

News and Ideas

University of Wisconsin-Extension's newspaper

www.uwex.edu/ni

New collaborative program targets needs of aging population

By Amy Pikalek

By the year 2030, there will be approximately 70 million older persons in the United States, more than twice their number in 1999. People 65+ are expected to grow to be 20% of the population by 2030.

A Profile of Older Americans: 2000
U.S. Department of Health and Human Services Administration on Aging

As these figures show, in less than 30 years one in five Americans will be over the age of 65. With this trend comes the need for a range of professionals with knowledge and expertise in aging. To meet this need, a University of Wisconsin consortium is developing an online gerontology certificate program targeted at those who work with the elderly, including health-care professionals, human-service providers, primary caregivers and educators.

UW-Extension participation

Through the Wisconsin Geriatric Education Center, the University of Wisconsin-Extension Division of Continuing Education Extension and seven collaborating University of Wisconsin institutions will receive nearly \$160,000 over the next five years for course development.

Initial funding was provided by the Federal Bureau of Health Professions. The seven partnering UW campuses are UW-La Crosse, UW-Madison, UW-Milwaukee, UW-Parkside, UW-Stevens Point, UW-Stout and UW-Superior. University of Wisconsin-Extension's Learning Innovations (UWLI) is providing faculty and learner support for the program.

First course available next fall

UWLI is currently working with course faculty to design the initial pilot course, Foundations of Gerontology, which will be offered during the fall 2003 semester. When the certificate program is fully operational in spring 2005, it will include six classes plus a practicum, and be available for undergraduate and graduate credit as well as noncredit.

"This first course is – and the others will be – interactive, informative, readily applicable, and user friendly," says Sara Sullivan, lead faculty member from UW-La Crosse. "We're creating this course with the hopes of bringing people together from around the state and country for networking and sharing of ideas and discussion of the trends in the field of gerontology. We want to focus on eliminating the myths of aging and increase people's sensitivity to ageism and to explore the recent research on aging that emerges daily."



AMY PIKALEK

Enhancing the skills of those who work with the elderly

Sara Sullivan, lead faculty member, UW-La Crosse, and Ginny Burlingame, faculty member, UW-Parkside, work on developing learning materials for the online Foundations of Gerontology course.

Holistic emphasis

"We also hope that through this program people will see aging neither as favorable nor unfavorable, but as a process that continues throughout the lifespan with both stability and change," adds Ginny Burlingame, faculty member from UW-Parkside. "We want the world to see the aging person as a biological, psychological and social being."

Convenient learning opportunity

"This collaborative certificate program is an ideal opportunity for those interested in aging studies," says Barbara Emil, UW-Extension

dean of outreach and e-learning. "Online learning is particularly well suited for adult learners trying to balance career, family and community responsibilities with their educational goals," she adds.

Registration begins June 2

Online registration for the Foundations of Gerontology course opens June 2.

For more information:

learn.wisconsin.edu/gerontology

JIM GILL



"In Wisconsin" premiere with Patty Loew

Thursday, May 1, 7 p.m.
Wisconsin Public Television

WPT's "In Wisconsin" offers a fresh look at our state

By Chris DuPré

"In Wisconsin," Wisconsin Public Television's (WPT) new magazine series, gathers some of the people, places and perspectives that make our state "distinctly Wisconsin."

Patty Loew hosts

Hosted by WPT anchor Patty Loew, "In Wisconsin" travels near and far to spotlight our state's intriguing stories. Tackling everything from weighty policy issues to inspiring personal journeys, the series encompasses a range of topics and production styles. Some of WPT's best storytellers are at work on this series, which has a special "preview" run that starts May 1 at 7 p.m. and continues into the summer. In September, a full season of "In Wisconsin" will unfold.

Eclectic and diverse

"For the past few months, the 'In Wisconsin' team has been talking about the programs we really enjoy on television and thinking that we'd like to incorporate our favorite elements from each of them," Loew says. "When people ask what kind of program 'In Wisconsin' will be, I tell them that I think it'll be eclectic – think 'CBS Sunday Morning,' 'NOVA,' 'Wisconsin's Rustic Roads' and 'Egg the Art Show.'"

"I feel like some of the brightest people from Wisconsin Public Television have concocted a video stew," she says.

Today's Wisconsin

"'In Wisconsin' is really shooting for diversity in all its meanings –

in geography, ethnicity, gender and age," says executive producer Kathy Bissen. "Our producers have been traveling the state in search of stories that will provide a real look at contemporary Wisconsin."

