

News and Ideas

UNIVERSITY OF WISCONSIN-EXTENSION'S NEWSPAPER

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Team helps new chancellor identify issues, plan listening sessions

Although David Wilson did not arrive in Wisconsin until May 1, he took positive steps during the last several months to prepare for his new role as chancellor of University of Wisconsin Colleges and University of Wisconsin-Extension.

Cross-institutional transition team

Following his appointment in December 2005, Wilson began meeting regularly via telephone with senior executives at UW Colleges and UW-Extension, as well as with colleagues at UW System Administration. He also appointed a special Transition Team to focus on three specific tasks:

- identify issues that would command a new chancellor's attention;
- plan a series of listening sessions to engage clients and stakeholders; and
- recommend an appropriate event or venue to unveil a new strategic vision for the two institutions, sometime in spring 2007.

The Transition Team included 23 faculty, staff and students representing both institutions. David Giroux, director of public information at UW-Extension, and Teri Venker, special assistant to the chancellor for marketing and university relations at UW Colleges, co-chaired

THE TRANSITION TEAM

The Transition Team included 23 faculty, staff and students representing UW Colleges and UW-Extension. Two members:



Madeline Gotkowitz
UW-Extension



Jim Perry
UW Colleges

the group, which worked from February through April.

Input solicited

As its first step, the team solicited input from faculty and academic and classified staff members across both institutions on what key issues should occupy Wilson's attention during his first months in office. More than 100 potential issues were identified that might require the chancellor's involvement and leadership. The team then worked to prioritize those issues.

"When we first looked at this thick three-ring binder of issues, each with a written summary, it was a little daunting. However, reading through the issues and discussing them with fellow team members turned out to be great learning exercise. We learned more about both institutions," says team member Madeline Gotkowitz, hydrogeologist at the Wisconsin Geological and

Natural History Survey in Madison. "We saw common concerns, as well as issues that were unique to one institution or the other."

Issues prioritized

"To prioritize the issues, we assessed each item's importance and urgency," explains Jim Perry, campus executive officer and dean of UW-Fox Valley in Menasha. "For our purposes, urgent issues were time sensitive in nature – those that might require the chancellor's attention during his first six months here. To gauge importance, we assessed whether the chancellor would be directly involved in addressing the issue, or if he would be expected to be the primary expert on the issue. Less-important issues included those where the chancellor might only play an indirect role."

The discussion of potential issues helped identify specific clients,

partners and stakeholders who might participate in listening sessions with the chancellor. Using UW-Extension educational materials originally designed to teach elected officials about methods of citizen participation, the team looked at various formats for listening sessions. They identified the strengths and weaknesses of each method, including public hearings, town-hall meetings, focus groups and others.

Focus groups planned

"I appreciate the team's thorough approach," says Wilson. "Reviewing its initial work, I felt that focus groups would provide for a deeper, richer conversation with our stakeholders. I also liked the idea of deriving more consistent, reliable data from a standardized format. That data will be important as we look for common themes and messages that will help shape our long-range plans."

With its work completed, the team submitted its report to Wilson on May 1 and disbanded.

"Considering the consensus that we came to about the issues we're facing, we're certain Chancellor Wilson will find the information we've brought forward to be helpful as he begins leadership of our institutions. I believe it's a great sign that our new chancellor has the wisdom to ask for this breadth of input," says Perry. —David Giroux

Maurice named director of workforce equity and diversity

LOUISIANA STATE UNIVERSITY



Vallerie A. Maurice

Director for Workforce Equity and Diversity
University of Wisconsin-Extension
432 N. Lake St., Madison
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Start date: May 1, 2006

After an extensive national search, Vallerie A. Maurice has been named University of Wisconsin-Extension director for workforce equity and diversity.

Maurice will help UW-Extension become more diverse in staff, programs, services and partnerships. She will administer affirmative action and equal employment opportunity programs and ensure compliance with federal and state laws as well as the organization's AA and EEO goals and requirements. She will report to UW Colleges/UW-Extension Chancellor David Wilson.

