



Virtual travel doesn't get much better than this.

Next spring, Wisconsin science teachers and their students can travel to Hawaii from school, the comfort of their own homes, and UW-Milwaukee's Telepresence Theater. Using a multimedia approach to learning, fourth-to-eighth-grade students can travel to remote locations on our planet using online interactions, satellite broadcasts and video.

"There's no reason anyone who wants to, can't join us," said Caroline Joyce, Director of Content and Professional Development for the national JASON Foundation for Education and JASON Site Director at UWM. "This is the grandfather of distance learning organizations for middle school students and teachers."

Joyce has an infectious enthusiasm for JASON's power to bring scientific theories and applications directly into the classroom. To that end, she's worked for more than seven years to increase the program's accessibility, not only to Wisconsin students, but to

## Jason's Worlds-Away Adventures as Close as a Click

by Cathy Prescher

middle schoolers around the country and, in some cases, around the world. In that time, she's helped shape treks to some of the most spectacular places on the planet. Students and their teachers have traveled online and from multimedia auditoriums to such destinations as Belize, Iceland, the Galapagos Islands and the Peruvian Amazon.

The JASON Project traces its genesis back to 1989, when scientist and explorer Robert Ballard shared the wonder of the Titanic's underwater ruins with school-aged children via interactive broadcast technology. Since then, the project's annual odyssey is marked by the participation of top-tier scientists who communicate directly with students about relevant aspects of their research from exotic settings.

"We go to remote sites to interview scientists and researchers as they work," Joyce said. Preparations for the 2001 expedition, "Hawaii: The Living Laboratory," led her to the University of Hawaii, The Nature Conservancy and other well-regarded scientific and research institutions on the islands in search of scientific stories that would excite and inspire students to learn more about our planet.

"As the JASON curriculum team and I listened to accounts about island formation, cultural history

and coral reefs, a story began to emerge," Joyce said. "They have the largest number of endangered species of anyplace in the world."

Next year's expedition will document how Hawaii's scientific community is pulling together to meet this challenge.

All are welcome to take virtual field trips via Primary Interactive Network. (PIN) sites at UWM, Chippewa Falls, UW-Madison or Lawrence University, where teachers and their students can participate in live one-hour expedition reports. Broadcasts from each network site feature multiple images on three screens that shift quickly between locations for live pictures. Students from each site can also prerecord questions for scientists to answer on the air. This year, about 400,000 students from the United States, Bermuda, Mexico, Britain and Australia visited network sites, typically run by science museums or universities.

Those who find it difficult, if not impossible, to drive from remote locations or have scheduling conflicts now have an option. Students can click on [www.Jasonproject.org](http://www.Jasonproject.org) to access daily one-hour live broadcasts, chat live with participants and supplement their experiences with canned digital video and audio segments, background information and teacher resources.

Volunteers, grandparents and administrators for after-school programs also are drawn to the site as they craft quality learning experiences. Teachers are particularly pleased that they can incorporate JASON curricula and materials into their lesson plans year round. JASON fulfills academic requirements high school students must meet to graduate, Joyce says, especially now that performance-based or high-stakes testing is becoming common. JASON can serve teachers with current science experiments that meet educational standards.

Joyce expects about 400 teachers to gather at UWM June 21-24 for a national conference to learn how to best teach JASON's standards-based curriculum for next year's Hawaii expedition.

Joyce's latest educational adventure is to help develop the JASON Teacher Academy in partnership with UWM and the National Science Teachers Association to offer a four-semester science certification program.

To learn more about the JASON Project, visit [www.uwm.edu/jason](http://www.uwm.edu/jason) or e-mail Caroline Joyce, UWM University Outreach: [caroline@jason.org](mailto:caroline@jason.org).

## Message from the Chancellor

"Change management" is one of the hottest topics in American culture today. People in the public and private sectors are looking for ways to cope with mergers, restructuring and the advent of unfamiliar technologies.

As Interim Chancellor, I've witnessed some significant—yet often inconspicuous—changes in this organization. With only weeks until my retirement, I'm conscious of the impact this transition will have on my life, and I have mixed emotions about winding down a wonderfully rewarding career.

UW-Extension is poised for success and growth in a world where new technology and evolving social structures make our role essential to the growth and development of our state. I hesitate to take credit for anything that might have brought us to this doorstep. Rather, I want to acknowledge the

colleagues and allies who have shaped UW-Extension during my tenure.

