

## EXPLORE program reaches out to migrant Hispanic population

By Amy Pikalek



The Explore Your World program, held this past summer at UW-Stevens Point, provided migrant Hispanic students with opportunities to practice skills and to learn more about post-secondary training and possible careers.

STEVENS POINT— Each year when the weather turns warm, groups of migrant workers come to Wisconsin to find seasonal employment in the fields. This past summer a new program, called EXPLORE, at the University of Wisconsin-Stevens Point (UWSP) helped meet the educational and

career development needs of the migrant Hispanic population in Portage, Waupaca and Washara counties. The program was a first-ever collaboration between UWSP Extension, UWSP Office of Multicultural Affairs and United Migrant Opportunity Services (UMOS). The UW-Extension

Division of Continuing Education Extension provided Diversity Program Development Initiative funding to help get the program started.

The EXPLORE program consisted of three tiers. Explore Your World offered enrichment programming to 10- to 15-year-old youths; Explore Your Mind provided academic enhancement primarily to middle school students; and Explore Your Options provided career development for adult migrant learners.

### Explore Your Options

"Explore Your Options was targeted at those adults who are considering making a permanent move to Wisconsin," says Wayne Sorenson, program manager, UWSP Outreach Education. "Our goal was to get them into the labor force. We had to spend some considerable time upfront building a relationship with them."

Rosario Alemparte, a student outreach specialist with the Multicultural Resource Center at

UWSP, met with small groups of adult migrant workers to assess their educational needs. She discovered that many migrant workers were interested in studying for their General Educational Development (GED) test, improving their English language skills and receiving tutoring in math, science and other core academic subjects.

"We learned that adult migrant workers have a hard time projecting into the future and believing that they could have a better life," Alemparte says. "Classes are a way of moving them beyond the fields. By learning English, improving their basic skills and preparing for the GED, migrant workers would be able to have better communication with their employers, acquire a better understanding of the American culture and system, participate in their community and, hopefully, gain interest in higher education."

Turn to "EXPLORE," p.2

## New business markets diversity experience

By Joel Bradtke

MILWAUKEE—The time is right for Deborah Blanks and her son Geraud to form a business. The business name, Kairo Communications, is derived from the Greek word *kairos*, which means the opportune moment to accomplish a significant action.

The Blanks' first project is marketing a new book by Deborah, titled *Weaving Diversity into the Fabric of America*. The Blanks sought help from the Small Business Development Center (SBDC) at UW-Milwaukee (UWM) to finish their business plan so they could finance the first printing of the book.

"They came to us with a pretty well-developed business plan. Only the financial projections were missing," says SBDC counselor Russell Roberts.

"We got the fundamentals here that helped us get financing," says Deborah. "The thing I like is that by going through the process, we got a clear understanding of the whole operation—break-even analysis and sales and cash flow projections."

While the book is the first project of Kairo Communications, it is the third that Deborah has written. As



Deborah Blanks and her son Geraud Blanks display their new company's first product, a book titled *Weaving Diversity into the Fabric of America*. The book is scheduled for release Nov. 3.

executive director of the Milwaukee Social Development Commission (SDC), she plans to keep her day job. "Until I partnered with Geraud, I didn't see this as a full-fledged business with income potential. He's a quick learner and a lot of the vision for this is his."

Geraud Blanks has a track record as an achiever. He is winner of the 1999 University of Wisconsin-Milwaukee Memorial Union Director Award, executive director of Student Creative Outreach Providing Education/Entertainment

(SCOPE), and is pursuing a degree in Africology and mass communications at UWM.

Deborah Blanks operated an educational training and consulting firm before coming to the SDC. She has two masters' degrees, in educational psychology and public administration, from the University of Illinois.

The Blanks attended the SBDC's First Steps Small-Business Roundtable before their first meeting with Roberts. In the

meetings that followed the Blanks refined their business plan. By August they were ready to present their plans to a lender. Their work resulted in a line of credit with Wells Fargo Bank.

The Blanks have several ideas for the subsequent development of their business, and Roberts says the SBDC is available to assist as the business expands. The SBDC is a unit of the Milwaukee Idea's new Consortium for Economic Opportunity.

