

## Committees work to integrate administrations, recruit chancellor

### Integration options studied

Faculty and staff from the University of Wisconsin Colleges and University of Wisconsin-Extension are working together to integrate administrative functions, identify a new leader, and shape the future of two unique institutions.

This complex process began in early February, when UW System President Kevin Reilly proposed hiring one chancellor to oversee both institutions. In approving this move, the UW Board of Regents encouraged both institutions to be creative in their search for administrative efficiencies and new collaborations. —David Giroux

In late February, an Administrative Integration Steering Committee was appointed to provide leadership for the consolidation process. Since then, two subcommittees have begun examining two administrative areas: information technology and equal employment opportunities/diversity programs. A third group is studying ways to help more residents complete their bachelor's degrees.

#### Information technology services

The information technology work group is co-chaired by the two institutions' chief information officers, Ron Kramer from UW-Extension and Dick Cleek of the UW Colleges. They are taking a rigorous "bottom-up" approach to analyzing resources, services and potential opportunities for integration.

"Our process focuses on each institution's identity, environment, mission and organization. As we work to identify potential areas for integration, we realize that this is less about the information technology functions themselves and



Dick Cleek (left)  
CIO, UW Colleges



Ron Kraemer (right)  
CIO, UW-Extension

more about how those services add value to our educational programs," explains Kraemer.

"We won't know the results until we've completed the analysis in September. We may find that some reorganization of IT services is efficient and cost-effective. Or, it may be that there are no efficiencies and that the costs of reorganization outweigh any savings. The analysis will tell us that," says Cleek.

#### EEO/diversity

The EEO/diversity subcommittee is co-chaired by Yvonne Horton, associate dean of Cooperative Extension, and Lynda Reigstad, director of human resources at UW Colleges. This group will examine how each administrative office

provides services related to equal employment, compliance with the Americans with Disabilities Act (ADA) and diversity programs.

#### Increasing baccalaureate degrees

The third subcommittee is looking at educational attainment and ways that UW-Extension and UW Colleges might combine resources to invigorate Wisconsin's economy. This may identify new ways to serve place-bound, nontraditional and underserved students. Lee Zaborowski, dean of Outreach and E-Learning Extension, and Andy Keogh, dean of UW-Marshfield/Wood County, co-chair the group.

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

### Chancellor search underway



Lisa Seale  
Chair, Chancellor Search-and-Screen Committee

In April, President Reilly appointed a search-and-screen committee to help select a leader with the talents to advance both UW Colleges and UW-Extension. The committee includes 10 faculty members, two academic staff members, two students, three university administrators and two community representatives. Following a national recruitment, the committee will recommend at least five candidates to be interviewed by Reilly and four regents. The full Board of Regents must approve the appointment.

Lisa Seale, professor of English at UW-Marathon County and chair of the search-and-screen committee, says, "Our challenge is to convey

the magnitude of what these institutions together can offer as we turn toward a future in which access to the University for an ever-widening range of people grows more and more urgent, both for economic and social reasons."

#### Shared values

In the process of working together on the search-and-screen committee, members are learning more about the two institutions' shared histories and shared values.

"One thing we all have learned is how much each of us shares the passion for serving the public through education," says Seale.

#### Suggestions welcome

Committee members are confident that many qualified candidates will be attracted to the dynamic and creative nature of this new leadership post. In addition to advertising in the *Chronicle of Higher Education* and elsewhere, the committee is actively seeking suggestions and nominations.

"If any *News and Ideas* readers have someone in mind, please check our Web site for how to reach us. We're only a mouse click away," adds Seale.

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

## Your invitation to the UW-Extension Annual Awards banquet

Annual  
UW-Extension  
*Awards*  
SEPTEMBER 22<sup>ND</sup> 05

University of Wisconsin-Extension recognizes faculty and staff and partners who have made outstanding contributions to the people of Wisconsin at the Annual Awards banquet.

**Date:** Thursday, Sept. 22, 2005

**Time:** 5:30 p.m. social hour; 6:30 p.m. dinner

**Place:** The Lowell Center, 610 Langdon St., Madison

**Reservations:** [www.uwex.edu/chancellor](http://www.uwex.edu/chancellor)

**Reservation deadline:** Friday, Sept. 9, 2005

**For more information:** Carol Strmiska, The Pyle Center, (608) 265-2358, [strmiska@ecc.uwex.edu](mailto:strmiska@ecc.uwex.edu)

Watch for an e-mail in August announcing Annual Award recipients.