Members of our Executive Council have consistently provided me with insightful counsel and steadfast support, and I know that Provost and Vice Chancellor Kevin Reilly can help bring this organization to even greater heights. Based on my interactions with our entire faculty and academic staff, I'm equally confident that UW-Extension has the necessary expertise—from top to bottom—to fulfill our worthwhile mission.

Beyond our immediate Extension family, the friendship and support of many others have made my job easier. From colleagues at the UW System Administration, Board of Regents, and UW campuses to the Governor's office and state legislature, we've received solid support and recognition for our efforts. In

WACEC and the Board of Visitors, and in Friends of WPR and WPT, we have a strong network of grassroots supporters whose assistance is invaluable.

With their help, UW-Extension has established itself as a powerful force in technology innovations, distance education and faculty development. Our sound financial status and accountability have served us well, as evidenced by strong support for the Pyle Center endowment fund. Our good fiscal track record will be a valuable asset as we seek out revenue sources for major initiatives such as digital broadcasting, youth and family programming, and other new programs.

Many new challenges await. UW-Extension must continue to be responsive to many constituents and accessible to all.



We must cultivate new partnerships and closely coordinate our efforts so that the many faces of Extension speak with one voice. These and other hurdles will be easily overcome, thanks to you—the people of UW-Extension.

Please accept my best wishes and heartfelt thanks for your hard work, support and devotion. Good luck to you all.

*Albert J. Beaver*  
Albert J. Beaver  
Interim Chancellor  
UW-Extension

## Academic Staff Leadership Changes

The UW-Extension Academic Staff Council and Hearings Committee will have a few new faces when their respective 2000-01 terms begin.

Joining the council last month was Laurie Gorman, a Wisconsin Public Television producer. She will complete the term of John Ashley, UW Learning Innovations, who resigned due to travel scheduling complications.

Reelected to the council for a second two-year term was Steve Boldt, Electronic Publishing, Cooperative Extension. Newly elected were John Pinkart, Wisconsin Nutrition Education Program, Cooperative Extension, Marinette

and Oconto counties; Nella Citino, senior producer at WPT; and John Gerbig, WPT producer/director.

They join returning council members Vicki Pierce, Public Information, Chancellor's Office; Randy Parvin, HELP, UW Learning Innovations; and Pam Cira, Wisconsin Nutrition Education Program, Cooperative Extension, Oneida County. For more information on academic staff governance matters, see our web site at [www.uwex.edu/gov.html](http://www.uwex.edu/gov.html).

Reelected to the Hearings Committee for a second three-year term was Gina Florek, student services coordinator at UW Learning Innovations. Newly elected was

Nancy Stillwell, Distance Education Digital Production Unit, Cooperative Extension. They join continuing committee members Art Hackett, Thomas Martin-Erickson and Don Sanford of WPT and Becky Gutzman, Cooperative Extension, Columbia County.

Congratulations to all the nominees and to those who participated in the elections. Contact your representatives to share ideas and contribute to academic staff governance issues.

—Greg Wise

## WPT Film Dramatizes Story of Hero of Conscience



Dietrich Bonhoeffer

What's a moral person to do in a time of great immorality? That question was central to Dietrich Bonhoeffer, a German clergyman of great distinction who actively opposed Hitler and the Nazis. His convictions eventually cost him his life at the hands of the Gestapo.

Bonhoeffer's last years, his participation in the German resistance and his moral struggle are dramatized in *Bonhoeffer: Agent Of Grace*, which premieres Wednesday, June 14, at 8 p.m. on Wisconsin Public Television. The film won the top honor at the Monte Carlo TV Festival in February.

Directed by Eric Till and starring Ulrich Tukur as Bonhoeffer, the film was shot in the Czech Republic, Berlin and Canada. Wisconsin Public Television and Oregon Public Broadcasting are the U.S. presenters of this international production.

—Chris DuPre

## Division of Continuing Education Announces DPDI Awards

The Division of Continuing Education Extension has named the six recipients of Diversity Program Development Initiative funding for the 2000-01 fiscal year:

UW-Stevens Point EXPLORE Program—designed to meet educational and career development needs of migrant Hispanic populations in Portage, Waupaca and Washara counties.