INSIDE

2 FOR THE RECORD

Message from the Chancellor • Coming up • Kudos

3 PROGRAM NEWS

SBDC – business community partnership • Wisconsin Geological and Natural History Survey

4 MORE PROGRAM NEWS

Tom Clark retires • Bioterrorism training

Message from the Chancellor

Assembly committee learns about our mission and work

On March 25, I spoke to the Assembly Committee on Budget Review about University of Wisconsin-Extension's mission and how we approach our work. Here are a few excerpts from those remarks.

Mission

In everything we do, UW-Extension carries out the public service mission of the public university – complementing the university's classroom teaching and formal research. We provide taxpayers with an opportunity to see a return on their considerable investment in public higher education. All Wisconsin taxpayers support the UW System, but only a fraction of them enroll in degree programs. Still, all taxpayers deserve to see a dividend from state-supported higher education.

People

UW-Extension is home to good teachers. Our faculty and staff are skilled at facilitating far-ranging conversations involving complex, sensitive topics. Because they live and work in every Wisconsin county, they understand the lay of the land. Our county- and campus-based faculty and staff are in a unique

position to share knowledge and research in ways that people can understand and apply. They use their connections to fellow university specialists to identify proven approaches to common problems—those that have already been implemented and evaluated elsewhere.

Funding

Every dollar from state taxpayers provides a base of support for UW-Extension's core educational programming, and helps leverage about two dollars of funding from contracts, grants, the federal government and other sources.

We increasingly rely on private funds to fulfill our public service mission. Looking at that trend, one concern is whether public funding is keeping up with the need for public services. This is particularly important when you realize that many of our clients do not have the ability to pay for certain educational programs.

Accountability

We continue to do a good job of directing funds to the outreach programs they were intended to



Kevin S. Reilly
kevin.reilly@uwex.edu
www.uwex.edu/chancellor

support, spending less than 4 percent of our budget on general educational administration.

Efficiency is one part of accountability. Another important piece of the puzzle is effectiveness – fulfilling our educational mission in ways that make a positive, measurable difference. Today, UW-Extension is a national leader in creating a systematic approach to evaluating the outcomes of education and applied research. This reflects an understanding, shared by our faculty and staff, of the demand for accountability in higher education.

These are only a few highlights from my testimony, which may also be useful in your own communication with elected officials and stakeholders. You can find the full text of my remarks at www.uwex.edu/chancellor.

Wisconsin Public Television

(WPT) has received the national University of Southern California Annenberg Walter Cronkite Award for Excellence in Television Political Journalism. WPT won in the Local Station, Medium Market category for its Wisconsin Vote effort, which provided in-depth coverage of Wisconsin's fall 2002 political campaigns. Wisconsin Vote is a collaboration by We the People/Wisconsin, a multimedia partnership including WPT, Wisconsin Public Radio, the *Wisconsin State Journal*, WISC-TV/Madison, and Wood Communications Group.

The University of Wisconsin Extension has been awarded a \$382,632 federal grant for violence-prevention programs in two high-crime neighborhoods in Waukesha. The two-year grant from the U.S. Department of Health and Human Services will allow the **Waukesha County Extension** office to develop new activities for children and other programs intended to reduce crime.

Demetrius Brown, Milwaukee County Extension 4-H/Youth Development educator, has received the Brother Booker T. Ashe Distinguished Community Service Award from the Frontiers International Milwaukee Club. Frontiers is an international association of African American/Black professionals, business, religious, political, educational and lay leaders who provide volunteer services to their communities. Brown received the award in recognition of his successful educational programming with Milwaukee County central city 4-H Clubs and his Fatherhood educational programming.

Mordecai Lee, UW-Milwaukee School of Continuing Education, is one of 16 professors selected nationally to receive a \$15,000 research grant from the IBM Endowment for the Business of Government. He will prepare recommendations on how government agencies can improve reporting their activities to the public, with emphasis on providing easily understandable performance data on their Web sites.

The UW Center for Cooperatives has launched an interactive Web site, www.wisc.edu/coops, for high school students and young members to improve their understanding of cooperative basics. The site offers learning modules on a number of relevant cooperative issues, resources on scholarships for young cooperators, and links to games and other co-op Web sites.