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*Marv Van Kekerix*

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## MESSAGE FROM THE CHANCELLOR

### Open communication creates trust

I recently had the opportunity to participate in the School for Workers' 80th anniversary celebration, honoring the nation's oldest university-based labor education program. There I met members of the School's Labor-Faculty Advisory Committee, who help faculty members plan programs, determine strategic directions, address key issues, and conduct applied research.

Providing this kind of mechanism for stakeholder input is important to the School for Workers, and such ongoing two-way communication is a key feature of University of Wisconsin-Extension's approach to all forms of university-community engagement. Through many different channels, people have precious opportunities to shape our educational offerings and delivery methods.

At Wisconsin Public Television, viewer comments help inform programming decisions. On the Ideas

Network of Wisconsin Public Radio, listeners routinely call with questions and comments, creating an ongoing stream of citizen input.

As our Outreach and E-Learning colleagues work with campus counterparts to develop and launch new continuing education classes, they use a wide range of data to assess specific work-force needs.

As members of the Small Business Development Center Advisory Council, business leaders and other stakeholders help determine the strategic directions of specialized educational offerings for entrepreneurs and small businesses.

In all 72 county Cooperative Extension offices, county leaders and citizens alike help customize applied research and education that address unique needs of local communities. Using input from surveys, focus groups and personal conversations, faculty and staff tailor their work to address specific challenges

related to agriculture, economic development, demographic shifts and other vital areas.

At the institutional level, UW-Extension's Board of Visitors serves as an external advisory body, providing an independent assessment of our work and advising me on overall strategy.

For many Wisconsin people, UW-Extension is the "face" of their public university – someone they know and trust. To preserve that trust, we must sustain our commitment to open communication and always remember that good communication begins with listening.

## KUDOS

"To the Best of Our Knowledge," produced by **Wisconsin Public Radio** and distributed by Public Radio International to more than 120 public stations and Armed Forces Radio, has received a Peabody Award for achievement in radio. The magazine-format program uses arts and culture to examine contemporary political and social trends.

**Lisa Nalbandian** has been named Wisconsin Public Radio regional manager for north-eastern Wisconsin. In her new position Nalbandian oversees programming, fund-raising, community outreach and volunteer activities for the four WPR stations in the region – 89.3 WPNE-FM/Green Bay, 88.1 WHID-FM/Green Bay, 91.9 WHDI-FM/Sister Bay and 89.7 WHND-FM/Sister Bay – and serves as the liaison with affiliate stations 91.7 WSHS-FM/Sheboygan and 90.3 WRST-FM/Oshkosh. She is based at the WPR offices on the UW-Green Bay campus.

**Lorrie Ryczek**, an AmeriCorps VISTA (Volunteers in Service to America) serving with the UW-Extension Oconto County Office and the Oconto Falls School District, received the Exemplary Community Service Participant Award at the Governor's Service Awards ceremony in April. The awards were given in conjunction with the fourth annual Wisconsin Statewide Community Service Conference.

Wisconsin Public Television (WPT) Outreach Manager **E. Anne Wilder** has received the Friend of the Wisconsin Association of Extension 4-H Youth Development Agents Award for her contributions to 4-H through development of the curriculum for the WPT outreach project Coming Together: Race in Wisconsin.

The Pasture Weeds and Invasive Plants Education Program Team has received the Joint Council of Extension Professionals – Wisconsin 2005 Team Award. Team members include **Peggy Compton**, basin educator, Grant, Platte, Sugar and Pecatonica river basins; **Jerry Doll**, weed scientist, UW-Extension/Madison, College of Agriculture and Life Sciences; **Rhonda Gildersleeve**, Iowa County agriculture agent; and the **Environmental Resources Center Publications Unit**. The team collaborated on the production and dissemination of information through field days and the distribution of the reference booklets *The Dirty Dozen* and *The Dirty Dozen and Beyond*.