Diversity/Cultural Team—a partnership among UW-Stevens Point Extension, the Wausau/Marathon County Chamber and the Portage County Business Council to provide diversity and cultural education to Wisconsin businesses.

Professional Enrichment and Leadership Development Program—a partnership between the UW-Madison Division of Continuing Studies and Centro Hispano to focus training on the needs of Centro Hispano staff, human service professionals who provide direct services to the Dane County Latino community.

UW-Eau Claire College of Arts and Sciences Continuing Education/Extension—for hiring a student to recruit students of color, particularly Hmong. The recruiter would work with program coordinators, parents, school officials, personnel of local Hmong Mutual Assistance Associations, and community leaders to foster enrollment in existing precollege programs.

Dismantling Racism Through Study Circles—a project that will allow collaboration among UW-Parkside and the cities of Racine and Kenosha to continue study circles on racism and race relations as a means of organizing community members to move toward change in the two communities.

Community Outreach in Science Program—The UW-La Crosse Office of Continuing Education and Extension and the La Crosse Boys and Girls Club will identify and work with additional community partners to recruit youth of color for a two-day, hands-on summer science program to foster interest

in science and to allow for underrepresented groups to experience the university atmosphere.

"The DPDI provides seed money for UW institutions to develop and implement new diversity ventures consistent with the goals and initiatives outlined in UW-Extension's Plan 2008," said Kay Taube, assistant dean and review committee chair.

To qualify, UW institution applicants must team with a community partner with credibility in the target community, and identify expected program outcomes and impacts.

The Continuing Education Extension Dean's Office makes about \$50,000 in DPDI funds available annually, said Taube. Awards are for a maximum of \$5,000 and may be used for faculty, staff or ad hoc instructional time; travel, food service and stipends; or educational materials and supplies.

—Amy Pikalek

Jim Winkler, Green County Extension 4-H & Youth Development agent was selected as president of the American Camping Association, Wisconsin section.

Dr. Mary Brintnall-Peterson, UWEX professor of Family Living and Aging, won an honorable mention in the American Distance Education Consortium's Excellence in College and University Distance Education National Award Program.

UWEX Provost and Vice Chancellor Kevin Reilly was recently elected to serve a three-year term on the Commission on Leadership and Management within the University Continuing Education Association.

Dr. Don Hinman, Center for Economic Development, recently received the Early Career Award at the Wisconsin Association of Extension Professionals' annual meeting. Hinman was cited for the breadth and innovation of his research, for the projects he completed and for workshops he's organized on land use, employment, tourism, child care, housing and youth.

The Dane County Chapter of the National Alliance for the Mentally Ill has honored Wisconsin Public Radio's Jean Feraca with its media award, given to an individual or organization that has used the media to positively impact the community's perception of the mentally ill.



Barbara McClure-Lukens, coordinator of continuing professional education programs for UW-Green Bay's Office of Outreach and Extension, received the WEAFCS Friend of Extension Award presented at the Wisconsin Association of Extension Professionals' annual conference. McClure-Lukens was honored for her outstanding organizational and conference planning skills, with specific mention of her efforts on behalf of two successful Parent Education Institutes in Green Bay.

The Associated Press honored Dave Iverson with the Carol Brewer Award in May. Named in honor of Carol Brewer, an AP broadcast editor who died in 1981, the statewide award recognizes people who've made an outstanding, long-term contribution to broadcast journalism.

## Conference Centers Sport New Web Site and New Director

By Karin Mast



Stephanie Sabo

University of Wisconsin-Extension Conference Centers recently launched a new Web site that Friedrick Center Manager Stephanie Sabo feels is a key to the future of the centers.

With a more up-to-date look than its predecessor, the new site also highlights the conference centers' unique features, said Sabo, who joined UW-Extension this past November.

"Our previous site, while quite extensive, began to look dated and was not organized to provide easy access to information," Sabo said. "The new site has better graphics, easier navigation methods and more features for prospective users and students."

Sabo said that while the previous site set the standard for a very high level of service in the industry, the new site "takes us to the next level."

"Without an effective Web site to address the needs of prospects, participants and users alike, we're not serving the needs of the market," she said. "We strive to provide everything our clients will ever need on the site."

In her role as manager of the Friedrick Center, Sabo leads the day-to-day operations of staff and the marketing campaigns for all UWEX Conference Centers. Her focus is on establishing the presence of The Friedrick, Lowell and Pyle Centers among similar facilities around the state.

