

## June 1 deadline for cross-divisional grant proposals

By Pamela Seelman

Proposals currently are being sought for the 2001-2002 Cross Divisional Grant Program.

"Approximately \$200,000 has been budgeted for this fiscal year's Cross Divisional Program Innovation Fund," explains Marv Van Kekerix, University of Wisconsin-Extension provost and vice chan-

cellor. "UW-Extension provides support for both planning and implementation of cross-divisional efforts. Planning grants offer modest funding for a one-year effort to further 'develop' a cross-divisional concept. Implementation grants support specific cross-divisional projects that will be put into action."

This year's project proposals must address one or more of the following four areas of emphasis:

- ❖ Partnerships that enable UW-Extension to deliver quality programs.
- ❖ Instructional technology to be flexible and remain accessible.
- ❖ Diversity to foster a sincere spirit of inclusion in our workplace.



Provost Marv Van Kekerix

- ❖ New economy leadership to help prepare Wisconsin to meet future challenges.

"Funded projects should lead to the generation of new programming across divisional lines; result in greater visibility for the unique value that the divisions bring to the state; enhance the institution's ability to demonstrate impacts; and increase the understanding, acceptance and appreciation of the grant to reflect positively on UW-Extension's employees and partners," Van Kekerix adds.

**Turn to page 2 for Chancellor Reilly's message on the "whys" of cross-divisional projects.**

### Cross Divisional Program Innovation Fund Guidelines

#### Purpose:

Cross-divisional grants encourage collaboration among UW-Extension divisions and units.

#### Areas of emphasis:

- ❖ Partnerships
- ❖ Instructional technology
- ❖ Diversity
- ❖ New economy leadership

#### Timeline:

- ❖ Proposals due June 1 no later than 4:30 p.m. (or postmarked June 1, 2001, or earlier)
- ❖ Award announcements by July 10

#### Proposal requirements:

- ❖ Project abstract. A brief project description including anticipated goals and outcomes as well as the dollar amount requested.
- ❖ Project description. The details of the proposal.
- ❖ Project leader and collaborators. A list of the project leader and collaborators and an explanation of the role each will play in the project.
- ❖ Areas of emphasis and goals. An explanation of how the project meets the areas of emphasis and goals for cross-divisional grants.

- ❖ Evaluation plan. A description of the methods of data collection and how impact will be assessed.
- ❖ Proposed budget. A request for funding that includes a budget outline for the project.
- ❖ Appropriate sign-offs. Signatures of support from involved division deans and directors.

Submit seven (7) complete copies to:  
 Provost Marv Van Kekerix  
 521 Extension Building  
 432 N. Lake St.  
 Madison, WI 53706-1498

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



In February 2000, the Community Leadership Alliance met in Shullsburg. In conjunction with their study of downtown revitalization, the leaders-in-training toured Shullsburg's historic Main Street, where recent redevelopment and historic renovation have taken place.

## Southwest Wisconsin partnership creates future leaders

By Amy Pikalek with Marian Maciej-Hiner

The 30 men and women sitting around the table work in a variety of settings: business, education, government and the nonprofit sector. Some are top-level executives; others serve in entry-level positions. But one thing unites them all. They want to learn how to become better leaders. They are participating in the Community Leadership Alliance (CLA) of Southwest Wisconsin with that goal in mind.

#### Grant covers Iowa, Grant and Lafayette counties

A \$4,000 planning grant in 1999 from University of Wisconsin-Extension's Cross Divisional Program Innovation Fund made the CLA possible. The program is a collaboration among the UW-Platteville Office of Continuing Education, Cooperative Extension and Platteville Area Chamber of Commerce. Cooperative Extension Community Development agents involved in the planning of the program include Tim Filbert from Grant County, Paul Ohlrogge from Iowa County and Dan Hill from Lafayette County.

#### An investment in the future

"The CLA is an investment in the future of our communities in southwest Wisconsin," says Marian Maciej-Hiner, UW Platteville Continuing Education director. "For our communities to be healthy, viable, stable places for us and our children, we need people who will be actively involved in maintaining our communities, improving them and creating visions of the future. Basically, we need people who will serve as leaders—to serve on committees, run for public office, and volunteer their time, energy and talents to community efforts."

