

# News and Ideas

UNIVERSITY OF WISCONSIN-EXTENSION'S NEWSPAPER

[WWW.UWEX.EDU/NI](http://WWW.UWEX.EDU/NI)

## Access to higher education enhanced by integration

UW Colleges and UW-Extension move toward a single, cost-saving administration

University of Wisconsin-Extension people know all about partnerships. Faculty and staff in every program area collaborate with a variety of public and private organizations to enhance the university's mission and address the state's changing needs.

Today, UW-Extension finds itself in the early stages of a broad new partnership – one that promises to reduce administrative expenses, enhance access to university resources, and reshape the UW System.

### New structure

Following approval by the UW Board of Regents in February, the search is underway for a single chancellor to lead both the UW Colleges and UW-Extension. This integration represents the most significant structural change to the UW System since its creation in 1971.

Both geographically dispersed institutions embody "the Wisconsin Idea" – a philosophy that the boundaries of the university should be the boundaries of the state. Both maintain central administrative offices in Madison.

### Administrative effectiveness and savings

"UW-Extension and UW Colleges are key public gateways for Wisconsin citizens to access UW System education and services," says UW System President Kevin P. Reilly. "Our goal for this integration is to gain administrative efficiencies and savings, while strengthening the capacity of these two institutions to serve their local communities and the state as a whole."

The two institutions have many common characteristics and a shared history. Several of the UW Colleges were part of UW-Extension until the 1960s. More recently, the two institutions have shared administrative services including a combined payroll and benefits function.

UW-Extension and the UW Colleges both have longstanding partnerships with county and local governments. Local communities and counties finance the physical facilities at the UW Colleges campuses, while county governments pay for a portion of the faculty and staff salaries at 72 Cooperative Extension offices.



UW System President Kevin Reilly  
UW Colleges Interim Chancellor Margaret Cleek  
UW-Extension Interim Chancellor Marv Van Kekerix

### Benefits for students, clients, taxpayers

While administrative consolidations in Madison will help reduce expenses, closer collaboration across the two institutions might also mean long-term benefits for students, clients and taxpayers.

"Being more efficient means delivering greater value at a lower cost," explains UW-Extension Interim Chancellor Marv Van Kekerix. "After we achieve some immediate savings by appointing one chancellor, we will look at integrating specific administrative functions, such as information technology, risk management or human resources, just to name a few. We'll also look for new ways to enhance the university and offer new services."

### More college graduates

One possible collaboration, in distance learning, could increase the number of Wisconsin workers who have a college degree. Boosting educational attainment in this way is a main strategy for achieving robust economic development and higher per-capita incomes.

"There are many adult workers in Wisconsin who have completed at least some of their college credits but never attained their degree," explains UW Colleges Interim Chancellor Margaret Cleek. "Providing an easier way for these experienced workers to complete their degree is a top priority. Working more closely together, our two institutions can help more working people advance their careers, increase their income, and contribute to a stronger state economy."

Cleek points to the UW Colleges' success in serving nontraditional learners, including working adults who do not have the option of moving to a four-year campus to attend classes. Serving that population requires that courses and degree programs be available in flexible formats, at convenient times and

locations. These nontraditional learners also require specialized services.

### Technology is key

Both institutions are contributing to a new Web-based inventory of all online degrees and distance-education courses available in the UW System.

Building on the growth of Internet-based classes and degrees, UW-Extension and UW Colleges officials are excited about new delivery methods such as digital television broadcasting. Wisconsin Public Television's new digital signal can transmit rich learning resources directly to home computers faster than any Internet connection.

### Cross-institutional collaboration

As the search for a new chancellor begins, a cross-institutional steering committee is providing leadership for this complex change process. Under the direction of both interim chancellors, the committee will appoint work teams to assess specific administrative functions and other options for further integration. The steering committee will continue to gather broad input from faculty, staff and external stakeholders across the state.

—David F. Giroux, UW-Extension

For more information, see [www.wisconsin.edu/uwc-uwex](http://www.wisconsin.edu/uwc-uwex)

## UW COLLEGES AT A GLANCE

### Campuses

- 13 located around Wisconsin
- Physical facilities of the 13 campuses are built, owned and maintained by local counties and cities.

### Students

- 12,236
- 61% full time; 39% part time
- 30% are nontraditional students (22 years old and older)
- Greater percentage of students of color at 12 of 13 campuses than are represented in the communities

### Access

- Second largest number of freshmen (7,870) in the UW System, making UW Colleges a primary entry point into higher education.
- The associate of arts and science degree, the foundation for the bachelor's degree, is available totally online ([www.online.uwc.edu](http://www.online.uwc.edu)) for the convenience of place-bound and working adults.