Maurice joins UW-Extension as the organization and University of Wisconsin Colleges are looking for ways to efficiently and effectively integrate some of their services to better serve Wisconsin residents.

Her first charge is to carry out the recommendations made by the Equal Opportunity and Diversity Workgroup of the UW-Extension and UW Colleges Administrative Integration Steering Committee. Those recommendations include:

- identify available resources at both institutions that provide services in EEO, Americans with

Disabilities compliance and diversity programs;

- identify services needed by both institutions and the fit between resources available and those needed;
- review models for delivery of services based on best practices; and,
- recommend services that could be combined and recommend staffing options.

Associate Dean/Associate Director of Cooperative Extension Yvonne Horton, who led the search-and-screen committee for the position says, "Vallerie Maurice is a leader in improving diversity, inclusion and multiculturalism within a complex organization. Her experiences working at the national level with the National Extension Diversity Task Force and the National Diversity Center will contribute to her ability to enable our institution to become more diverse and inclusive in its staff, programs, services and partnerships."

Previously Maurice was director of multicultural diversity and assistant to the chancellor at Louisiana State University Agricultural Center in Baton Rouge. She also has held positions in human- and community-service organizations in New Orleans. Her bachelor's degree in psychology and her master of social work degree are from Southern University at New Orleans. Maurice was born and lived in Milwaukee until she was 5 and her family moved to Louisiana.

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MESSAGE FROM THE CHANCELLOR

Moving forward together

This month marks a new beginning for both the University of Wisconsin-Extension and the University of Wisconsin Colleges. For the first time, both institutions are led by one chancellor. As I move into this role, I will build upon the venerable traditions and unique missions of both institutions, while exploring innovative ways to meet emerging challenges.

I anticipate a smooth transition, thanks to the skilled interim leadership provided by Marv Van Kekerix and Margaret Cleek and the excellent work of our Administrative Integration Steering Committee. I thank these colleagues for leading us to this point, and I look forward to an exciting year ahead.

Listening

My intent is to let very little grass grow under my feet during the first year, as I continue conversations with people around Wisconsin.

The Transition Team, with input from many faculty and staff members, has already identified important issues that will require my attention. Armed with this initial scan, I plan to visit scores of county offices to meet front-line Extension educators who use research-based strategies to serve 5.3 million Wisconsin citizens. I will also visit campuses where the UW Colleges provide students with “the best start” for the life they want.

In addition to hearing from our own faculty, staff and students, I will conduct formal listening sessions around the state to elicit feedback from clients and external stakeholders. These will enable us to ferret out challenges and opportunities in which our two institutions can play a major role.

Access

UW Colleges and UW-Extension are erected upon a shared foundation

of access. As chancellor, I will work tirelessly to preserve our programming and strengthen our delivery networks, ensuring that individuals, communities, businesses and governments alike can benefit from our academic expertise. People from every walk of life should know that a college education is at their fingertips and that university knowledge is as close as their computer, television or radio.

Innovation

UW-Extension has long been dedicated to transferring technologies and top-shelf research from the university to the grass-roots level. This important connection sustains communities, creates high-paying jobs, and helps grow a more competitive state economy.

As we move forward together, growing Wisconsin into a hub of innovation will be one of my top priorities. We will work with agricultural producers, manufacturers, entrepreneurs, state agencies and other partners to bring innovation to all economic sectors. At the same time, the UW Colleges’ focus on educational access will help prepare the state’s workforce for today’s knowledge-based economy.

Diversity

Both institutions have demonstrated a commitment to diversity, as evidenced by UW Colleges’ participation in the Equity Scorecard project and UW-Extension’s commitment to Multicultural Awareness training. We will expand the latter effort to educate all faculty, staff and students in both institutions about globalism and cultural differences. This will help students advance in their careers, and help our state attract and retain talented individuals. I am excited that Valerie Maurice will be joining us as director for workforce equity and diversity [see page 1] to provide leadership in this area.