Before joining UWEX, Sabo worked for the Greater Madison Convention and Visitors Bureau,

where she solicited and booked conventions at the Monona Terrace Convention Center and the Dane County Expo Center.

"Working with UW-Extension has been a goal for me and getting here has been absolutely thrilling," Sabo said.

A graduate of UW-Madison, she and her husband, Scott, live in Waunakee with their son, J.C.

UW-Extension Conference Centers:  
[www.uwex.edu/ecc](http://www.uwex.edu/ecc)

Pyle Center:  
[www.uwex.edu/pyle](http://www.uwex.edu/pyle)

Lowell Center:  
[www.uwex.edu/ecc/lowell](http://www.uwex.edu/ecc/lowell)

Friedrick Center:  
[www.uwex.edu/ecc/friedrick](http://www.uwex.edu/ecc/friedrick)



## Collaborations Cross County Lines for Cooperative Extension Agents

By Mary Ellen Bell

You can do more, do it better, reach more people, and stretch time and money by working together.

That's the lesson Cooperative Extension county agents are learning as they develop collaborative educational programs that cross county boundaries.

Sue Nagelkerk, Family Living educator in Sauk County, was so inspired by stories of these collaborations that she and several others shared their joint successes at a recent statewide gathering of Cooperative Extension agents.

"Our goal was to show how people are working together across county lines on a variety of projects," she said. "It's happening a lot, and it is forming great projects."

Family Living educators and family resource centers in Eau Claire, Chippewa and Dunn counties joined forces to create a regional "Fatherhood Project." With funding from the Wisconsin Fatherhood Initiative and the Children's Trust Fund, they organized a series of events called "A Celebration of Fatherhood in the Chippewa Valley" to be held in June.

"Only a few grants were available in each region," said Dianne Weber, Eau Claire County family-

living agent said. "We were able to show that, by working together, we could reach more people with our program and make a stronger case for our request for funding."

Fox Valley County Community, Economic and Natural Resource Development agents decided to collaborate on a regional labor force analysis—assessing the availability of jobs and workers in Calumet, Winnebago and Outagamie counties.

"It didn't make sense to study each county individually, because the job market and workforce cross county lines," said Dave Muench, CRD agent in Outagamie County. "Appleton (the region's largest city) lies in all three counties."

The tri-county labor force study completed in November 1999 allowed the three counties to share costs. It would have cost each county \$5,000 to \$7,000 to do its own study. The joint study cost \$10,500, or \$3,500 per county.

For the last three years, each of the agriculture agents in Green Lake, Adams, Juneau, Marquette, Wood, Waushara and Portage counties has been serving clients in all seven counties. The agents

concentrate on developing comprehensive programs in their own area of specialization, rather than trying to address every individual question that comes up.

Now, operators of large dairies in the entire region call on Darrell McCauley, Green Lake County, when they need information. Farmers running medium- or small-sized dairies work with Craig Saxe, Juneau County. Don Genrich, Adams County, specializes in corn, soybeans, and other cash grains. Tod Planer, Wood County, is the expert on farm business, cranberries and fruit crops. Vegetable growers rely on the expertise of Deana Sexson, Portage County. Dennis Dornfeld, Waushara County, concentrates on farm business analyses. Farmers who raise livestock other than dairy cows call on Keith Vander Velde, Marquette County.

"We have a tremendous team spirit," McCauley said. "We can really concentrate on our area of expertise and focus and improve our teaching. This arrangement lets us maintain a stronger link with our campus specialists."

McCauley said farmers and extension education committees are pleased with the results.

Southern district 4-H youth development agents also find cross-county collaborations are a more efficient way to get things done. Last year, 4-H youth development staff in southern Wisconsin invited 15 high school 4-H members to put together a curriculum for teaching club officers how to do their jobs.

"Previously, each county had to plan and run its own officer training session," said Dane County's Steve Wagoner. "This year, the training was prepared in advance and taught by the youth who helped write the lessons. It was much more efficient."

All the local planning committees needed to do was reserve a room, set a date, and invite the new club officers to attend. The cross-county youth leadership team trained 342 new club officers this year.

"Our hope in bringing these stories to our conference last spring was to inspire other people to do more together to reach a wider audience with better programs," Nagelkerk said. "We think it's the smart thing to do."

