

## Click! Redesigned Extension Web site to debut Oct. 1

Ready, set, click! UW-Extension's newly redesigned Web site is scheduled to go online Oct. 1.

"Extension's Web site ([www.uwex.edu](http://www.uwex.edu)) has undergone extensive revisions since it was launched in 1999," says UW-Extension CIO Ron Kraemer. "It was time to redesign the site to improve accessibility and make it better support increasing content and changing user needs."

### Research and testing applied

UW-Extension webmaster Dana Burmaster who led the redesign project explains, "The new site was developed with our multiple audiences in mind. In developing the site we reviewed more than a thousand comments and questions that have come to the Web site as well as faculty and staff comments received from our recent Internal Communications Survey. We looked at our Web statistics and search queries to determine our audience needs and wants. The new site's usability was tested with both internal and external users."

### More information more quickly

"We learned from the Internal Communications Survey that was

conducted this past spring that UW-Extension employees rely on the Web site for information that helps them do their jobs," says David Giroux, UW-Extension director of public information. "Faculty and staff will find even more useful resources on the new site and, due to improvements in organization and enhanced technology, be able to find them more quickly."

Some highlights of the new Web site include:

- A page specifically for employees which includes links to forms, policies and employee news ([www.uwex.edu/employees](http://www.uwex.edu/employees))
- A streamlined, user-friendly design
- Fast-loading pages
- A new and improved full-text search

### Feedback welcomed

"The new Web site will be evolving over the next several months, and we welcome your feedback," Burmaster adds.

Send your questions and comments about the new Web site to: [newweb@uwex.edu](mailto:newweb@uwex.edu)

## [www.uwex.edu/employees](http://www.uwex.edu/employees)



## Team approach

### Putting research to work for Wisconsin agriculture

By Jo Futrell

Self-directed teams are a dynamic approach to developing greater speed and flexibility in educational programs for farmers and agricultural businesses in Wisconsin. Teams of UW-Extension Agricultural and Natural Resources (ANRE) faculty and academic staff and representatives from farm organizations and industries develop and evaluate the programs.

### Teams serve clients

"Self-directed teams enable specialists and county agents to work together on emerging issues important to Wisconsin farmers and rural citizens," says Rick Klemme, program leader and team coach.



Klemme

"We have been able to take on more issues and provide better educational programs. Our relationships with agribusinesses and agencies have grown stronger, which improves our ability to rec-

ognize issues and mobilize resources to address them," Klemme says.

### Teams help individuals grow

Tom Parslow, assistant program leader and team coach, says, "The teams bring individuals together to capitalize on their expertise and interest in helping solve a problem. I have seen new leadership step forward as agents gain expertise in dealing with local problems and take their career development to a new level."

### Teamwork throughout ANRE

Here are just a few examples of the breadth of teamwork in the ANRE area:

- Team Grains developed materials on marketing genetically modified organisms (GMOs) and helped organize a conference on Biotechnology in Agriculture.
- The Urban Agriculture/Horticulture Team works with the Master Gardener Program and Our Project FEEDs, a plan to establish 30 community gardens statewide.

- The Dairy Team is investigating farm efficiency and profitability for the small dairy. The team's Hispanic Labor Project developed bilingual training for Hispanic dairy workers and their employers.



Parslow

- The Swine Team, Dairy Team and Beef Team are active in the state's foot-and-mouth disease preparedness efforts, as UW-Extension works in partnership with the Wisconsin Department of Agriculture, Trade and Consumer Protection, state veterinarians and others. A videoconference, Biosecurity on the Farm, aired at 222 sites nationwide; 62 were in Wisconsin.

### Teams enhance programs

"The self-directed teams model has the potential to work extremely well within Extension," says Lee Cunningham, Dane County director and team coach, "because agents closest to the clientele are directly involved in making decisions as educational programs are put together. Teams also develop long-term working relationships with clientele and potential supporters who may provide added soft dollars to enhance our programs."

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

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*Message from the Chancellor*

**Agriculture work shows Extension's strength**



Kevin P. Reilly

Through decades of bringing knowledge to the places where people live and work, land-grant universities and their extension services have helped make American agriculture the envy of the planet.

Today, the university's role as discoverer, developer and distributor of research-based knowledge remains increasingly central to the economic and social health of our communities. This is especially true in Wisconsin where farms are such an important part of our economy and the very fabric of our culture.

Using a *hands-on, high-tech* approach, UW-Extension Agriculture and Natural Resources education

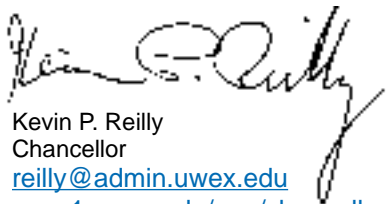
helps Wisconsin farmers produce high-quality food and crops, while protecting our natural resources.

