

NEWS and ideas

University of Wisconsin-Extension's newspaper

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Economic Summit III: working to move Wisconsin forward

By Doug Bradley



TOM GRIMM, UW-MILWAUKEE

Building Wisconsin's economy
UW System Regent Jay L. Smith served as co-chair of the Wisconsin Economic Summit III held in Milwaukee in October.

MILWAUKEE – According to University of Wisconsin Regent Jay Smith, “four key ingredients” contributed to the success of the Wisconsin Economic Summit III:

- Results, action and implementation
- Accountability
- Increased participation from diverse organizations
- New collaborations

In his remarks to participants Smith noted, “I think it’s safe to say that we have had an abundance of each of these key ingredients at Economic Summit III. As a result,

we have a much better handle on exactly where we are on economic development – and the kinds of things we need to do to move the state forward.”

Leaders and experts share their ideas

Economic Summit III, hosted by the UW System Oct. 14-16 at the Midwest Express Center in Milwaukee, brought together more than 800 business leaders, elected officials, university experts and economic development partners to act on statewide economic development strategies. Highlights included keynote addresses by Paul Gigot, editorial page editor of *The Wall Street Journal*; Gary Stern, president and CEO of the Federal Reserve Bank of Minneapolis; and William M. Daley, president of SBC Communications, as well as presentations by the major party candidates for Wisconsin governor and scores of hands-on economic development workshops (see sidebar). In all, there were 91 panels and workshops at the summit.

Plans, actions, results and opportunities

“The Economic Summits continue to provide a wonderful opportunity to learn about new plans – and recent results – for growing Wisconsin’s economy,” observes UW System President Katharine C. Lyall. “Wisconsin Economic Summit III helped us to move beyond the dialogue that took place among key stakeholders at the first two sum-

mits and demonstrate outcomes and identify opportunities.”

In his concluding remarks, Smith commended summit attendees for their dedication to action. He predicted more progress in the upcoming year, including advances in developing industry clusters and increased collaborations. He also assured the crowd that there would be a fourth Wisconsin Economic Summit, which will receive significant support from the Milwaukee-based financial services firm Robert W. Baird & Co.

Continuing involvement necessary for success

Smith and Lyall closed Wisconsin Economic Summit III by encouraging lawmakers and state officials to stay involved in statewide economic development plans, and especially urged business leaders to continue their collaborative efforts in the public and private sectors.

For more information:

www.wisconsin.edu/summit

Northern EDGE aids economic development

A discussion of UW-Extension’s new initiative, Northern EDGE (Economic Development and Growing the Economy), was among the 24 hands-on Economic Summit workshops. Moderated by Al Anderson, director of UW-Extension’s Center for Community Economic Development, the workshop was led by Bill Pinkovitz, also with the Center for Community Economic Development, and state Sen. Russell Decker.

Pinkovitz and Decker told participants that in order for Wisconsin’s northern counties to create higher paying jobs, a strategy to infuse new-economy ideas into the existing economic base and grow incomes in the traditional economic sectors must be developed. They showed how targeted research, GIS technology and other assessment tools can build a foundation of research and information from which priorities can be set and decisions made.

“Northern EDGE does not take a ‘one size fits all’ approach to economic development,” explains Decker. “Rather, it allows individual northern communities to set their own economic development goals and priorities and take action on them.”

For more information: www1.uwex.edu/ni/documents/1002ni.pdf

\$1.9-million grant helps refugee teachers and families build skills

By Amy Pikalek

A new collaborative project, launched this September, is aimed at providing Wisconsin PK-12 refugee teachers and families with the skills they need to help them communicate better and become involved citizens.

Responding to the needs of refugees

Assistant Professor Kalyani Rai of the School of Continuing Education, Center for Urban Community Development, University of Wisconsin-Milwaukee (UWM) has received a five-year, \$1.9-million National Professional Development grant from the U.S. Department of Education to bring an innovative teacher-training and mentoring program to UWM. This family- and community-focused program provides opportunities for refugee individuals to climb the career ladder in the teaching profession, while also

making the educational system more responsive to the needs of refugees.

“The internship opportunities provided by this program will enhance both the children’s and parents’ education in their native language as well as in English,” Rai says. “This opportunity will increase the numbers of bilingual teachers teaching bilingual students. In addition to the development of bilingual teachers, this program will help equip refugee families with language and communication skills that can lead to them taking part in becoming better and active citizens.”