# UW-Extension School For Workers Builds Global Network

by Amy Pikalek

Even though the employees at John Deere's plant in Mannheim, Germany live thousands of miles from their colleagues at the company's Horicon, Wis., facility, the two groups share similar experiences in the workplace.

With that in mind, the UW-Extension School for Workers recently brought employees and labor union representatives from the two plants together in a first-of-its-kind interactive videoconference.

On one side were machinists' union representatives from the Horicon John Deere plant and School for Workers faculty. On the other side were their counterparts from the John Deere and Daimler Chrysler plants in Germany and faculty from the IG Metall Education Centre—a large union of metalworkers: in Bad Orb, Germany.

"This was a new way to discuss mutual problems and concerns, as well as mutual standards for health and wellness in the workplace," said Frank Emspak, an associate professor at the School for Workers. Emspak participated in the two-hour conference March 22 from the IG Metall site in Germany.

"The focus was on union management relations, the role of the union in negotiating contracts, handling grievances and negotiating

benefits, for example," said Maurice Better, associate director and professor at SFW. Better led the Wisconsin side of the discussion from The Pyle Center, UW-Extension's distance learning facility in Madison.

Better said the rationale behind the videoconference was that, whenever groups of people with diverse backgrounds meet to study important issues of mutual concern, they must first spend a lot of time talking about their respective social systems, workplaces, union organization and contract negotiations.

"Otherwise, they will not be able to grasp the significance of each other's views on the major issues under discussion," Better said. "Videoconferencing is the cost-effective way for diverse groups of people to get acquainted with each other prior to engaging in longer-term, face-to-face dialogues on substantive issues."

The two sides talked about wages, working conditions, and political, social and economic contexts that govern the collective bargaining process in their countries.

Better hopes the videoconference, which was funded by the European Union Center on the UW-Madison campus, is just the first step in a much larger collaboration between the School for Workers



UW-Extension School for Workers brought together employees from the John Deere plant in Horicon, Wis., with their colleagues, thousands of miles away in Mannheim, Germany.

and IG Metall. He hopes the conference leads to face-to-face meetings and other videoconferences aimed at solving mutual problems.

The need for such cross-national dialogue between union leaders has become increasingly important, as more employers operate facilities in both Wisconsin and Europe, Better said.

"We live in a global economy," he said. "Here in Wisconsin, there are more than 50 firms that either have affiliates in Germany or are owned by German firms. Similarly, there are Wisconsin firms that have plants in Germany."

## Youth Entrepreneur Camp Teaches Kids "Real-world" Business Skills

by Joel Bradtke

Could your seventh or eighth grader become the next Bill Gates? If so, a first step might be for your middle schooler to attend the new Youth Entrepreneur Camp June 12-16 in Grainger Hall, the UW-Madison's School of Business.

The UW-Madison Small Business Development Center is sponsoring the camp, a 40-hour program that aims to teach young aspiring entrepreneurs how to start up their own business.

In the process, entrepreneur campers will get a taste of the competitive real world of business. Each camper will be given grant money to open a savings account. Each will write a business plan with

marketing materials and create advertising campaigns to market their product or service.

The participants will then present their business plans to a panel of judges and compete for real venture-capital dollars.

Instructors are Frank Kennedy, president of an entrepreneurship education company, and Barry Roberts, a certified youth entrepreneur instructor with the UW-Madison Small Business Development Center. According to Roberts, by the time the young campers' complete the program, their "real-world" business skills will include team building, leadership development, financial

management, verbal communication and business etiquette. They'll acquire those skills through interactive lessons and exercises, classroom instruction, a computer lab and field trips to local businesses.

Participants will also learn how to successfully negotiate for business materials, set goals, and recognize business opportunities.

To be eligible to attend the Youth Entrepreneur camp, a student must have completed seventh or eighth grade. For more information call the Small Business Development Center at 608-263-7680 or visit its web site at [www.uwsbdc.org](http://www.uwsbdc.org)

According to a recent Gallup study:

- Nearly 70 percent of high school students want to launch their own business, yet they lack knowledge about business ownership.
- Forty-four percent of high school students described their understanding of business issues as "poor" or "very poor."
- Up to 25 percent of kindergarten students display the skills, talent, and enthusiasm for entrepreneurship, but only 3 percent of high school graduates do.

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