### Academics

- Courses are designed to transfer to any of the four-year UW institutions, as well as to other public and private colleges and universities.
- Several bachelor's degrees are offered in partnership with UW four-year schools.
- The unique Guaranteed Transfer Program allows admission to the UW four-year university of the student's choice.
- UW Colleges students who transfer go on to graduate with bachelor's degrees at higher rates than transfer students from other UW schools, technical colleges or private schools.

### Cost

- Lowest tuition in the UW System: \$3,936 average annual tuition versus \$4,897 average at UW System's 13 four-year campuses

—Mickey Michuda, UW Colleges

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## MESSAGE FROM THE CHANCELLOR

### Embracing integration and change

At a time when local and state governments face serious fiscal challenges, leaders must be receptive to new ideas. Maintaining the status quo is not an option.

This is the lesson many University of Wisconsin-Extension educators impart to policy-makers and citizens alike as they help communities face complex and often controversial problems. In many situations, UW-Extension educators work hard to help people overcome their natural reluctance to embrace change.

Now it's time for us to practice what we teach. As discussed on page 1 of this newsletter, the UW Board of Regents and UW System president have challenged us to find a better, more efficient way to administer our institution.

Yes, we can integrate our administrative operations with those at UW Colleges. Yes, this will reduce costs and demonstrate the UW System's strong commitment to efficiency. No, it will not be easy. Nothing worthwhile ever is.

In the coming months, we'll be asking our faculty, staff and administrators to question the status quo by engaging in a careful analysis of how our central offices are organized and managed, and how those activities support important educational work across Wisconsin. Sometime in late 2005, we anticipate welcoming a new chancellor who will continue this integration process across our two institutions.

Amid all the introspection, some things will not change. The university's commitment to access

will remain strong. UW-Extension and UW Colleges will continue to provide an open door to people of all ages who want to learn. This integration process is the best way to keep our statewide networks intact and preserve our unique missions. Furthermore, I believe that, working more closely together, our two institutions can help tackle some of the most important economic and social challenges of our time.

I am proud of how UW-Extension people have approached this challenge – with optimism, courage, professionalism and mutual respect. Our clients and stakeholders deserve nothing less from us.

**Wisconsin Public Television** has won – for the second year in a row – the prestigious national Walter Cronkite Award for Excellence in Television Political Journalism given by the Annenberg School for Communication. WPT was recognized for its 2004 election coverage. WPT also received the award in 2003 for its 2002 election coverage.

**Molly Immendorf**, Cooperative Extension instructional technology specialist based in Madison, and **Joan LeFebvre**, Cooperative Extension family living agent for Florence, Forest and Vilas counties, have been appointed 2005-06 Wisconsin Teaching Scholars. Scholars are selected from outstanding faculty and academic staff within the University of Wisconsin System who have more than 10 years of teaching experience.

The appointment of **Susan Nitzke**, Family Living nutrition specialist, to the state Dietitians Affiliated Credentialing Board has been confirmed by the Wisconsin State Senate.

**Thomas Naunas**, sound recordist, Wisconsin Public Television, recently won a Midwest Emmy Award in the category of audio for his work on "Wisconsin World War II Stories Pacific," one of four WPT-produced documentaries featuring Wisconsin veterans' accounts of their war experiences.

**Wisconsin Public Radio** received four awards from the Wisconsin Broadcasters Association in the Large Market Radio Competition for Best Series – "Aging: Mom and Dad Growing Old"; Best Feature – "Laser-Monks"; Merit Award, Feature – "White Cane Awareness"; and Merit Award, Sports – "Northwoods League."

**Wisconsin Public Television** received a Wisconsin Broadcasters Association First-Place Award for Best Use of Video for the "In Wisconsin" segment "100-Year Anniversary of Wildlife Refuges."

The **Wisconsin Public Television** winter membership drive, Dec. 1-12, drew more than \$500,000 from almost 4,000 viewer pledges. These funds ensure a continued presence on the airwaves of quality drama, informative documentaries, educational children's programming and more.

**Brian Bull**, Wisconsin Public Radio assistant news director, received a second-place award for Best Feature/Human Interest Story from the National Headliners Awards, sponsored by The Press Club of Atlantic City, for his report "End of a Red-Hunter's' Crusade: The Censure of Joseph McCarthy."