#### Participants gain skills and motivation

The CLA program consists of six sessions, one day a month from January through June, in different communities throughout the tri-county area. While providing leadership skill development, including teaching participants how to work on teams, write grants and resolve conflicts, the sessions also address local community issues including land-use plan-

ning, economic development, health care and education.

Graduates of the pilot 2000 session say the program motivated them to take on additional responsibilities in the workplace and become active in politics. Teressa Pellett, director of the Family Center in Grant County, says she has also made valuable personal and professional connections as a result of the program.

**"Future leaders" continued, page 2**

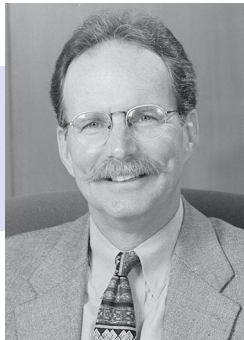
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## Message from the Chancellor

### Cross-divisional projects offer opportunities for collaboration, creativity and service



Kevin P. Reilly

The demand for efficient, effective government programs is a common theme today among politicians, pundits and taxpayers alike. At every level of government, you will find new cross-agency collaborations, public-private partnerships and inter-governmental programs. Many of these efforts are designed to respond to emerging challenges or to provide continued service with constrained resources.

At the University of Wisconsin-Extension, we have an organization with a rich tradition of teamwork and cooperation, providing the nation's most comprehensive menu of university outreach and extension programs. We have a proven record of responding to the

changing needs of our residents, through the efficient management of a statewide educational network.

For nearly a century, UW-Extension has developed effective educational partnerships with a variety of public and private organizations, delivering coordinated services and working toward shared goals. Today, we use that experience and knowledge within our own organization and the University as a whole to stimulate collaboration across divisions, institutions and academic disciplines.

Cross-divisional projects help us showcase the synergies of combining such a rich menu of education and research under one institution, and demonstrate how Wisconsin people benefit from this one-of-a-kind enterprise. By funding these projects, we underwrite the "creative risk" that allows us to make important discoveries about our clients and ourselves.

By developing integrated plans and shared objectives, we capitalize on the extraordinary talents of

Extension's employees and partners. This provides greater visibility for our programs and a better demonstration of the positive outcomes we can deliver to Wisconsin people.

This issue of *News and Ideas* features examples of the many successful projects financed in recent years by the Cross Divisional Program Innovation Fund. I congratulate everyone involved in these and other cross-divisional activities, and hope that they inspire others to discover the many rewards that come from this kind of teamwork.

Kevin P. Reilly  
Chancellor  
[reilly@admin.uwex.edu](mailto:reilly@admin.uwex.edu)

## Profile

### Greg Hans joins Extension as director of business services/controller

By Margaret E. (Peg) Davis

Greg Hans brings 30 years of professional experience and a dedication to making sure all dollars are accounted for to his new job as University of Wisconsin-Extension director of business services/controller.

Hans moved into his office in the Extension Building at 432 N. Lake St. in Madison on Feb. 1. He was greeted by the Business Services' staff and his predecessor, Bill Atzen.

Atzen explains that he postponed his retirement from Extension until April because "UW-Extension implemented a complex new financial system this fiscal year. These new systems are vastly different from previous financial systems. I did not want to leave until my successor and I had ample time together to assure a good transition."

Hans says that the transition has worked out extremely well. "This has been a great opportunity for me to learn from Bill about how the organization functions." He adds,

"The new Shared Financial System (SFS) will continue to be implemented over the next year. We'll be developing an interface with the personnel system to link wage and fringe benefit information to our records. An important goal of SFS is to provide, and improve access to, up-to-date financial information throughout the UW System."

According to Bob Andersen, UW-Extension assistant chancellor for administrative and financial services, Hans' major responsibility as director of business services/controller is to function as the chief accounting executive. He oversees the four sections that comprise Business Services (Accounting, Purchasing, Cashier and Extramural Support), and directs the work of Business Services personnel in developing and implementing business processes and maintaining Extension's financial records.

Hans comes to UW-Extension from Great Lakes Higher Education Corp., where he served as controller for 14 years. Previously he held a variety of financial positions at



Greg Hans

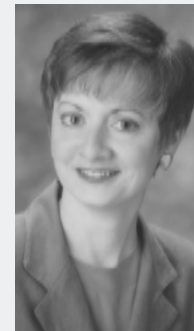
the Wisconsin Department of Employee Trust Funds and the Legislative Audit Bureau. His degree in accounting is from the UW-Whitewater.