Coming up at University of Wisconsin-Extension

Nominations for Woman of Color due

UW-Extension is seeking nominations for the UW-Extension Woman of Color honoree to be honored at the UW System Women's Studies Consortium Conference Oct. 25. Nominees may be any woman of color – UW faculty, staff, student or community member – who has made outstanding contributions to the UW community. Nominations and supporting materials must be received no later than **May 1, 2003**.

For more information:

Vicki C. Washington, director, UW-Extension Office of Equal Opportunity and Diversity Programs, vicki.washington@uwex.edu or **Kay Taube**, assistant dean, Division of Continuing Education Extension, kay.taube@uwex.edu, (608) 262-2777

Support the WPT Auction

Find bargains and one-of-a-kind items while supporting Wisconsin Public Television (WPT) during the annual Auction. In Madison, Auction runs from **Tuesday, May 27, through Sunday, June 1**. Outside of Madison, the special Auction Showcase, with items valued at \$2,000 or more, will air at 7 p.m. **June 1**. Items received so far include a Jackson Hole vacation, free-standing wine storage unit, patio door, \$2,000 kitchen cabinet certificate and more.

To volunteer: wpt.org/development
 For information on great stuff: wpt.org/auction

Extension display available

The UW-Extension display exhibit is available for use at conferences, meetings, trade shows and other indoor events. The unit, featuring a large blue UW-Extension logo, measures approximately 8 feet by 8 feet with lights installed. The exhibit can be customized by adding your text panels or graphics to the gray-and-white fabric panels. 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**, rita.sears@uwex.edu, (608) 262-3686
 To receive training: **Vicki Pierce**, vpierce@wisc.edu, (608) 263-1100

WRLP nominees sought

The Wisconsin Rural Leadership Program (WRLP) is recruiting applicants for its next group of prospec-

tive leaders to begin spring 2004. WRLP seeks applicants who have a passion to make a difference, those who step up to the leadership roles in their communities.

To nominate a candidate for the program or apply: www.uwex.edu/ces/wrlp or **JoAnn Stormer**, WRLP executive director, (608) 263-0817

Register for the Outreach Scholarship Conference

An outstanding professional development opportunity is as close as Madison. The 2003 Outreach Scholarship Conference, co-sponsored by UW-Extension, Pennsylvania State University and Ohio State University, will be held Oct. 12-14 at Madison's Monona Terrace Community and Convention Center. The focus of the conference is Excellence Through Engagement.

To learn more about the conference and to register later this spring: www.uwex.edu/outreach

OUTREACH SCHOLARSHIP CONFERENCE 2003
October 12-14, 2003, Madison Wisconsin

Information and online registration:
www.uwex.edu/outreach

Excellence
 through
 Engagement
 OUTREACH SCHOLARSHIP 2003

Eau Claire SBDC forges strong links to the business community

By Christine Javid

The University of Wisconsin-Extension Small Business Development Center (SBDC) located on the UW-Eau Claire (UWEC) campus is joining a recent trend among many universities by becoming engaged in supporting the surrounding community. “Engaged” universities are developing service-learning programs that give students the opportunity to partner with a variety of organizations in the community to solve real-world problems.

Students apply learning

Small Business Consulting 414 is

an undergraduate course for junior and senior business majors interested in hands-on learning experiences with Eau Claire companies. Kevin Jones, director of the UWEC SBDC, teaches the class that pairs students with local businesses that need help in marketing, accounting or management. “This course gives students the opportunity to take what they’ve learned in their business courses and apply it in actual business situations,” Jones explains.

UWEC student Vickie Banks found the class “very helpful” in teach-

ing her how to conduct market analysis. Banks worked with McDonough Manufacturing, a small, family-owned company founded in 1888 by Frank McDonough and purchased by the Kildahl family in 1925. Kildahl family member Sue Tietz is the current owner.

Companies benefit

In addition to sawmill machinery the company manufactures drill grinders, and specifically wanted to find out why sales had dropped off in recent years. Banks worked with two other UWEC business students, Andrea Bulen and Lars Maier, to research the market and McDonough’s competitors. The students also surveyed customers about their opinions of the drill grinders. They used their findings to develop the recommendations on improving marketing efforts detailed in their 58-page final report.

“We try to give businesses an objective analysis and opinions from neutral third parties,” says SBDC Director Jones. “It’s also an opportunity for businesses to do special projects and research studies that they either wouldn’t have time to do themselves, or couldn’t afford to do.”

Owner Tietz, whose son does most of the marketing for the company, says the students performed a needed service, and as a result of their recommendations her company will be adjusting the pricing of certain items. “They did a good job for us. If we ever have a need like this again, we will consider doing it again,” Tietz says.