According to Rai, the training and mentoring program will serve all refugee language groups, including the Somali, Russians, Serbs, Croatians, the Lao and the Hmong.

Course work is expected to begin in January 2003.

Five contributing partners

The program is a five-way partnership involving UWM, Milwaukee Area Technical College, Cardinal Stritch University, the Milwaukee Public School District and the Wisconsin Department of Public Instruction.

Goals involve teachers and families

The goals of the project are to:

- prepare 90 new exemplary refugee early-childhood teachers to work in PK-12 settings,
- provide alternative licensing through graduate and post-baccalaureate teacher-training programs,
- provide intensive support and mentoring services to ensure

smooth transition of graduates into teaching careers,

- provide tutoring services in English reading/writing, and
- create effective mechanisms to involve 900 refugee parents in early-childhood education programs.

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MESSAGE FROM THE CHANCELLOR

Local Government Center celebrates 10 years

We observed a very special milestone last month as we celebrated the 10th anniversary of UW-Extension's Local Government Center.

Formed in January 1992, the initial concept behind the Center was to address local government educational needs and coordinate the related work of faculty and staff in Cooperative Extension.

Many special guests attended the celebration. I was especially pleased that UW System President Katharine Lyall was able to offer some remarks at the event.

"For the majority of people, their only real experience with government is what they see in the cities, villages and towns where they live," Lyall said.

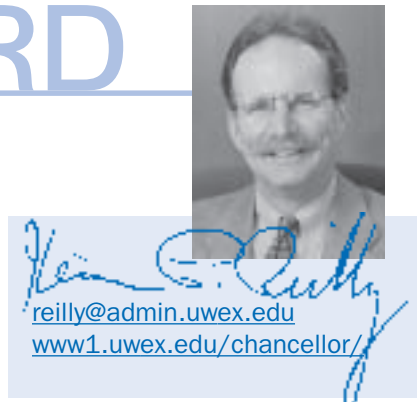
"The University has had, and will continue to have, a strong connection to local government in Wisconsin," she added. "In fact, this notion of the University in service to government is integral to our revered Wisconsin Idea."

The highlight of the event came when we honored some of the key partners and supporters who helped make the **Local Government Center** not only possible, but also highly successful.

Chancellor Emeritus and Regent **Patrick Boyle** was recognized for his individual leadership and vision as one of the Center's founders.

The **League of Wisconsin Municipalities**, the **Wisconsin Counties Association** and the **Wisconsin Towns Association** were also honored for their longstanding partnership and support. Since the Center's creation, these organizations have helped guide educational programming and provide strategic direction. They serve as a general sounding board for the Center staff,

assist in identifying emerging local issues, and help to deliver educational programs.



In my remarks, I noted that local government officials often face a daunting list of new and old challenges, relating to a variety of issues such as land-use planning, economic development, budgeting, natural resources and risk management.

We do not know all of the new challenges that may confront Wisconsin's local government officials in the next 10 years, but we look forward to serving their ongoing and evolving educational needs.

The Grandparents University conference, a collaboration by **Family Living Programs** and the Wisconsin Alumni Association, has received a 2002 Seal of Excellence Award from the Council for the Advancement and Support of Education (CASE) in the category of Alumni Relations Programs, Alumni Education.

Vance Haugen, Crawford County agriculture agent, recently was selected to serve on the North Central Region Sustainable Agriculture Research and Extension Administrative Council.

Two **Wisconsin Public Television** productions recently won awards from the Central Educational Network, a major regional public television network.

"Creating Health: Girls," which looks at the changes to adolescents in body and emotion, won the Children and Youth Category.

"State Parks, State Treasures," a look at Wisconsin's state parks system, won an honorable mention in the Cultural Documentary Category.

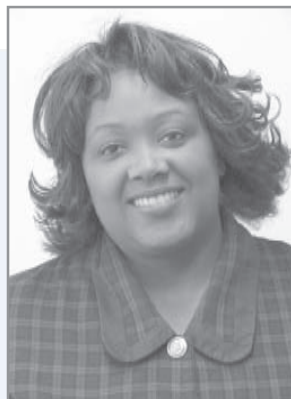
UW-Extension hires take on new duties



Curley



Endres



Pettaway



DeVore



Jones

Office of Equal Opportunity & Diversity Programs

Christine Curley has joined the UW-Extension Office of Equal Opportunity and Diversity Programs as an ADA/Rehabilitation officer. Before joining Extension, Curley worked as an advocacy specialist for the Wisconsin Coalition for Advocacy conducting statewide outreach activities; training businesses, government, advocacy groups and people with disabilities regarding disability-related laws; and investigating disability-law complaints. She has also served as ADA Wisconsin partnership coordinator and as a peer mentor and advocate at the University of Wisconsin-Madison McBurney Disability Resource Center. Her honors bachelor's degree in science is from the UW-Madison.