When Hans isn't watching over Extension's finances he bowls, attends auctions, plays cards, reads and researches his family's genealogy. He lives with his wife, Mary Jo, and two sons, Alex and Matt, in McFarland.

For more information:  
[hans@admin.uwex.edu](mailto:hans@admin.uwex.edu)

Cooperative Extension's Emerging Agriculture Markets Team Web site, [www.uwex.edu/ces/agmarkets/](http://www.uwex.edu/ces/agmarkets/), was included in the March *Successful Farming* magazine's list of top-ten land-grant university Web sites. Team members **Greg Lawless** and **Jody Padgham** of the UW Center for Cooperatives are responsible for the site.

**Mary Crave**, evaluation and diversity specialist for the Continuing Education Extension Division, has been named the 2001 Wisconsin Association of Family and Consumer Sciences (WAFCS) Leader Award recipient. The award is given annually to an outstanding professional in the field of Family and Consumer Sciences.



The **Division of Continuing Education Extension** strategic plan "Strategic Directions: Programs, Services and Partnerships for the 21<sup>st</sup> Century" has received a Marketing and Publications Award of Excellence from the University Continuing Education Association (UCEA). The plan received a Silver Award in the Booklet, three-or-more colors, category.

**Byron Knight**, director of Broadcasting and Media Innovations, has received the national 21<sup>st</sup> Century Award from the Association of America's Public Television Stations. The award is given to those who pursue new technology designed to help public television successfully evolve into the 21<sup>st</sup> century.

More than 2,390 viewers pledged their financial support to **Wisconsin Public Television (WPT)** during the recent on-air membership campaign. Pledges totaled more than \$609,800.

## Future leaders, continued from page 1

"I hadn't coordinated with area businesses in the past, but the CLA opened my eyes to the idea," she says. "Since completing the program, I've joined the Chamber of Commerce. Now I talk with local businesses about the importance of child-care issues and the role child care plays in developing a strong local economy. The businesses I've talked to have started to realize that providing key services for families is an important tool in retaining quality employees, and that's good for our economy."

For more information:  
Shorey Berlin, CLA coordinator,  
(608) 348-8888.

**Pesky PDFs**

By Dana Burmaster

What is a PDF and why do I always get those pesky error messages when I try to print them?

PDF is short for Portable Document Format and was developed by Adobe®. This file format allows you to view documents as they were originally created, with all of the fonts, graphics and formatting in place. Download the free Adobe Acrobat® Reader, [www.adobe.com](http://www.adobe.com), to view and print PDFs.

PDF files are not accessible to users with disabilities, but can be converted to plain text on Adobe's Web site.

Try these tips if you get an error message when attempting to print a PDF.

- Make sure that the print button is not grayed out. Creators of PDFs have the option to disable the print function.
- Click "Refresh/Reload" on your browser window and try printing again.
- Some PDF files are so large in size that it may help to close any other programs you have open to free up memory. You may have to restart your computer to completely free up resources.
- Turn off your printer to flush its memory and try printing again.
- Select the "Print as Image" option in the print dialog box.
- Upgrade your version of Acrobat® if you are using an old version.

Dana Burmaster is webmaster for University of Wisconsin-Extension's Web site: [www.uwex.edu](http://www.uwex.edu)

**Newly revised videoconferencing guide available**

The newly revised and updated publication *The Essential Videoconferencing Guide: 7 Keys to Success* is now available through Instructional Communications Systems (ICS.) This valuable guide to teaching and training using interactive videoconferencing is an essential and practical resource for faculty, trainers and all members of distance-education teams. The guide serves as a foundation for the ICS videoconferencing training sessions and has been widely used statewide and nationally by universities, businesses and governmental agencies, as well as internationally, in Canada, Mexico, British Columbia, the Netherlands, Uruguay, Hawaii, Belgium, Spain, Buenos Aires and Saudi Arabia. As a bonus, guide purchasers will receive a "Companion Web Site of Resources" offering additional resources and activities.