A win-win partnership

The university-business partnership is a win-win situation – for students, who learn practical applications, and business owners, whose profits can rise when certain recommendations are implemented. Students learn key job skills such as negotiation, interviewing, research, analysis, planning, report writing and presentation skills, says Jones.

“Students really develop an appreciation for the real-world problems of small businesses. Such experiences encourage the student to make career decisions, such as whether to own a small business or just be content with managing one,” Jones adds.

For more information:

www.uwec.edu/CE/sbdc.htm



DEBORAH K. LOCKHART

Students work with community businesses

Kevin Jones (left), director of the UW-Eau Claire SBDC, helps business students, including Craig Cook of Turtle Lake, Lindsey Moseley of Tomah and Melissa Obermeyer of Kiester, Minn., apply their knowledge to real-world business situations.

WGNHS gathers and reports information about natural resources

By Mindy James

When you’re out walking and pick up a pebble, you’re holding a piece of geologic history in your hand. To those of us who don’t know how to read the Earth, it’s a secret history. Take that same walk with a geologist, and the rock’s secrets are revealed. You are likely to learn about the rock’s age, the ancient seas that formed it, the prehistoric life-form preserved in it, or the glacier that carried it many miles before depositing it.

Sharing knowledge

Such knowledge is more than just academically interesting. A clear understanding of the natural world is vital for making decisions about how and where we live. That’s why, in one form or another, the Wisconsin Geological and Natural History Survey (WGNHS) has served the state for close to 150 years, gathering and managing information about Wisconsin’s natural resources, interpreting the data, and objectively reporting the results to the citizens of Wisconsin.

A UW-Extension program since 1964

Partly because of this commitment to disseminating information gleaned from research, the WGNHS found a natural home in University of Wisconsin-Extension Cooperative Extension in 1964. The Survey’s

interdisciplinary staff of geoscientists (geologists, hydrogeologists, geophysicists and soil scientists), along with students and colleagues at other institutions and agencies, carries out basic and applied research to produce information for decision making, problem solving, planning, management, development and education.

Wide variety of maps available

Visit the Survey on Madison’s west side, and you’ll quickly see that research results are often expressed as colorful maps, which line the Survey’s entryway and hallways. The maps showcase the geology at the surface and deep underground, groundwater vulnerability, landforms, original vegetation and more.

The newest maps have been created using state-of-the-art computer technology. That means that not only does the Survey end up with a map, but also with data that can be used in a geographic information system and more easily shared with interested parties. This gives new flexibility to the information and allows it to be used in ways that may not have been obvious when the research was first conducted. As time and money permit, older maps and other paper records are being converted to digital format and made available on CD-ROM.

Research projects in progress

Maps are only part of the Survey’s work. One current project is looking at high levels of naturally occurring arsenic in drinking water, which can have an adverse effect on human health. Survey researchers and their colleagues are working to understand what controls such arsenic concentrations in groundwater to find ways to modify the construction and placement of new wells to prevent future contamination.

Another project, featured in the April 2003 issue of *Geotime*, is using sophisticated computer modeling to predict the flow of groundwater through highly fractured rocks in Door County to find ways to protect groundwater from contamination.

Many outreach venues

Survey researchers also regularly publish in technical journals, give talks about the results of their research activities at professional meetings, and engage in educational outreach by offering presentations to groups around the state.

For more information:

www.uwex.edu/wgnhs

WGNHS facts

Number of times a Wisconsin Survey has been mandated by the State Legislature: **5**

Number of titles (reports, maps and CD-ROMs) offered by the Survey Map and Publications Sales Office: **2,322**

Number of graduate students who have received degrees working on Survey projects: **55**

Approximate number of drilling records for public and private water-supply wells on file at the Survey: **440,000**

Approximate number of boxes of drillcore in the Survey repository: **49,800**

Approximate weight of Survey drillcore: **1 million pounds**

WPR's Tom Clark retires

By Bill Estes

After nearly 28 years on Wisconsin Public Radio (WPR), Tom Clark retired on April 30.

A WPR fixture

His distinctive voice, startling laugh, and razor-sharp questions earned him the admiration of thousands of guests over the years (more than 21,000 guests, in fact).

Clark, now 66, first joined WPR as a part-time student announcer and assistant program director in 1963. He left WPR in the mid-1960s for other ventures, but returned in the mid-1970s. During his WPR career he was news director, program director, "Morning Edition" host, and a mid-morning call-in host. When the Ideas Network schedule was created, Tom was tapped to host the all-important morning block from 6-9 a.m. That was 12½ years ago.