## Schultz named secretary of the faculty and academic staff

Raymond A. (Ray) Schultz joined University of Wisconsin-Extension as secretary



JIM GILL

**Raymond A. Schultz**  
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of faculty and staff on June 6. In his new position Schultz facilitates shared governance at the institution.

As secretary, Schultz provides technical

and administrative support to assure that faculty and academic staff have the information necessary to carry out their governance responsibilities. Schultz reports directly to Interim Chancellor Marv Van Kekerix and Interim Vice Chancellor Ellen Fitzsimmons, and works closely with them on matters related to the Systemwide Extension Council, University Committee, Academic Staff Council, Faculty Senate, and other governance and staff issues.

Schultz brings a wealth of academic leadership, organizational and management skills to UW-Extension. Previously Schultz was associate dean of graduate, adult and professional studies at Edgewood College in Madison. He also served as

assistant dean for academic quality assurance and director of faculty services for programs in management for adults, region II, at Cardinal Stritch College in Milwaukee. In addition, Schultz taught for nine years in the department of educational psychology at the University of Alberta, Edmonton, Alberta, Canada.

His degrees, all from UW-Madison, include a doctorate and master's degree in educational psychology and bachelor's degree in mathematics.

Schultz, who has a half-time appointment, is located at the Extension Building, 432 N. Lake St., Madison, and is available Mondays, Tuesdays and Wednesdays.

## Academic Staff Council election results

The Academic Staff Council, the shared governance body for University of Wisconsin-Extension academic staff, consists of eight members elected by their peers to two-year terms. Members represent UW-Extension's programming and administrative units.

Council members assist with the development of policies and procedures concerning academic staff members, including academic staff personnel issues. The council meets as a whole eight times each year, and members serve on committees as well.

Academic staffers with workplace concerns can contact the representatives listed here.

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

### ACADEMIC STAFF COUNCIL MEMBERS

New members (July 1, 2005 – June 30, 2007)
Heather Boyd, Cooperative Extension
Penny Ralston-Berg, Outreach and E-Learning Extension
Re-elected members (July 1, 2005 – June 30, 2007)
Mary Jane Ederer, Outreach and E-Learning Extension
Bill Mann, Extension Conference Centers
Continuing members (July 1, 2004 – June 30, 2006)
Nancy Coffey, Cooperative Extension
Darlene Kramer, Cooperative Extension
Mike Wilson, Outreach and E-Learning Extension
Vacant*

\*In accordance with the UW-Extension Articles of Academic Staff Governance, the council will appoint an eighth member to the seat recently vacated by a member who left UW-Extension.

## Milwaukee County Family Living Program to fill a need with new effective black parenting training

“According to the 2000 census, Milwaukee County has the largest African-American population in Wisconsin – 26%. Yet, culturally sensitive evidence-based parenting programs are hard to find,” says Kimberly Porter, family support professional development coordinator for Milwaukee County Cooperative Extension.

“Milwaukee is in dire need of programs with a focus on history and culture that are designed to meet the unique needs of African-American families,” Porter adds.

### Meeting a need

Training with a nationally acclaimed parenting program will enable Porter to provide that kind of education in Milwaukee.

Porter is currently organizing the Effective Black Parenting train-the-trainer program designed to teach parents and caregivers how to raise African-American children to become healthy, proud and capable people. The skill-building program, which was created with the guidance of African-American parenting scholars, fosters:

- effective family communication,
- healthy African-American identity,
- extended family values,
- child growth and development, and
- positive self-esteem.



### PEACE, HARMONY, RESPECT

Kimberly Porter (inset) of the Milwaukee County Cooperative Extension is developing the Effective Black Parenting Program, which will provide culturally sensitive research-based parent education to Wisconsin families and caregivers.

Porter received an Evidence-based Parenting and Family Strengthening Programs Grant from two Family Living program teams to train with the Effective Black Parenting Program (EBPP). Porter's proposal was funded as part of a larger Family Living Program initiative to build capacity around evidence-based programs that meet the needs of black families.

### First workshop in 2006

Porter's EBPP training began in April and will include two parent ses-

sions at family resource centers in Milwaukee. Porter will conduct her first workshop in early 2006 for staff members of community agencies and faith-based organizations in Milwaukee. Porter will graduate from Alverno College this December with her master's degree in instructional design. Her research focuses on cultural relevance in parent-training programs.