Excellence

Already UW-Extension and the UW Colleges are centers of excellence in their own right. We must look for new ways to harness the things we do extraordinarily well and elevate those to statewide centers of excellence. I am thinking of entrepreneurship, community development and economic development, as well as our work in science and mathematics instruction, just to name a few. Together, we can demonstrate strong state and national leadership in a wide range of innovative approaches to teaching, learning, outreach and public service.

Stewardship

Finally, in an era of scarce resources, we must demonstrate stewardship and accountability. To that end, I will continue the administrative integration process, looking for ways to be more efficient and effective. While our two institutions’ administrative operations have grown closer, there is more to be done. One of my first priorities will be to devise an organizational structure focused on support for our statewide networks, enabling administrative staff in Madison to better serve county offices, campuses and educational units across the state.

We must show taxpayers and elected officials alike that their investment in higher education is returning unmatched dividends. I hope all of you will join me in relentlessly delivering this message to our various stakeholders.

Improvements underway at the Lowell Center

After years of careful planning, University of Wisconsin-Extension Conference Centers has begun a remodeling project to improve accessibility and safety at The Lowell Center, located at 610 Langdon St. on the UW-Madison campus. From mid-March through October several major improvements will be made to the building’s two main entrances, first-floor lounge, lobby, and front-desk and parking areas.

Increased accessibility and convenience

“Funded by program revenue, these modifications will not only enhance the building’s visual appeal, they will make it much more user friendly,” explains Joe Way, Lowell Center manager. “By adding 20 more spaces to our lot, we hope

to make parking that much easier for our guests. A new entry ramp and elevator will vastly improve the center’s accessibility. Additionally, a drive-up lane along Frances Street will make it safer and more convenient for overnight guests and others who use the building.”

“Our objective is to create an environment that furthers our mission to fulfill the promise of the Wisconsin Idea and to encourage lifelong learning,” says Way. “It is essential that we provide the best site, set-up and support possible to all of the nearly 15,000 program participants we serve annually. This building gets a lot of use and time takes its toll. Although we’ve recently upgraded our guest rooms and AV systems, we’ve been eager to make these much-needed improvements for quite a while.”

Available to educational and governmental organizations

Way explains that the intent is to create greater continuity with the Pyle Center, another one of three UW-Extension Conference Centers located in Madison. The Lowell, Pyle and Friedrich Centers all provide meeting and dining facilities for presentations, distance-education classes, receptions and other events. All three facilities are available to groups affiliated with the University of Wisconsin; local, state, and federal government agencies; and other educational organizations. —Karen Reppen

For more information: Lowell Center Manager Joe Way, (608) 262-2514; www.conferencing.uwex.edu

Wisconsin Public Radio Executive Producer **Steve Paulson** is one of 10 recipients of a Templeton-Cambridge Journalism Fellowship in Science and Religion. Paulson will attend seminars at the University of Cambridge in England and produce a radio series on the relationship between science and religion.

Mary Crave, evaluation and diversity specialist with Outreach and E-Learning Extension, is the recipient of an International Honor Award from the U.S. Department of Agriculture Foreign Agricultural Service Employee Recognition Program. Crave received the award for her work on the Congo School Gardens Project.

Susan L. Hunt, senior graphic artist for the Wisconsin Geographic and Natural History Survey, is UW-Extension’s nominee for the 2006 Academic Staff Regents Award for Excellence. The award recognizes exceptional service to the university.

Wisconsin Public Television is the recipient of an EDGE Award from the Association of Public Television Stations for its groundbreaking work in the use of digital broadcasting.

Faye Malek, family living educator with Manitowoc County Cooperative Extension Office, was named the recipient of the Manitowoc-Two Rivers Area Chamber of Commerce’s 2005 Athena Award for her assistance to women in attaining professional excellence and leadership skills.