For more information: Russell Roberts, [russellr@uwm.edu](mailto:russellr@uwm.edu)

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## Message from the Chancellor



Kevin P. Reilly

The University of Wisconsin-Extension has entered into an exciting partnership with The Ohio State University and The Pennsyl-

vania State University as co-sponsor of an annual conference to better define the role of outreach in today's society. The 2001 Outreach Scholarship Conference will be held in Pennsylvania, with Ohio State hosting the 2002 event. We will host the 2003 conference here in Madison.

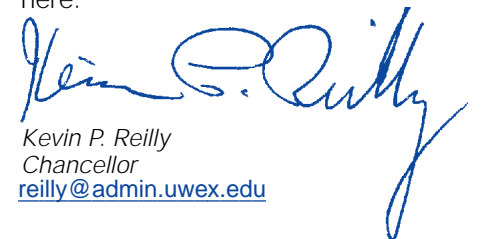
The first Outreach Scholarship Conference was held last October at Penn State, and was the first effort to bring together multiple elements of university outreach and extension programming, including Cooperative Extension, Continuing Education and Broadcasting. It offered an opportunity for open discussion of policy issues affecting our institutions, and a forum for discussing new educational methods and technology.

By collaborating with faculty, academic staff, administrators and community leaders from other states, we can help build more effective, sustainable outreach initiatives. Key to this effort will be an examination of the most successful programs, from the perspectives of the university, the community and the client.

This opportunity comes at a time when universities are looking to their respective Extension programs for leadership and innovation, and ways to become more engaged in their local communities. It offers us a chance to demonstrate how an outreach culture benefits the university, and how our programs can positively affect the families, businesses and communities we serve.

Through our work with the other sponsors, we hope to enhance the national visibility and prestige of this Outreach Scholarship conference. We also see this as a way for UW-Extension to assume a leadership role—an institution that not only offers the nation's most *comprehensive* outreach and extension programs, but also one that appreciates the importance of scholarship in its many initiatives.

I encourage you to submit a proposal for the 2001 conference (see p. 3), and look to your assistance with our 2003 event here.

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

## Regents approve catastrophic leave donations

By Brad Krause, Manager, Payroll and Staff Benefits

At its October meeting the UW Board of Regents approved a resolution allowing unclassified staff members to donate leave to other unclassified employees who have exhausted their leave benefits. The resolution mirrors the Catastrophic Leave Program established for state and university classified employees in 1997.

Catastrophic leave donations can be approved in the event of an illness, medical condition or injury

that incapacitates an employee or an employee's immediate family member who requires the employee's personal attention for an extended period of time.

Only vacation, personal holidays, floating holidays and leave banked in an annual leave reserve account may be donated. Sick leave cannot be donated. Donation of leave between classified and unclassified staff is not allowed.

The regents also approved a resolution permitting paid leave of up to five days to donate bone marrow or up to 30 days to serve as an organ donor. The regents acted to address the severe shortage of organ, bone and tissue donors in hopes that a paid surgical recovery will be an incentive to prospective donors.

For more information: [Contact your human resources office.](#)

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### Explore Your Mind

For middle school students, the Explore Your Mind program provided four weeks of academic tutoring one night a week. According to Sorenson, many young Hispanic students struggle in school because for five or six months out of the year their families leave their homes and the children leave their schools to come to Wisconsin to work in the fields.

"The students have a disjointed educational experience," Sorenson says. "So, there is a great need for them to catch up."

"There were a number of unintended positive outcomes of our program," Sorenson continues. "Some students just wanted to do some creative writing and have the tutors critique their work. Those students really got to practice their English language skills."

### Explore Your World

The final tier, Explore Your World, provided enrichment programming to upper elementary and middle school-aged students. It gave the children a chance to explore

career options, assess their skills and learn about continuing education opportunities at UWSP and other post-secondary institutions. During the five-week program, students toured an area paper mill, participated in a hands-on chemistry lab, played basketball and joined in other recreational activities.

"We wanted to provide a combination of career planning, recreational activities and a subtle educational experience," Sorenson says. "If nothing else, the impact we provided was that the participants had fun and had positive things to do over the summer. We got the children out and about and showed them what else is out there."

According to Sorenson, participation in the Explore Your World program increased each week, starting with 13 and ending with 43 for the final field trip. In program evaluations, all participants said they felt participation in the Explore Your World program increased their interest in learning more about college. All participants also reported that the program provided them with ideas for future careers.

