered the governor and legislature now and then for various stories, so I was able to work into the Capitol beat gradually. I became the full-time Capitol reporter in 1977."

A knowledgeable reporter and anchor

Powell has been covering the day-to-day dramas at the State Capitol ever since. His reports were heard during morning and afternoon newsbreaks on both statewide services of Wisconsin Public Radio, the Ideas Network and the NPR News & Classical Music Network. Over the years Powell also anchored numerous live broadcasts, including State of the State addresses, inaugurations, budget messages and election-night specials.

Respect from listeners and politicians

Over the years Powell won the respect of listeners and politicians alike. "For my entire tenure as governor and a good part of my time in the legislature, John Powell was the voice of Wisconsin government. John and his microphone have been fixtures in the Capitol, at news conferences and at hearings. He will be sorely missed," says

"For my entire tenure as governor and a good part of my time in the legislature, John Powell was the voice of Wisconsin government."

-Tommy Thompson
U.S. Secretary of Health and Human Services



Capitol reporter John Powell

Tommy Thompson, U.S. secretary of health and human services and former governor of Wisconsin. State Sen. Gary George concurs, "John should be congratulated on his long and distinguished career at Wisconsin Public Radio. In this world of squawk radio, John's fair and balanced reporting will be missed."

A new job?

Powell says he has no firm plans for his retirement, "Maybe some traveling, some teaching. Let me know if you hear of a good job that is somewhat different than covering a legislature."

Service boosts technology grants for businesses

By Joel Bradtke

Wisconsin business people who want to compete for federal research dollars have a new source of help in navigating the intricacies of grant writing.

Help is in the form of a Federal and State Technology Partnership (FAST) program, under a grant awarded the UW-Extension Small Business Development Center (SBDC) and several partners.

"This program will allow more Wisconsin businesses to effectively compete for the federal grants that stimulate research and technology

transfer," says Erica Kauten, state director of the SBDC.

Partners in the FAST program include the UW-Extension SBDC, the Wisconsin Department of Commerce, the Wisconsin Small Business Innovation Consortium and the UW-Madison's University-Industry Relations unit.

Businesses that want one-on-one coaching to produce competitive Small Business Innovation Research (SBIR) proposals can access the FAST program. For the year ending June 30, 2001, 25

Wisconsin companies received \$70.7 million in SBIR awards.

Laura Baranowski is the FAST program's university outreach specialist. She has an extensive background in technical grant writing, most recently with Third Wave Technologies, one of the Wisconsin companies that has received SBIR awards.

Baranowski serves businesses from Department of Commerce's Technology Development office. Her telephone number is (608) 266-5557.



Laura Baranowski
FAST university
outreach specialist

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

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Address changes:
Extension employees should contact their payroll office. Others should send changes to the above address.

Extension News and Ideas online:
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Permit No. 658