Cooperative Dean and Director **Arlen Leholm** is a recipient of the 2006 Epsilon Sigma Phi (ESP) Visionary Leadership Award. Cooperative Extension program assistant **Lisa Brennan** is a recipient of the 2006 ESP Meritorious Support Service Award. ESP is a national honorary and educational extension fraternity of nearly 120,000 extension career professionals.

Lucy Holifield, former UW-Milwaukee SBDC director, was recently honored as UW-Extension’s 2006 Outstanding Woman of Color. The UW System recognized 16 women from around the state for their extensive contributions to their campus and communities.

An interview with Wisconsin Public Radio’s **Norman Gilliland** is included in the Oscar Award-winning Best Documentary, Short, “A Note of Triumph: The Golden Age of Norman Corwin.” Gilliland, host of WPR’s “Old-Time Radio,” discusses Corwin’s work as a radio drama writer in the 1940s.

UW Colleges is the best start for many adult students

For many people, trying to decide what college to attend is a painstaking process. But in selecting University of Wisconsin-Manitowoc, 29-year-old Jeffrey Uhlir says it was a simple choice.

Great community, great school

"We first chose to move to Manitowoc since it was a great community, and it was easy to decide to attend UW-Manitowoc since it is part of the University of Wisconsin System," Uhlir says.

UW-Manitowoc is one of 13 freshman/sophomore UW campuses that comprise UW Colleges.

As a husband and father of two boys, Merric, 5, and Harris, 3, Uhlir says that he decided to pursue higher education in order to secure a better job that would lead to a good life for his family. "I don't want to have to settle for a job working weekends and holidays," he explains.

Guaranteed admission

Uhlir earned his Associate of Arts and Science degree from UW-Mani-

towoc in December. He participated in the Guaranteed Transfer Program which gave him "guaranteed" admission as a junior to the campus of his choice after meeting certain credit and grade-point requirements. He is now studying for a degree in accounting at UW-Green Bay, and he hopes to eventually obtain a job in the Manitowoc area as an accountant.

Helpful instructors and advisors

When asked what he liked about UW-Manitowoc, Uhlir notes that its size and faculty make it special. "It's small enough that the professors really take the time to get to know you, and they are always willing to help." He adds that the atmosphere of success also helps encourage students. "Everyone wants you to succeed, so you just have to do your part to make it happen."

At each of the 13 UW Colleges campuses, there is an advisor dedicated to working with returning adult students and their specific needs. According to Laurie Lamberg, who specializes in advising adult students at UW-Manitowoc,

"We know entering college can be an intimidating process. When students know we're here to help them do well, they are much more likely to have a positive experience."

While financial challenges can sometimes be the biggest barrier when it comes to deciding to return to school, Uhlir says that since he is an Army veteran, he was able to get some valuable assistance. According to Lamberg, "Many veterans don't realize the educational benefits that are available to them."

Partner support

Uhlir admits that it can be challenging at times to balance all of his priorities. He credits his wife for being his biggest supporter. While Uhlir works about 10 hours a week on the UW-Manitowoc campus while attending UW-Green Bay, his wife, Danielle, works full time.

For older adults who may be considering beginning or completing a college degree, Uhlir advises them to "Just do it! It's the best thing you could do." —Teresa Satori and Mickey Michuda

For more information: www.uwc.edu

TERESA SATORI



Jeff Uhlir (standing right), shown here with his family, earned his associate degree from UW-Manitowoc. He is now working toward an accounting degree at UW-Green Bay.

UW Colleges/UW-Extension collaboration

Creating new models of community service

The Wisconsin Idea of extending the university's resources to meet state needs has always been at the core of the University of Wisconsin-Extension's mission. And now the UW Colleges/UW-Extension administrative integration is creating new opportunities to combine both institutions' strengths to serve the people of Wisconsin through service-learning.

The groundwork has already been laid for such innovative collaborations. Both UW-Extension and the UW Colleges are founding members of the Wisconsin Campus Compact (WiCC), a statewide consortium of

34 higher-education institutions dedicated to promoting campus and community partnerships.