### Free document-accessibility training available

Have you ever attended a presentation where the handouts were printed in text that was too small to read, or you couldn't hear or see the video that was being shown? If you've answered "yes," then you know how frustrating it is when you can't access the materials you need. Unfortunately, this is a common experience for people with disabilities because authors don't create electronic documents, such as Microsoft Word or PowerPoint, in an accessible format. This oversight excludes a significant portion of an audience, since approximately 20% of the population has a disability.

#### New skills save time

Although it may require learning new skills, the formatting required for document accessibility saves time. For example, the Microsoft document formatting function that creates headings allows an author to view an entire document in an outline format and reorganize large portions of text with a single mouse click. Headings are also an important accessibility feature, since screen-reading software uses headings to provide information about a document's organization to someone who is blind. Creating accessible documents also saves time by eliminating the need to recreate a document if it is to be published on the Web.

#### Required for electronic documents

Section 508 of the Federal Rehabilitation Act and University of Wisconsin-Extension policy both require accessible documents. Some staff members mistakenly believe these legal requirements only apply to Web sites. However, Section 508 and the Extension policy apply to all forms of information technology, including Word documents and PowerPoint presentations created by staff.

#### Training on June 22

Accessible, content-rich documents are an important component of Extension's public service. In the coming year, the UW-Extension Office of Equal Opportunity and Diversity Programs is sponsoring multiple presentations to help staff learn how to create accessible documents and ensure Web accessibility. The next WisLine Web training is scheduled for June 22 from 9:30-11 a.m.

#### To register:

[www.uwex.edu/ics/wlwreg/wlw\\_depts.cfm](http://www.uwex.edu/ics/wlwreg/wlw_depts.cfm)

"Web Accessibility for All" is listed under the Center on Education and Work. —Christine Curley

#### For more information on document accessibility:

##### Web Accessibility for All:

[www.cew.wisc.edu/accessibility](http://www.cew.wisc.edu/accessibility)

Trace Center: [trace.wisc.edu](http://trace.wisc.edu)

Federal Government Section 508 Guide:

[www.section508.gov](http://www.section508.gov)

## TRANSFORMATION THROUGH ENGAGEMENT

### National Outreach Scholarship Conference Oct. 2-4, 2005

The University of Georgia Center for Continuing Education, Athens, Ga.

Keynote speaker: Suzanne Morse, President, Pew Partnership for Civic Change

Plenary speaker: Rick Foster, Vice President for Programs, W.K. Kellogg Foundation

#### Registration begins June 20

Three easy ways to register:

- Phone: (800) 884-1381
- Web: [www.outreachscholarship.org](http://www.outreachscholarship.org)
- Fax: (800) 884-1419

**Fee:** Early bird: \$395 After Sept. 1: \$495 Student: \$150

#### For information about learning tracks and more:

[www.outreachscholarship.org](http://www.outreachscholarship.org)

Sponsored by the University of Georgia, Ohio State University, Pennsylvania University, University of Wisconsin-Extension

# COMMENDATIONS

## School for Workers celebrates 80 years of labor education The oldest university-based labor-education program in North America



UW-EXTENSION SCHOOL FOR WORKERS

### EDUCATION FOR ALL

The School for Workers, founded as a summer school for nonunion women workers, quickly evolved into a year-round training provider for all workers. Pictured here: participants in a 1963 course.

In 1925, the University of Wisconsin-Extension and the Young Women's Christian Association (YWCA) launched the first of several "Summer Schools for Working Girls" by bringing women factory workers from the Milwaukee area to the University of Wisconsin-Madison for a summer course in labor economics, labor law and principles of trade unionism. In 1927, the Wisconsin Federation of Labor agreed to sponsor these summer schools at the university and began to recruit male students.

Now, 80 years later, the UW-Extension School for Workers offers hundreds of programs each year

in labor-management facilitation, workplace communications, compensation systems, job evaluation, workers compensation, time-and-motion study and ergonomics. This June, the School will celebrate its 80th anniversary, marking it as the oldest university-based labor education program in North America.

"Continuing changes in the workforce, government regulation and the increasingly global workplace requires the School be innovative in developing new curricula, to reach out to new audiences, and to teach and provide applied research to unions, workers and employers not just in Wisconsin, but throughout

the Midwest and the country," says John Lund, director of the School for Workers.

"Even today, 80 years after its founding, the School for Workers is just as relevant as it was in 1925,"

adds Leon Zaborowski, dean of Outreach and E-Learning Extension, the division to which the school belongs. —Amy Pikalek

For more information: [schoolforworkers.uwex.edu/](http://schoolforworkers.uwex.edu/)

### SCHOOL FOR WORKERS, 1925-2005

**1925:** First labor-education summer school for women factory workers is offered.

**1931:** Summer school attracts nearly 1,200 participants.

**1934:** Alice Shoemaker becomes the School's first director. She oversees the expansion into winter programs in various Wisconsin cities.