Sorenson says there is a strong likelihood the EXPLORE program will be conducted in some fashion next year.

### Grant to continue migrants' learning opportunities

The EXPLORE program has also served as a model for a larger program for migrant workers and their families. In August, the U.S. Department of Education announced that a similar program, an effort by the UW-Stevens Point Office of Outreach Education, in collaboration with Continuing Education Extension, University of Wisconsin System, UW-Oshkosh, UW-La Crosse, UW Colleges, UMOS and the Midwest Food Processors Association, Inc., would receive a four-year \$1-million Fund for the Improvement of Post-Secondary Education (FIPSE) grant. The Reach Out project will offer learning opportunities to migrant farm workers and their families through online remedial courses, mentoring, career counseling and training. Internet access will be provided at summer camps and corporate sites.

For more information: [Wayne Sorenson, wsorenso@uwsp.edu](#)

## KUDOS

**Dick Moll**, emeritus professor of Engineering Professional Development and Materials Science Engineering at UW-Madison, won the lifetime achievement award from the American Society of Quality in recognition of being the outstanding educator in the field of product liability prevention.

Cooperative Extension's **Emerging Agricultural Markets Team** recently received three U.S. Department of Agriculture grants to continue its work in helping farmers and communities take advantage of opportunities in new and emerging agricultural markets. The grants will be used to identify market opportunities in southern Wisconsin for food products raised locally using environmentally sound practices, study new-generation farmer cooperatives and research pastured poultry and specialty cheese markets, and develop and present meat-marketing workshops.



**Carmen Jackson**, producer of *Conversations with Jean Feraca* on Wisconsin Public Radio, was recognized

for her contributions to UW-Extension, the community, and, in particular, women of color, at the UW System Women's Studies Conference held on the UW-Madison campus in October.

## Dunham joins Office of Equal Opportunity and Diversity Programs

By James Cortese



David Dunham

This past August David Dunham joined UW-Extension's Office of Equal Opportunity and Diversity Programs (OEODP). As civil rights specialist, Dunham will work to ensure equal opportunity for

program participants and employees with disabilities. He provides consultation, advice and staff training on disability issues in accordance with the Americans with Disabilities Act (ADA).

"David brings to our organization over twenty years of experience in the field of equal opportunity," says Vicki Washington, director of OEODP. Dunham has worked for the State Medicaid Agency in the managed care area, served as affirmative action civil rights officer within the Wisconsin Department of Health and Family Services, and dealt with civil rights and disability concerns at the Office of the Dane County Executive.

Dunham says, "I'm excited about working for an institution of higher learning. Historically, the disabled

have lost opportunities to participate because of artificial barriers or a lack of understanding. But UW-Extension is striving to make

innovative educational programming and technology accessible to all the people of Wisconsin."

Dunham would like to remind readers of a few important points regarding disability issues:

- ❑ Compliance with the ADA means that UW-Extension will not deny a qualified person with a disability access to, participation in or the benefits of our organization by reason of that person's disability.
- ❑ A qualified person with a disability is one who is fully capable of excelling in the position with or without reasonable accommodations.
- ❑ Any employees who may think that they need reasonable accommodations should contact the OEODP or ask their supervisors. Confidentiality is guaranteed by the law.

For more information: David Dunham, [dunham@admin.uwex.edu](mailto:dunham@admin.uwex.edu)

## Tips for recruiting a diverse workforce

By Amy Pikalek

When hiring a new employee, it's crucial to find the right person to add to the team. And, that means recruiting a diverse pool of candidates.

"Any number of studies demonstrate the case that organizations which truly value and capitalize on

the diverse talents, backgrounds and perspectives achieve excellent results," says Vicki Washington, UW-Extension's director of Equal Opportunity and Diversity Programs. "Organizations that understand this proactively seek ways to assure that they create an

organizational culture that fosters and supports diversity and inclusion."

Explicitly stated in the mission of UW-Extension is the requirement that Extension "take a strong leadership role in serving the special needs of women, minority, disadvantaged, disabled and non-traditional students," Washington says. She adds, "To fulfill that part of its educational mission, stay relevant and competitive, UW-Extension has to adopt policies and practices that support inclusion throughout its operations, including a diverse workforce."