Serving children

As a key initiative of WiCC over the past two years, both UW-Extension and several of the UW Colleges' campuses have hosted WiCC AmeriCorps*VISTA members to improve the academic achievement and aspirations of children in communities of need. VISTA members have worked with UW Colleges campuses at Fond du Lac, Waukesha, Rock County and Fox Valley and with UW-Extension offices in Kenosha, Milwaukee and Waukesha

counties; the division of Outreach and E-Learning; and the UW-Extension chancellor's office.

New models

By blending UW-Extension's community-building expertise and professional and technical networks with the academic focus and energy of the UW Colleges' faculty and students, new and unique community engagement models that benefit the community while deepening students' learning experiences are being developed. Here is just one example of a successful UW Colleges/UW-Extension service-learning collaboration.

Volunteers and children learn

In Waukesha County, several UW-Waukesha students volunteer as tutors and mentors for children at the Saratoga Elementary School After School Program run by Waukesha County Cooperative Extension. By working with the largely Latino student population, college students in course areas such as political science, English and even photography have the opportunity to apply ideas from their classes to real-world situations.

One UW-Waukesha student organized a service-learning project with the program's Girl's Group that used photography to develop public-service posters on topics relevant to youth. With the student's guidance, the girls identified bullying as an important issue and worked

together to develop photographic images for the posters. The student helped the girls select and apply the lighting and backdrops, and the girls starred in the photographs.

A good fit

"The wonderful photography project performed magic on the young girls in our program," says AmeriCorps*VISTA Katie Clements, who assists in coordinating the after-school program through Waukesha County Extension. "Our UW-Waukesha service-learning volunteers have all been wonderful with the kids."

Julia Bennker, AmeriCorps*VISTA and service-learning coordinator at UW-Waukesha, adds, "A benefit of working with UW-Extension is that it's an automatic fit. UW-Extension has such strong community connections that already exist to tap into."

UW-Extension and UW Colleges are just beginning to explore how they can collaborate to bring the resources of both institutions to the people of Wisconsin in new and dynamic ways. —Mary McCarty, Amy Hilgendorf and Pat Takemoto

For more information:

www.wicampuscompact.org;

AmeriCorps*VISTA Amy Hilgendorf, amy.hilgendorf@uwex.edu, (608) 262-4584

JULIA BENNKER



Katie Visser (center), a student at UW-Waukesha, shares her knowledge of literature and writing skills as she tutors young children in reading and comprehension.

RETIREMENTS

Erica Kauten to retire as state SBDC director

Small businesses in Wisconsin – and nationwide – will lose a steadfast advocate when Erica Kauten, state director of the Small Business Development Center (SBDC) at the University of Wisconsin-Extension, retires in July.

Kauten has directed UW-Extension's Business and Manufacturing division, which includes the SBDC, since 1995. Under her leadership, the division has grown from a 10-campus organization to become the nexus of the Wisconsin Entrepreneurs' Network (WEN), a 70-member entrepreneurial support network that spans the state.

Building support

Kauten considers WEN one of her greatest successes. "The challenge," she says, "was finding the right mix of creative partners who were interested in building a customer-friendly system. Together we have transformed a patchwork of programs into one system that improves access and innovation for entrepreneurs and small businesses."

And with Kauten at the helm, the Wisconsin SBDC has grown to encompass 13 campus-based SBDCs, the Wisconsin Innovation Service Center at UW-Whitewater, Center for Advanced Technology and Innovation at UW-Parkside, and Center for Innovation and Development at UW-Stout.

National involvement

Kauten recently spearheaded development of the PeerSpectives program, which has attracted national interest. Last July Kauten testified before the U.S. House of Representatives Small Business Committee in support of providing second-stage small businesses with peer-learning opportunities like those offered by PeerSpectives. The committee subsequently unanimously passed the proposal. This March a bill supporting peer-to-peer training was introduced in the U.S. Senate.

As a board member of the national association of Small Business Development Centers, Kauten led a multiyear national strategic planning process for the organization.