### Culturally sensitive, research based

Effective Black Parenting will allow

Milwaukee County UW-Extension to develop a culturally sensitive curriculum for Wisconsin families and provide family-serving organizations, African-American parents and caregivers of African-American children with access to research-based parenting education. The Milwaukee County Family Living Program is working with the Center for Improvement of Child Caring (CICC), the creators of EBPP, to establish a partnership to provide training in Milwaukee, the Quad County area (Milwaukee, Waukesha, Racine and Kenosha) and nationally.

### Nationwide success

Meanwhile, thousands of African-American parents who have enrolled in the program across the country report that it has changed them, their children and their families for the better. They say it is an opportunity to bring peace, harmony and respect into their lives and the lives of their children. Soon Milwaukee County Cooperative Extension, with Porter's leadership, will bring that opportunity to families in Milwaukee. —Jo Futrell

**For more information: Family Support Professional Development Coordinator Kimberly Porter or Family Living Educator Cynthia Muhar, (414) 290-2400**

## Certificate aids health-care administrators

Physicians and others in health care are finding a cure for their administrative “ailments” thanks to a new University of Wisconsin-La Crosse program.

### Classes provide business education

The Healthcare Management Certificate program provides current and potential administrators with a formal business education, says Christina Trombley, business outreach coordinator for the UW-La Crosse Small Business Development Center (SBDC). “Often, those in health-care administration don't have a strong business education, but they're being asked to make important business decisions,” she explains. “This program gives them a solid foundation to help them make better business decisions.”

Classes originate from UW-La Crosse's Health Science Center and are beamed via the TeleHealth video network to sites in western Wisconsin. Forty-six participants attended the inaugural 10 three-hour evening classes this past spring semester. A second offering is planned for 2006.

The program focuses on marketing,

financial, strategic and risk management. Taught by UW-La Crosse College of Business Administration faculty, classes are tailored to business needs and the challenges of medical environments.

### Participants praise course

Patrick Deninger, public relations and marketing/technology coordinator and trainer for Tri-County Memorial Hospital and Nursing Home in Whitehall, says the series provided an overall view, along with specifics. “The classes gave me a good introduction to the range of things that impact day-to-day health care. The marketing and strategic-planning classes were a good refresher on the challenges of positioning our institution.”

Sue Sullivan, manager of nursing services and a compliance officer for Vernon Memorial Healthcare in Viroqua, says the financial issues covered were most beneficial. “It has helped with how I look at strategic and financial planning,” she explains. “It has given me a broader look at these components of health care.”

Sullivan is a program advocate. “The class was well worth the time

and money, and it was fun,” she says. “The instructors were always willing to help. The ability to e-mail them after you had a chance to absorb the information helped a lot.”

### Technology aids learning

While participants initially voiced a strong preference for face-to-face learning, Trombley says follow-up surveys revealed distance learning was an effective cure for management ills. “Surveys revealed the benefits received from distance learning far outweighed the face-to-face component of the course,” Trombley says.

The program was sparked by a similar one tailored for Gundersen Lutheran in La Crosse. Interest is high and the program may expand statewide. “The growth potential for this program is enormous,” says Trombley.

### UW-Extension support

The program, partially funded by a UW-Extension grant, is co-sponsored by the UW-La Crosse SBDC and Office of Continuing Education, the La Crosse Medical Health Science Consortium and the Rural Wisconsin Hospital Cooperative. —Brad Quarberg



**Christina Trombley**  
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### A DOCTOR'S DOZEN

Professionals from the following organizations earned their Healthcare Management Certificates this spring:

Black River Memorial Hospital, Black River Falls  
Columbus Community Hospital, Columbus  
Mile Bluff Medical Center, Mauston  
The Monroe Clinic Hospital, Monroe  
Moundview Memorial Hospital & Clinics, Friendship  
Reedsburg Area Medical Center, Reedsburg  
St. Clare Hospital & Health Services, Baraboo  
Stoughton Hospital, Stoughton  
Tomah Memorial Hospital, Tomah  
Tri-County Memorial Hospital, Whitehall  
Upland Hills Health, Dodgeville  
Vernon Memorial Healthcare, Viroqua

## Taking a new look at status of women at UW-Extension

Did you know that in 2004:

- 87% of University of Wisconsin-Extension Youth Development and Family Living Program faculty were women?
- 80% of the Agriculture and Community, Natural Resources and Economic Development faculty were men?
- Just 20% of UW-Extension new administrative hires were women?