Vicki Washington

Washington offers several tips for recruiting a diverse workforce:

- Better plan for recruitment. Anticipate job openings for a one- to two-year period and establish contacts early within the communities needed to have a diverse workforce.
- Be realistic about the qualifications necessary for a particular job. Don't overstate what is needed and avoid describing qualifications and skills that can only be acquired working within the university system.
- Apply standards and expectations equitably to all candidates in the pool. Understand that some skills can be learned on the job.
- Consistently use targeted recruitment outreach and advertising sources and target markets that have large populations of underrepresented individuals.
- Have more than a token representation of diversity on search-and-screen committees. Create committees that truly represent diversity.
- Consider the work environment. Recognize that recruitment efforts can be hampered if employees (present and former) relay negative work experiences and attitudes to others.
- Mentor and develop employees (new and current) to ensure job success. Help employees understand the organizational culture and tell them what they will need to know and provide them with the tools to be successful. Provide constant feedback to new employees. Tell them early what they are doing well, and in what areas they need to improve.
- Recognize different experiences and genuinely give consideration to them.

For more information: Vicki Washington, [washington@admin.uwex.edu](mailto:washington@admin.uwex.edu)

*Call for papers*

### UW-Extension co-sponsors outreach scholarship conference

UW-Extension, The Ohio State University and The Pennsylvania State University are co-sponsoring the Outreach Scholarship: Learning, Discovery and Engagement Conference Oct. 14-16, 2001, in State College, Penn.

UW-Extension Chancellor Kevin P. Reilly says, "UW-Extension was invited to co-sponsor this conference because of its world-renowned reputation, embodied in the Wisconsin Idea. I'd like to encourage faculty and staff to demonstrate their significant contributions to outreach scholarship by submitting a proposal to present at the conference."

The deadline for proposals is **November 30, 2000.**

For a list of conference topics and who should attend, as well as how faculty and staff can benefit from attending this conference, please make the contacts listed here.

For more information: Greg Wise, UW-Extension secretary of the faculty and academic staff, 608/262-4387, [wise@admin.uwex.edu](mailto:wise@admin.uwex.edu), or [www.outreach.psu.edu/C&I/OutreachScholarship2001/](http://www.outreach.psu.edu/C&I/OutreachScholarship2001/)

To submit a proposal online: [www.outreach.psu.edu/C&I/OutreachScholarship2001/](http://www.outreach.psu.edu/C&I/OutreachScholarship2001/)

# Saving our lakeshores through the arts

By Pamela Seelman

*Editor's note: This is the final story in a series of four articles featuring the 2000 Community Development Symposium presentations.*

Just around the corner in your imagination is a world of dancing and singing animals, where relationships are saved and lakeshores preserved. It's a world of *Balance and Swing*.

*Balance and Swing* educates through the arts, explains Beverly Stencel, Washburn County community resource development agent, who helped create this play with an educational message.

"*Balance and Swing* creates a theatrical world where educators can make connections with some of the people they're trying to reach," she explains. "*Balance and Swing* uses UW-Extension information to educate the public on issues critical to lakeshore preservation. It also forges new connections between arts, the environment and lake organizations. Neighbors work together, building a sense of community as they connect to protect the lakes they live around."

Through viewing the play, people are educated about the actions they can take to mitigate shoreland development and lake-use impacts. "Education through the arts

is a strategy that can reach diverse audiences substantially larger than anything we typically get with a lecture format," explains Robert Korth, UW-Stevens Point/Extension lake education specialist. "We are using education through art to build awareness since folks are more likely to go to a play than to a lecture."