Currently Kauten serves on the boards of directors for the Wisconsin Technology Council, Wisconsin Manufacturing Extension Partnership, and the Wisconsin Manufacturing Outreach Center, as well as the Governor's Council on Workforce Investment and the Madison Urban League Board Development Council.

Recognized excellence

Before joining the SBDC, Kauten held economic development posts at Forward Wisconsin, Alliant Energy Corp. and the UW-Platteville campus. She was named a Wisconsin Idea Fellow by the UW Board of Regents and, while an instructor at Chippewa Valley Technical College, was inducted into the Teacher-of-the-Year Hall of Fame for the upper Midwest.

Praise for Kauten

Secretary of the Wisconsin Department of Commerce Mary Burke says, "Erica has been a true advocate for entrepreneurship in Wisconsin and has compiled a long and distinguished record of channeling high-quality resources

to business start-ups."

"Erica is one of the finest consensus-builders I have ever found," says Gretchen Dahlen, an SBDC Advisory Board member and president of The Dahlen Co. "She has brought together so very many leaders and constituencies to focus on entrepreneurship and building the structures necessary to achieve it."

Floyd Rose, an SBDC board member and director of the Wisconsin Supplier Development Council which works with minority-owned firms, adds, "No one in the state of Wisconsin has been more inclusive to entrepreneurs and small businesses."

UW-Extension Provost Marv Van Kekerix sums up Kauten's departure thus: "We're going to miss Erica's leadership at UW-Extension. More important, entrepreneurs across the state are going to miss her tireless work on their behalf."



Erica Kauten

JIM GILL

Byron Knight to retire as BAMI director



JIM GILL

Byron Knight is retiring after 28 years of service to public broadcasting in Wisconsin. Knight is the director of Broadcasting and Media Innovations (BAMI) for the University of Wisconsin-Extension.

Knight led the creation of the BAMI division in 2000, bringing together Instructional Communications Systems with Wisconsin Public Radio and Wisconsin Public Television.

University connections

"The arrival of digital broadcasting in the late '90s made it clear that we could use new technologies to further the Wisconsin Idea of bringing university-based learning to people across the state," Knight says. "Digital technologies pretty

much erase geographic borders altogether."

"Digital TV started the rediscovery by public broadcasters of their university roots," he says. Key projects initiated by Knight – Reforging the Links and Evolving the Links – brought together public TV stations at the University of Wisconsin, Pennsylvania State University, Ohio State University, Washington State University and other campuses to explore opportunities.

While those projects have ended, Knight emphasized that the renewed commitment to university connections goes on.

Continuing experimentation

"BAMI is working on several projects and experimentation will continue," Knight says. He cites a distance-education project being datacast to UW- Baraboo/Sauk

County continuing-education students and another datacasting project with the Wisconsin Department of Health and Family Services.

Respected leader

New projects and the ability to fund them has been something of a specialty for Knight. He has worked with Web TV and Microsoft on experiments in interactive TV and with IBM on digital archiving. Knight also helped land support from the Corporation for Public Broadcasting to set up the National Center for Outreach at Wisconsin Public Television (WPT).

Knight came to Wisconsin in 1978 as program director of the Wisconsin Educational Communications Board (ECB) and later consolidated programming for the ECB and WHA-TV. He was director of television for WPT from 1990 to 2000. During

that time he took a year to serve as project director for new program services and alliances at the Public Broadcasting Service (PBS). Throughout his tenure in Wisconsin Knight served in many leadership positions on influential boards and committees in public broadcasting.

Knight began his television career as a producer. While at WPT his credits included five programs presented by PBS featuring the late Peter Ustinov, including "The Well-Tempered Bach," "The Mozart Mystique" and "The Immortal Beethoven."

The future

Knight will retire on July 5. He and his wife, Karen, will remain in Madison in order to be close to his daughter's family, which includes three grandchildren. —Michael Bridgeman

SPRING 2006

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