Faculty and staff use a personal, face-to-face approach that combines in-depth knowledge with a local community presence. They work with farmers, agribusiness owners and others to address a wide range of challenges including commodity price fluctuations, labor shortages and issues associated with operating in an urbanizing state that remains rich in natural resources. They also work with property owners to enhance urban and rural environments with landscaping and gardening education.

Our talented county- and campus-based educators are poised to help their increasingly diverse clientele address future challenges and opportunities. With the rapid development of new farming technologies, UW-Extension educators play a key role in research and evaluation, using rigorous academic models to assess the costs and benefits of new discoveries, from harvesting and milking equip-

ment to computer software and genetically modified organisms. They also continue the tradition of embracing new instructional technology that can enhance their work.

Agriculture-related extension programs are important to Wisconsin's future. They support a cornerstone industry that can provide a solid foundation for greater economic growth. Furthermore, our success in agricultural research and education should serve as a national model for university engagement in the 21<sup>st</sup> century—one that can be used to address many critical issues, through a time-tested combination of world-class research and hands-on program delivery.



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Wisconsin Public Radio has earned a trophy case of awards. The Associated Press of Wisconsin has named WPR this year's "Outstanding News Operation," the first year this honor has been awarded. WPR also received AP awards for "Best Newscast" and "Best Series." In addition, WPR has recently received awards for news reporting from the Milwaukee Press Club, Northwest Broadcast News Association, Wisconsin Broadcasters Association and the Wisconsin State Bar Association.

Vicki Lobermeier, acting director of the Small Business Development Center (SBDC) at UW-Stevens Point, has been selected by



her statewide peers as Wisconsin's SBDC "State Star" for 2001. Lobermeier has been with the SBDC since 1992. She will be recognized at the national association of SBDCs' meeting in Dallas.

Mary Pick has been awarded the UW-Milwaukee Academic Staff Outstanding Performance Award for 2001-2002. Pick, of the Child and Youth Care Learning Center, UW-Milwaukee University Outreach, is being recognized for the significant professional work she has done with partners such as the U.S. Postal Service and Bureau of Milwaukee Child Welfare and for the outstanding work she has done in the Milwaukee community.

**SEC provides chancellor with counsel and advice**

*By Greg Wise, Secretary of the Faculty, Academic Staff and Systemwide Extension Council*

Faculty and staff performing the extension function are represented by two groups: those employed by UW-Extension (many employed with the Wisconsin counties) and those based on campuses of the UW System, fully or partially funded by UW-Extension, but technically employees of their home campus (known as "integrated" and "affiliated" faculty and staff).

The Systemwide Extension Council (SEC) originated with a 1988 University of Wisconsin Board of Regents' resolution directing that a body be established to provide all Extension faculty and staff, both

integrated and non-integrated, an opportunity for input into the overall direction of extension activities. Today, SEC's 36 members represent all UW-Extension divisions and every UW institution.

The SEC provides advice and counsel to UW-Extension Chancellor Kevin Reilly on policies and priorities for Extension systemwide. Through discussion, comments and small-group reports, SEC offers insights to the chancellor on issues ranging from budget and programming initiatives to collaborative outreach efforts to strategies for continued public support.

SEC members meet as a body four times a year. A seven-member SEC Executive Committee meets with Extension administration via teleconference before each meeting to plan the agenda. Agenda topics may be initiated by SEC members or by UW-Extension administration.

SEC members are elected by their colleagues to serve three-year terms. A list of SEC members with contact information and SEC meeting dates and agendas can be found on Extension's Web site.

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

**Extension sponsors summer internships**

The Summer Affirmative Action Intern Program (SAAIP) provides racial/ethnic minorities, women and persons with disabilities with valuable training, experience and exposure to state agencies and university departments. Participants are college juniors, seniors and graduate students.

This summer the UW-Extension Office of Equal Opportunity and Diversity Programs and the Office of the Chancellor partially funded 15 interns. Interns were placed across all divisions and program areas throughout Wisconsin.

For more information:  
[www.uwex.edu/diversity/inside/saaip.cfm](http://www.uwex.edu/diversity/inside/saaip.cfm) or Stephanie Endres, SAAIP coordinator, (608) 262-0277, [endres@admin.uwex.edu](mailto:endres@admin.uwex.edu)



Students who attended the Summer Affirmative Action Intern Program (SAAIP) orientation included Madison-based (left) Kornel Brown, Delroy Armstrong, Minh Ngo and Will Yen and county-based (right) Aldo



Cantellano, Stephanie Brown, Cynthia Howard, Meg Egan and Lindsey Renner. Not pictured are Heidi Kraiss, Mai Vang, Gretchen Sierk, Kaycee Kline, Briana Hargons, Leo Duran, Jay-Sun Bowman and Daniel Kaneshiro.