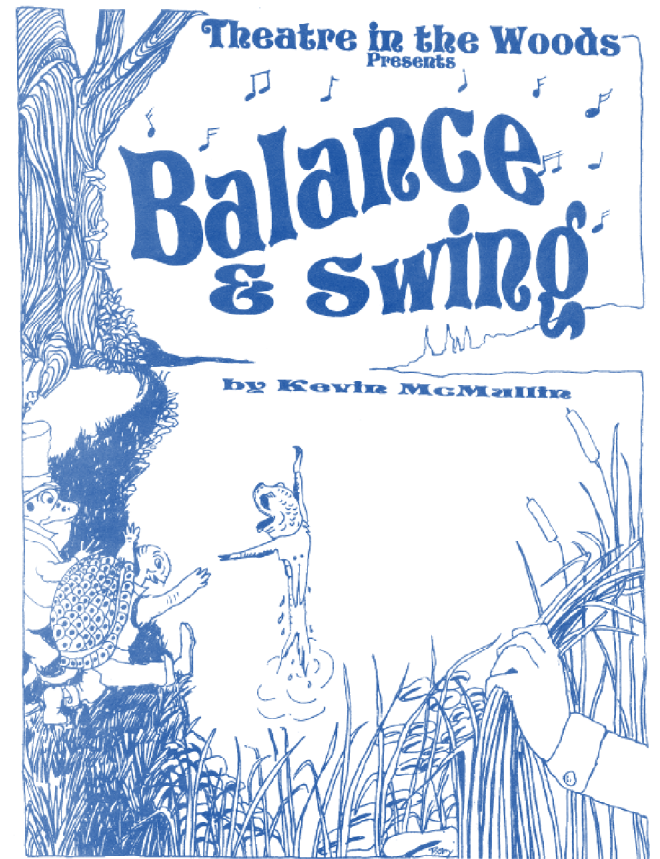
The theater format also works well getting the message to lakefront property owners who do not live year-round on their property, who may not attend educational sessions during vacation time, but who do enjoy local festivals, concerts and theater offerings.

More than 400 people viewed four local performances in Washburn County, receiving an educational message about lakeshore development impacts and actions to protect lakeshores. "These numbers are substantially higher than attendance at past traditional educational offerings," explains Stencel. "In addition, some of the lake homeowners who were attracted to the play because of the lake-related theme had never attended a local theater production before. While there, they connected with community people they would not ordinarily have connected with, hopefully enhancing their sense of community."

Sense of community was revealed in Stencel's recent Washburn County Lakes Planning Study as a critical determinant of lake stewardship activities.

Audiences attending the plays also were more diverse than the typical audience of lakeshore owners who attend local lake workshops, adds Korth. "People enjoyed the entertainment aspect while receiving a powerful educational message. At post-play discussions, audience members remarked that they appreciated 'not being lectured to' and said the message was presented in a 'fun not preachy' way."

An additional 500 people viewed the performance at the state lakes conference, where emphasis was placed on how local lake groups could bring the show to their area and how they could foster partnerships between their local community theater groups and environmental centers.



*Balance and Swing* was written with community theater in mind. The production was created through the partnership of Theatre in the Woods, Hunt Hill Audubon Sanctuary, the Washburn County Lakes and Rivers Association and UW-Extension. It can be duplicated and adapted for other areas of the state and beyond.

For more information:  
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Joining the UW Learning Innovations team are (back) Pat Takemoto, Dawn Crim, Sudha Aravindan and (front) Steven Boldt.

## Four new hires join UW Learning Innovations

By James Cortese

The past weeks have seen the addition of four new team members to UW Learning Innovations (UWLI), UW-Extension's award-winning online distance learning unit. Sudha Aravindan, Steven Boldt, Dawn Crim and Pat Takemoto join a dynamic group of 80 educators, program developers, marketers and salespeople at the University Research Park in Madison.

Sudha Aravindan, an e-learning developer, is helping to customize UWLI's online course development tool, LearningSpace. Steven Boldt is lead instructional technology developer for the UW-Platteville online initiative. Dawn Crim is a business development manager

for UWLI's customized corporate training solutions. And Pat Takemoto is an education program officer and will work toward expanding the market for online and other distance education courses.

These new hires reflect UWLI's continued pursuit of the brightest talent in the industry. They also represent the organization's commitment to fostering a fluid and diverse workforce, one that represents a growing panoply of voices and audiences both nationally and worldwide. Michael Offerman, executive director of Learning Innovations, says, "We are educators, first and foremost. A rich working environment

benefits both our employees and our clients, a whole world of learners."

Doug Bradley, UWLI's marketing manager, acknowledges, "Maintaining a wide range of talents, backgrounds and perspectives makes perfect business sense. An organizational culture of inclusion and diversity will be most responsive to the changing needs of a global marketplace."

For more information:  
[www.learn.wisconsin.edu](http://www.learn.wisconsin.edu)

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