For more information: Rosemary Lehman, (608) 262-7524 or [lehman@ics.uwex.edu](mailto:lehman@ics.uwex.edu)

**New GAC Web site will make it easy to locate training programs**

By Amy Pikalek

In a few months, state and local government employees will have to look no further than their computers to find training opportunities. Last year, University of Wisconsin-Extension's Governmental Affairs Consortium (GAC), consisting of Cooperative Extension's Local Government Center (LGC) and the campus-based continuing education offices at Green Bay, Madison, Milwaukee, Platteville and Superior, received a \$30,000 grant from UW-Extension's Cross Divisional Program Innovation Fund. With the grant, GAC is developing a comprehensive, interactive online catalog of educational opportunities and services available to government managers and public officials across Wisconsin.

"Our goal is one-stop shopping for government managers and officials seeking to update and expand their skills. This kind of interactive online database truly creates a statewide virtual organization of all the educational opportunities that Extension and its campus partners offer," says As-



**"Our goal is one-stop shopping for government managers and officials seeking to update and expand their skills."**

— Assistant Professor Mordecai Lee

sistant Professor Mordecai Lee, GAC's Milwaukee-based coordinator. "State and local government administrators will be able to find learning sessions by topic, geographic location or certificate program. They'll also be able 'talk back' by telling us what education they would like.

"Having an online database of training opportunities is a more effective and efficient use of local and state taxpayer dollars," Lee adds. "It can be continuously updated, plus we won't have to

worry about mailing lists becoming obsolete or about escalating printing costs. Thanks to the cross-divisional grant, the revolution promised by the Internet will become a reality for this constituency of Extension."

Chuck Law, LGC director, is co-director of the cross-divisional grant.

The site, which is currently being developed and tested, is expected to be online in mid-summer.

**Artists learn the "business of art"**

By Joel Bradtke



Cydney Freitag displays a sample computer-generated photomontage. She is working on a business plan for this new art form as a student in the new cross-divisional program Business Planning for the Arts.

They look very much like the typical class at UW-Madison's School of Business. But the 18 people who meet Thursday evenings at Grainger Hall think as much about aesthetics, genre and audiences as they do about accounting, cash flow and marketing.

Meet the class in Business Planning for the Arts, an idea made reality by a \$7,500 grant from the University of Wisconsin-Extension Cross Divisional Program Innovation Fund. Collaborators are the Small Business Development

Center (SBDC) and the UW-Madison Liberal Studies and the Arts – Continuing Education Extension.

**Artists discover that art is business**

The objective is to equip artists to create a successful business strategy for starting or developing their art forms. About two-thirds of the students represent various visual arts, and one-third are involved in performing arts, says SBDC instructor Jack Reiners.

Artistic disciplines represented in the class span the imagination. They include metal furniture sculpture, landscape art, letterpress printing, avant-garde troupe performing, custom murals, vocal training, multimedia productions, evocative charcoals, greeting cards and nonprofit community theater.

"The artist's business depends on people's discretionary income," explains Reiners. "Don't tell me you're not in an industry, that you're 'in art.' Actually, you're in an art industry!"

**Artists develop business plans**

Class members wrestle with business marketing concepts like segmenting and targeting a market

and the psychographic values, interests and lifestyles of customers. They deal with the elements of a business plan, their major accomplishment in the five-session course.

"It makes my head work! The planning process is intimidating," says student Kacy Hack.

"I'm challenged by the idea of marketing — getting to know everything before you start: the competition, the customers, everything," says David Wirch, an artist who works in glass.

"You realize it [a business plan] is a living thing," adds Bethany Kopp.

Lectures and discussions in the class are supplemented with breakout sessions for students' market and competition assessments, positioning, promotion and pricing. Sessions are held with arts professionals from the UW-Madison Department of Liberal Studies and the Arts and from the ranks of successful arts practitioners.

For more information: [www.uwsbdc.org](http://www.uwsbdc.org) and [www.dcs.wisc.edu/lga/classes](http://www.dcs.wisc.edu/lga/classes)



## Child-care providers get cutting-edge information on child development

By Moira Harrington

A three-year-old in a Sauk County Head Start program building a block tower may appear to be far removed from the University of Wisconsin-Extension's Office of the Chancellor. Yet a decision made in that office last fall could have more of an impact on this toddler than first assumed.