## AgrAbility finds ways to keep disabled farmers working

By Jo Futrell

A 1996 U.S. Bureau of Census Survey of Income and Program Participation showed that 19.7 percent, or 52.6 million Americans live with a disability, meaning they experience limits to a major activity, like working, due to chronic health conditions or impairments.

### AgrAbility assists disabled farmers

Over 22 percent of Wisconsin's adult population has a disability, according to 1990 census figures. The AgrAbility of Wisconsin project focuses on the needs of those who are involved in agriculture.

"We look for a full range of assistive technologies to help people with disabilities live and farm independently," says Cheryl Skjolaas, UW-Extension agricultural safety specialist with the AgrAbility project.

"In order to help people with disabilities succeed in farming, we recognize everything from simple solutions to complex technologies. There is no standard solution. Every agricultural operation is different and every individual's experience with disability is different," Skjolaas explains.

### Cooperative Extension partners with Easter Seal Society

AgrAbility of Wisconsin is a UW-Extension outreach program of the Center for Agricultural Safety and Health in Biological Systems Engineering at UW-Madison. The program assists clients with modification of equipment and work sites; managing stress; coordinating community and health-care services; restructuring farm jobs and developing alternative jobs; preventing secondary injury; and identifying sources of personal and financial support.

AgrAbility is a national project funded in 18 states. The Cooperative Extension service in each state partners with a nonprofit organization that serves people with disabilities. AgrAbility of Wisconsin is a partnership between UW Cooperative Extension and the Easter



AgrAbility of Wisconsin, a partnership between UW-Extension and the Easter Seals Society of Wisconsin, helps people with disabilities live and farm independently.

Seal Society of Wisconsin. Since 1991, the program has served nearly 800 Wisconsin farmers, farm workers and their families dealing with the effects of a disability.

### Serving clients with occupational and other disabilities

AgrAbility serves clients with a range of disabilities. Clients may be dealing with common injuries and illnesses such as heart disease and arthritis. Or, they may have injuries and health conditions that are more common in agricultural occupations. AgrAbility of Wisconsin clients may be affected by milker's knee or respiratory conditions such as farmer's lung.

These agricultural health risks vary by region due to differences in crops and production methods, but the fact that farming is a dangerous profession is in evidence nationwide.

### New network to identify resources

Last year, the Biological Systems Engineering Department was awarded U.S. Department of Agriculture funding to provide support to the national AgrAbility program. The goal is to create a network of state and national projects in order to share information and professional contacts and make resources available to people in areas not served by state programs.

"New projects will benefit from the history of longer term projects," says Skjolaas. "The network will expand the impact of projects with a specialty focus and help us identify resources and expertise around the country. We are building our electronic-based resources and providing accessibility to those resources on the Web."

For more information about AgrAbility of Wisconsin: Jessica Danziger, (608) 262-9336

For information about the national AgrAbility project: Cheryl Skjolaas, (608) 265-0568 or [skjolaas@facstaff.wisc.edu](mailto:skjolaas@facstaff.wisc.edu)

## UW-Extension leads national Web site accessibility project

Kevin Graeme, UW-Extension electronic publishing specialist, has been working since late November on the new national project Web site at [www.agrabilityproject.org](http://www.agrabilityproject.org). UW-Extension and AgrAbility of Wisconsin will maintain the site for the four-year grant period and Graeme has designed the site with accessibility as an imperative.

"We made a completely fresh start," says Graeme, "to create a site that is as clean and simple as possible. Accessibility requires pre-planning and that helped us build in the flexibility necessary for use by a variety of users and assistive technologies."

Graeme conducted a thorough review of the site based on the



Graeme

Web Accessibility Initiative (WAI) guidelines of the World Wide Web Consortium (W3C). The site follows basic accessibility guidelines to

reduce barriers for persons with disabilities.



## Farm Progress Days, Sept. 18-20, in Rock County

By Mary Ellen Bell

Thousands of people are expected to converge on a Rock County farm Sept. 18-20 to attend Wisconsin Farm Progress Days 2001. This huge farm show gives people a chance to see the latest in agricultural equipment from massive tractors to global positioning systems and learn about new products from seeds to fertilizer.

The show is about more than shopping. It's also educational, and UW-Extension faculty and staff

will be in the tents and on the grounds ready to showcase new educational products for farmers and non-farmers alike.

Here's what you can do at Wisconsin Farm Progress Days:

- Get your well water tested for nitrate by Extension water-quality experts.
- Enter a monster dandelion in the Biggest Weed Contest, sponsored by Extension weed scientists.
- Learn the secrets of a smooth transition of farm ownership from one generation to the next.
- Make an appointment at the Extension "clinic" to see the Bug Doctor, Plant Doctor, Soil Doctor or Weed Doctor for a diagnosis.
- Stroll through a horticultural display featuring new varieties of ornamental and garden varieties.
- Marvel at a 420-pound "Pile of Water."