**The New Deal and WWII:** New programs are added, including collective bargaining and contract and union administration.

**1944:** The School is incorporated into the University of Wisconsin-Extension.

**1950s and '60s:** The School works with unions in Latin America, Egypt and Turkey, hosting visiting delegations of trade unionists and teaching classes in labor law, time study, job evaluation, occupational health and safety, and union administration.

**Late 1970s:** The School wins one of the first Occupational Safety and Health Administration (OSHA) New Directions grants to develop curricula in hazard recognition and control, ergonomics and labor-management safety, and health.

**1980s:** New technologies enter the manufacturing industry. The School pioneers curricula in cellular manufacturing and computer-integrated and "lean" manufacturing.

**Today:** The School provides approximately 150 labor-education programs each year to more than 4,000 union representatives, officers, members and employee representatives.

## Faculty and staff receive recognition for outstanding work



Vang                      Becker                      Doll                      Early                      Gilliland

How often do we turn to a colleague and say, "Good work!"? Not often enough. Awards for professional excellence sponsored by the University of Wisconsin System and UW-Extension offer the opportunity to make our admiration and respect official. Listed here are recent UW-Extension award nominees, an honoree and two recipients.

Congratulations to all!

### UW System 2004 Woman of Color

Honoree: Pa Vang  
Title: Program manager  
Unit/department: UW-Milwaukee School of Continuing Education  
Based in: Milwaukee  
Employed by UW-Extension since: 2001  
Award recognizes: Contributions by

women of color at all levels within UW System to their institutions, their communities and, especially, women of color

### 2005 Academic Staff Regents Award for Excellence

Nominee: Jessica E. Becker  
Title: Program officer  
Unit/department: Wisconsin Humanities Council  
Based in: Madison  
Employed by UW-Extension since: 2001

Award recognizes: Non-instructional academic staff members' dedicated work, vital services and outstanding contributions to the UW System

### 2005 UW Regents Teaching Excellence Award for Academic Departments/Programs

Nominee: Northern Great Lakes Visitor Center UW-Extension Office

(Cathy Techtmann, education coordinator/department head; Mike Kroenke, Lake Superior basin educator; Elizabeth Post, environmental education specialist; Kathleen Morgen, environmental educator; Sarah Traaholt, program assistant)

Unit/department: Cooperative Extension

Based in: Bayfield County

A UW-Extension unit since: 1998

Award recognizes: Exceptional commitment to and effectiveness in teaching

### 2005 UW Regents Teaching Excellence Award for Individual Faculty and Academic Staff

Nominee: Jerry Doll

Title: Extension weed scientist

Unit/department: Cooperative Extension/Department of Agronomy, College of Agriculture and Life Sciences, UW-Madison

Based in: Madison

Employed by UW-Extension since: 1977

Award recognizes: Outstanding career achievement in teaching

### UW-Extension Academic Staff Council Award (instructional)

Recipient: Karen Early

Title: Nutrition education coordinator

Unit/department: Cooperative Extension/UW-Extension Brown County Office

Based in: Green Bay

Employed by UW-Extension since: 1991

Award recognizes: Excellence in instruction that furthers the work of the recipient's division or unit and exemplifies the Wisconsin Idea

### UW-Extension Academic Staff Council Award (non-instructional)

Recipient: Norman Gilliland

Title: Producer

Unit/department: Broadcasting and Media Innovations/Wisconsin Public Radio

Based in: Madison

Employed by UW-Extension since: 1983

Award recognizes: Excellence in professional service that furthers the work of the recipient's division or unit and exemplifies the Wisconsin Idea

## PeerSpectives helps small businesses prosper

**K**en Korsch had a problem that required immediate attention at his school-furniture manufacturing company, National School Lines, a fast-growing company in Omro. He sought help – and promptly got an answer from an exceptional source.

The solution: change the structure of top management. The problem-solvers: his fellow small-business owners.

“They [business owners] told me their experience. They had a senior assistant handling these issues. It came back to me – glaringly – that the problem I thought I had wasn’t the issue at all,” Korsch says. “It was a management problem. I needed an operations manager.”

### Peer-to-peer learning

Korsch is one of a select number of small-business owners in Wisconsin participating in a new model of business-management education called the Wisconsin PeerSpectives Network. The “teachers” are fellow business owners and executives who meet once a month to discuss and solve problems confronting fast-growing businesses.