The three-year-old will benefit from a \$25,000 one-year cross-divisional grant built around The Whole Child project, which marries the outreach capabilities of Cooperative Extension's Family Living Office and the broadcasting and other information resources of Wisconsin Public Television (WPT) to enhance the skills of Wisconsin's child-care providers.

### Broadcasts focus on care for young children

*The Whole Child*, a 13-part series broadcast last winter on WPT, outlines information about children's physical, social, emotional, cognitive and brain devel-

opment with a focus on cutting-edge developments in child care for the critical years from birth to age five.

### WebTV Plus offers opportunities for interaction

WPT enhanced the broadcasts with interactive Web components and gave WebTV Plus terminals to eight counties: Calumet, Outagamie (partnering with Winnebago), Manitowoc (partnering with Kewaunee), Columbia (partnering with Adams and Sauk), Eau Claire, Langlade, Clark, and Richland. An additional eight counties used the broadcasts and print resources, without the WebTV component, to spark professional discussions. These counties included Burnett, Monroe, Pepin, Pierce, Polk, Price, Shawano and Taylor.

WebTV Plus boxes were hooked up to televisions and VCRs at County Extension training sites. Together family living agents and

care providers watched *The Whole Child* and accessed Internet links and exclusive interactive content related to the program. Alternatively, they could download the information, save it and reference it at a later date.

### Web site provides learning materials

In addition to the broadcasts, the project includes a Web site with Wisconsin-specific links and downloadable PDF worksheet files on topics such as infant development, respecting diversity and building inner controls. Traditional print materials were also used.

"We advertised the availability of grant money through newsletters and other contacts," WPT's Lynne Blinkenberg, project lead, says. "We were able to fund everyone who came forward."

All counties completed their work by the end of April and an evaluation is in process. Early reports are

Cheryl Stapleton (standing), Columbia County Family Living agent, demonstrates WebTV Plus technology to child-care providers (from left to right), Karen Hickman, Carolyn Radtke and Mary Platt at St. Cecilia's Daycare Center in the Wisconsin Dells. The group participated in The Whole Child project thanks to a cross-divisional grant awarded last year focusing on child-development and -care strategies.

favorable. One participant from Columbia County said she appreciated the project because it helped her "see different needs in different children."

WPT will rebroadcast *The Whole Child* weekdays at 1:30 p.m. beginning May 21.

For more information: [wpt.org/wholechild/](http://wpt.org/wholechild/)

## Hmong-language Web site offers training in small business and horticulture

By Jo Futrell

Hmong adults in Wisconsin have a new opportunity to learn about running their own businesses, selling produce at farmers' markets and participating in community gardening, thanks to a Web resource that uses information technology and the Hmong language.

The project, sponsored by a \$20,000 University of Wisconsin-Extension cross-divisional grant, is designed as a training tool for the Hmong, many of whom have settled in Wisconsin. Don Hinman, UW-Extension community development specialist and director of UW-Superior's Center for Economic Development, leads the project.

### Voice-narrated multimedia used for training

"Oral communication is often the best means to reach Hmong communities, so voice-narrated multimedia was chosen as the best technical approach," says Hinman. "Flexibility is one of the greatest advantages of this approach. It is fairly easy to rerecord a voice file, update a slide and repost them to the Web site."

The project's goal was to make basic training available through slide shows that are easily accessible on the Internet. One challenge was finding software that could accommodate voice and photographs, and yet load quickly enough to be usable on a wide variety of modem and computer speeds. Currently a number of slide shows are available online and more are being developed.

**"Oral communication is often the best means to reach Hmong communities, so voice-narrated multimedia was chosen as the best technical approach."**

— Don Hinman, UW-Extension community development specialist

### Collaborators' hope: greater economic opportunity

Hinman collaborated with Dennis Lukaszewski, Milwaukee County Urban Gardens director, and Paul Van Ryzin, Brown County Urban Gardens coordinator. Wisconsin Community Action Program (WisCAP) and Small Business Development Center business counselors also assisted. Program assistant Cindy Pacheco was awarded the Meritorious Extension Support Staff Award by Epsilon Sigma Phi for her role in the project.

Hinman and his collaborators hope that this resource will help create greater economic opportunity for Hmong adults with limited English-speaking ability and benefit consumers of fresh produce and other products in communities throughout the state.

For more information: [www.uwex.edu/ces/hmong/](http://www.uwex.edu/ces/hmong/)

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