Gamble pays off

It was a gamble back then to replace National Public Radio's popular morning newsmagazine with live call-ins. "I was optimistic about the new format," says Clark. "In my mind, I thought there was a public radio audience out there, an educated public radio audience interested in listener involvement and interviews early in the day. We managed to sustain over time and we found an audience."

From historians to activists

Over the years Clark interviewed politicians, historians, activists, authors, environmentalists, candidates, pundits and professors. Guests on both ends of the political spectrum came to admire and respect Clark's interviewing skills.

"I always enjoyed being on Tom's show," says John McAdams, associate professor of political science professor at Marquette University. "Although I'm a conservative...I've always felt Tom to be quite fair. His intelligence and perceptiveness have created one of the very few class acts in talk radio."

"By welcoming grass-roots citizen groups on the air, and by giving voice to those ignored by mainstream media, Tom has done what few others can claim. He has kept their hopes alive," says Ed Garvey, former Democratic candidate for governor and now a partner at a Madison law firm. "We will miss him."

Greg Schnirring, director of Wisconsin Public Radio, describes Clark as "the heart and soul of the Ideas Network. His commitment to issue-oriented talk programming was heard in each and every program that he hosted. Tom had the ability to get guests and callers to focus



JIM GILL



All talked out

Tom Clark retired on April 30 after almost three decades at Wisconsin Public Radio. The large photo shows Clark at work in the WPR studio in the early 1980s; the small photo shows Clark today.

their thinking. His questions were often pointed, but he was always fair."

"A nice run"

"I don't want this to be a sad time," Clark told his audience back in February. "While I'll be leaving at the end of April, the program, I trust, will thrive and listeners will continue to tune in." Later he added in his humble, self-deprecating way, "Audiences are fickle. I think two weeks after I'm gone nobody's going to remember me." Longtime

friend and radio co-host Dr. Zorba Paster laughs. "Tom is a curmudgeon par excellence. But in fact, when one knows the real Tom, you realize his heart is a heart of gold."

What's next for Clark? He says he has no grand plans. "I haven't given it much thought yet. I hope to be doing some volunteering," he said. "I'll do some traveling, get on my motorcycle, we'll see."

Clark sums it up perfectly: "It was a nice run. Now it's over."

School for Workers helps train businesses to respond to bioterrorism

By Amy Pikalek

The University of Wisconsin-Extension School for Workers (SFW) is partnering with the Wisconsin Department of Health and Family Services (DHFS) Bureau of Occupational Health to produce training materials for business and labor related to bioterrorism and emergency preparedness.

The one-year \$75,000 contract is part of a \$20-million grant from the federal government to the State of Wisconsin for a wide range of bioterrorism preparedness initiatives. To facilitate the project, SFW

is receiving guidance and input from the Bioterrorism Occupational Business/Labor Coalition created by DHFS, which consists of representatives from the business and labor communities in Wisconsin.

The project, which is known as the Workplace Emergency Response Project (WERP), includes a short awareness video, classroom training materials and a Web site. The Web site will provide a wide range of information, tools and links related to disaster planning and response specifically for employers

and workers, including:

- A vulnerability checklist
- Best practices in emergency planning
- Sample emergency response plans
- Emergency government contacts
- Online publications
- Training options

- Occupational Safety and Health Administration (OSHA), National Institute for Occupational Safety and Health (NIOSH) and other government agency guidelines, recommendations and regulations

The classroom training materials will include modules on various aspects of workplace emergency preparedness. The materials will be accessible via the Internet and in more traditional formats. Funding for the project is anticipated for an additional two years.

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.

Comments should be sent to:

Extension News and Ideas
531 Extension Building
432 North Lake Street
Madison, WI 53706-1498
or: peg.davis@uwex.edu

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

Extension News and Ideas online:
www.uwex.edu/ni

Editor:
Margaret E. (Peg) Davis

Designer:
Vicki Pierce

Contributors:
Chris DuPré, Bill Estes, David Giroux, Moira Harrington, Mindy James, Christine Javid, Amy Pikalek, Janet Short, Vicki Washington

UW
Extension

University of Wisconsin-Extension
Office of the Chancellor
432 North Lake St.
Madison, WI 53706-1498

Nonprofit Org.
U.S. Postage
PAID
Madison, WI
Permit No. 658