### Statistics educate

When Paul Ohlrogge, community resource development educator for Iowa County, joined the Status of Women Committee (SWC), he felt a bit out of step as a man on the new standing committee. When discussion turned to UW System work-force profiles, the numbers surprised him.

“The statistics were eye-opening,” Ohlrogge says. “I shared them with the women in my office, and I began to think differently and change some of my behavior. I guess I’m taking what they call the baby steps of learning about workplace equity.”

### Issues and concerns

The committee has been working since 2004 to advise Interim Chancellor Marv Van Kekerix on issues and concerns that influence women’s work lives and status in UW-Extension, such as:

- equity in hiring, promotion and compensation;
- strategies for women to achieve upward mobility;
- increasing representation of women at upper levels and where women are underrepresented; and

- educational programs for the work force.

### Short-term goals, long-term strategies

In its first year, the SWC worked with Kristin Hill, Oneida County educator, to develop a vision and to identify specific issues, obstacles to addressing the issues and new directions to take.

Holly Breitreutz, Outreach and E-Learning associate dean and chair of the SWC, says committee members were amazed and a little overwhelmed by the breadth and depth of work-life issues still facing women, in general. “Working with Kristin really helped the committee bring focus to its work,” she says. “We developed an outline for moving forward where positive and manageable steps can be taken to

identify and address specific issues within UW-Extension.”

As a result, the SWC divided into work groups to focus on communications, education and data collection, areas where short-term goals may be accomplished while working on long-term issues and strategies.

### What do you think?

An interactive Web site will be online in the fall. To share your views on the status of women in the UW-Extension workplace: [women@uwex.edu](mailto:women@uwex.edu)

For a list of SWC members: [www.uwex.edu/diversity/whoware/SWC](http://www.uwex.edu/diversity/whoware/SWC)

To learn about the UW System Status of Women Initiative: [www.uwsa.edu/acadaff/status/home.htm](http://www.uwsa.edu/acadaff/status/home.htm)

—Jo Futrell

## Candidates sought for Wisconsin Rural Leadership Program

The University of Wisconsin-Extension’s Wisconsin Rural Leadership Program (WRLP) is seeking candidates for its next group of participants to begin in 2006.

WRLP is a two-year intensive training program designed for Wisconsin adults who have already demon-

strated leadership. Participants come with a broad array of backgrounds and interests and share a strong desire to actively help solve their community’s issues.

The WRLP experience includes eight, three-day in-state seminars focused on different topics such as technology, environmental and

economic issues; a one-week trip to another part of the United States; a weeklong seminar in Washington, D.C.; and a two-week international travel seminar.

WRLP Executive Director JoAnn Stormer says, “In the course of their work, many UW-Extension faculty and staff have contact with community leaders who could benefit from the skills and bigger picture offered by this program.

I encourage Extension employees to pass along information about this opportunity to potential participants.”

Applications are due **Dec. 1, 2005**.

For more information or to nominate someone: [www.uwex.edu/ces/wrlp](http://www.uwex.edu/ces/wrlp); Program Assistant Janet Short, [janet.short@ces.uwex.edu](mailto:janet.short@ces.uwex.edu), (608) 263-0817, 432 N. Lake St., Madison, WI 53706



## UW-Extension Web site MAKEOVER

Click on [www.uwex.edu](http://www.uwex.edu) in September for the new UW-Extension Web site makeover.

The redesigned homepage makes it easy for users to quickly access hundreds of content-rich, useful UW-Extension Web pages.

- Fewer layers, fewer clicks
- Faster searches with integrated Google™
- Accessible to all

Sneak preview: [www.uwex.edu/preview](http://www.uwex.edu/preview)

For more information: Project Leader Dana Burmaster, [dana.burmaster@uwex.edu](mailto:dana.burmaster@uwex.edu), (608) 262-6828

### Summer 2005

*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.

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*Extension News and Ideas* online: [www.uwex.edu/ni](http://www.uwex.edu/ni)

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