### Focus on fast-growing firms

PeerSpectives, offered by the University of Wisconsin-Extension Small Business Development Center (SBDC), is part of Gov. Jim Doyle’s Grow Wisconsin economic development initiative to help Wisconsin accelerate the successes of its fastest growing companies,



*“This program [PeerSpectives] builds long-term relationships to help solve problems. And*

*so far, it’s been extremely successful.”*

—Anne Mathson, program manager  
UW-Stevens Point SBDC

those “second-tier” firms with \$750,000 to \$20 million in revenue that have the most potential to build new sales, create new jobs and bolster Wisconsin’s economy.

“This group of executives doesn’t have a lot of time for classes or the resources for outside consultants.

They’re people who learn best by talking with each other,” explains Erica Kauten, state director of the SBDC. “We focus on second-tier firms because they’re in a position with the greatest potential to grow. They also need the most help.”

### Expanding statewide

There are now 11 PeerSpectives programs around the state, and the number is expected to grow so that it is truly statewide, she says.

“I have gotten excellent advice from my group,” says Rimon Moses, owner of RMM Solutions in Wausau. “They don’t tell you the solution. They tell you about their similar problem, and how they dealt with it.”

### Expertise and experience

Based on a model of peer business education developed by the Edward Lowe Foundation, the program screens participants so that they bring the expertise and experience needed to help solve each others’ problems. Participants can’t be direct competitors or suppliers to each other. The group decides its own issues, and how each is discussed. The discussions are confidential, but the subjects range

from motivating sales teams, to cash-flow management, to broader problems such as balancing personal lives with the demands of owning and running a rapidly growing business.

“We get these business owners together,” says Anne Mathson, the SBDC program manager for business training at UW-Stevens Point who organized the Wausau PeerSpectives program, “then we provide a certified moderator and a structure to bring these discussions together.”

### Relationships are key

“It’s extremely lonely running a business,” says Mathson, a former small-business owner. “You can’t really sit down and tell your employees everything that is going on. And you rarely have much knowledge of what other companies are doing.

“This program builds long-term relationships to help solve problems,” she says. “And so far, it’s been extremely successful.”

—Mike Flaherty

For more information: (800) 940-7232;  
[peerspectives@uwex.edu](mailto:peerspectives@uwex.edu)

## New Agricultural Innovation Center supports value-added enterprises

**T**he Agricultural Innovation Center, a collaborative project of the University of Wisconsin-Extension; Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP); and the Wisconsin Technical College System, supports agricultural venture growth in Wisconsin. The center, launched in January, encourages new ventures in food and the emerging bio-industries of energy, fuels, chemicals and other materials.

### Training available statewide

The center serves people who are starting a new “value-added” agricultural venture or expanding an existing agricultural business. It offers businesses planning courses, one-on-one assistance, training and

business referrals. Twenty-six Agricultural Innovation Center counselors are located across the state.

In February, the center offered its first business-planning and management course at the Wisconsin Technical College campus at Rice Lake. Agricultural Innovation Center counselors, with help from Small Business Development Center staff, bankers, lawyers, accountants, insurance agents and others, teach the courses. Each course participant is paired with a counselor to provide specialized support.

### Proven success

“These hands-on training courses are nationally proven to improve business start-up success rates

and existing business performance,” says Greg Wise, who co-directs the center with fellow UW-Extension specialist Greg Lawless.

### Supporting agricultural entrepreneurs

The fee for the course is \$1,000, but thanks to scholarships from the Wisconsin Department of Commerce, participants who complete their business plans within three months after finishing the course pay just \$250.

“Helping Wisconsin entrepreneurs position [themselves] in the emerging bio-based economy has to be a focus of the center if we are to add value to our abundant natural resources for the benefit of farmers

as suppliers and owners and for creating a higher wage manufacturing base around the state,” says Will Hughes, administrator of the Division of Agricultural Development, DATCP.

The center will build on the success of the Badger AgVest investor alliance ([www.badgeragvest.com](http://www.badgeragvest.com)) and similar initiatives and is part of the Wisconsin Entrepreneurs’ Network ([www.wenportal.org](http://www.wenportal.org)), which aims to support all types of entrepreneurship. —Mary Ellen Bell

For more information: [aic.uwex.edu](http://aic.uwex.edu);  
Agricultural Innovation Center Co-director Greg Lawless, (608) 265-2903;  
Agricultural Innovation Center Co-director Greg Wise, (608) 263-7804

### Spring 2005

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