The activities are fun, and are designed to leave folks a little smarter about clean water, agricultural and horticultural techniques, wildlife and the important role of agriculture in Wisconsin.

For more information: [www.wifarmprogressdays.com/rockco.html](http://www.wifarmprogressdays.com/rockco.html)

## Training course spurs tribal entrepreneurs

By Joel Bradtke

ODANAH—Seven graduates of a small-business course are putting the finishing touches on their business plans as they contemplate a leap to entrepreneurship. The graduates, members of the Bad River Tribe in Ashland County, completed an Entrepreneurial Training Course presented by the Small Business Development Center (SBDC) staff from UW-Superior.

The course was team taught by the SBDC's Loren Erickson and Julianne Raymond, who also administered the program. "We had guest lecturers on finance, taxes and human resources," says Raymond.

### Partners provide tuition

Participants applied for and received Wisconsin Department of

Commerce grants for three-quarters of the program tuition cost. A local consortium of business interests provided the tuition balance. The consortium includes M&I Bank of Ashland, Ashland Area Development Corp., Xcel Energy and Northern State Bank.

Raymond says that all of the program participants work full time. Course sessions were held during evenings.

### Entrepreneurs receive training and continuing counseling

"After completing the eight-week training, they each presented an executive summary of their business idea to their peers, who posed as a 'loan committee,'" explains Raymond. Summaries included business purpose and

description, management structure, financing needs and how loans would be repaid.

Graduates continue to receive SBDC business management counseling as they complete the details of their business plans, a requirement of the tuition grants.

"They're very enthusiastic," says Raymond. "They want to set up their own chamber and their own revolving loan program."

### Training inspires neighboring tribe

Raymond adds that word of the successful program has spread to the Red Cliff Tribe in neighboring Bayfield County. "As a result, we're scheduling business counseling with members of the Red Cliff



Erickson



Raymond

band. We hope to discuss aquaculture businesses with some of them, and look forward to being a management resource in that community as well."

The SBDC is a partnership among UW-Extension, 12 UW universities, the Small Business Administration and many local economic development organizations. Through its business management counseling services and educational programs, the SBDC serves 10,000 Wisconsin residents each year.

## IDEAS Portal Web Site: one online stop for Wisconsin educators

By John Fischer, IDEAS Project Director

Technology-enhanced learning is a hot issue in Wisconsin. While there are unlimited places for educators to find resources on the Internet, most are not directed toward the immediate, specific needs of Wisconsin educators. A new innovative partnership among numerous organizations is filling that need.

### Content in line with state standards

The IDEAS Portal Web Site provides Wisconsin educators access to high-quality, teacher-reviewed content that aligns with the state's

Model Academic Standards. IDEAS is currently funded by the TEACH Committee on Collaboration and is contracted through UW-Extension Division of Continuing Education Extension.

### Current teacher resources

Publicly launched in August, IDEAS enables users to:

- search for resources that meet their specific needs in subject and grade areas,
- access sites with information and multimedia resources related to current news and events,

- link to professional information, including certification and licensing information.

### Future teacher resources

During the next two years, we hope to offer additional IDEAS-based resources. Plans include creating a database of members who will receive updated personalized resources, threaded and live chat discussions, and links to grant and funding sources. Similarly, we intend to provide professional development opportunities for educators including materials

for users to both self-teach and interact with others. Finally, we plan to increase our video resources and expand our content beyond the four core subject areas to include resources on music, art, special education, English as a Second Language, physical education, foreign languages, and family and consumer education.

For more information:

[www.IDEAS.Wisconsin.edu](http://www.IDEAS.Wisconsin.edu)

## Evaluation conference attracts participants from 17 extension services

By Ellen Taylor-Powell, Cooperative Extension Evaluation Specialist

UW-Extension Cooperative Extension hosted its third annual evaluation conference, Providing Leadership for Program Evaluation, at The Pyle Center on June 18-21.

This year's 52 participants represented administrative and programmatic leaders from 17 state extension services. Michael Patton, renowned evaluation consultant,

gave the keynote address via interactive video, and UW-Extension Chancellor Kevin Reilly capstoned the conference.

Through a mix of general forums, panel discussions and breakout sessions, participants engaged in integrating evaluation theory and practice, focusing on topics such as organizational capacity for

evaluation, the logic model as a program planning and evaluation framework, models of change, and considerations and promising practices in natural and human science programs.

Over three years, the conference has attracted 147 participants from 35 states and the Pacific Islands.

The conference training team includes Ellen Fitzsimmons, Rick Mills, Robin Shepard, Steve Small and Ellen Taylor-Powell.

For more information and proceedings: [www.uwex.edu/ces/admin/eval2k1/](http://www.uwex.edu/ces/admin/eval2k1/)

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