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Stephanie Endres, who previously served as program assistant, has been named equal opportunity specialist for the Office of Equal

Opportunity & Diversity Programs. Her new responsibilities include assisting in the development, implementation and administration of policies, programs and procedures for affirmative action and equal opportunity programs. She also administers the Summer Affirmative Action Intern Program and the Applicant Tracking Database, acting as liaison between Information Systems and the divisions/departments that use the database. Endres received her honors degree in business from Upper Iowa University this past May.

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Toriana Pettaway is the new program assistant for the Office of Equal Opportunity & Diversity Programs where she provides administrative support, handles general inquiries, schedules meetings and teleconferences, and processes accounts payable and purchases. Pettaway was formerly an executive assistant at the State Bar of Wisconsin and staff director

for the Wisconsin Law Foundation. Her bachelor's degree in political science/sociology is from UW-Whitewater.

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Cooperative Extension

Pamela DeVore has joined Cooperative Extension Publications as publishing operations manager. Her responsibilities include helping to facilitate the change to a new knowledge-management system for Cooperative Extension. DeVore plans to foster alliances with various groups throughout Extension that need publishing expertise.

A Michigan native, DeVore managed the technical publishing department for the American Society of Agricultural Engineers in her home state and brings more than 15 years of communications experience to her new position. She holds a bachelor's degree in technical communication from Ferris State University, Big Rapids, Mich.

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Larry Jones is the new director of program development and support for Cooperative Extension. He is responsible for overall leadership of annual and multi-year program planning; program evaluation, teaching and learning for multicultural audiences; and effective use of distance technologies in educational delivery and program accountability and reporting.

Jones previously served as Food Stamp Nutrition program coordinator for Cooperative State Research, Education and Extension Service (CSREES-USDA) and as the Wisconsin Nutrition Education (WNEP) coordinator. He holds a doctorate and a master's degree in continuing and vocational education from UW-Madison as well as a master's degree in cross-cultural programs from Trinity Divinity School and a bachelor's degree in economics from Wheaton College.

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SBDC gathers statewide feedback through WisLine webconferences

By Marcia Baird and Erica Kauten

MILLY JONES



Saving travel time and costs
SBDC Director Erica Kauten leads a statewide meeting about Wisconsin's entrepreneurial climate from her office in Madison.

University of Wisconsin-Extension's Small Business Development Center (SBDC) is using WisLine Web to launch a comprehensive marketing strategy.

At the request of UW System President Katharine C. Lyall, SBDC staff recently organized eight WisLine Web meetings to talk to statewide leaders about Wisconsin's entrepreneurial environment. More than 100 people registered for the WisLine Web sessions.

In addition to using PowerPoint visuals, Erica Kauten, SBDC state director, used the WisLine Web polling feature, creating a dozen different online polls to gather statewide feedback during each session. Polling results and participant reactions are posted on the SBDC Web site, www.wisconsinbdc.org. Stakeholder feedback was also used to create a white paper presented at the recent Wisconsin Economic Summit III in Milwaukee.

As a result of this experience, the SBDC is now involving stakeholders in the development of other strategies. One example: the Web-meeting registration process has been streamlined so participants can go to the SBDC Web site registration page, click on their preferred time, and the meeting information is automatically e-mailed back to them.

"Our new coordinated communication strategy is head and shoulders above our previous attempts," says Kauten. "Technology allows our staff and supporters to conveniently communicate with us – right from their desktop. I'm sold!"

WisLine Web *facts*

WisLine Web is UW-Extension's newest virtual collaboration tool. Usage has grown to more than 3,000 hours each month as faculty and staff integrate webconferences into training and meetings. The result is lively, interactive and engaging sessions, with the convenience of not having to travel.

Instructional Communications Systems (ICS) manages WisLine Web. Staff offers regular demonstrations and training sessions.

What is WisLine Web? It's an easy-to-use webconferencing tool, enabling faculty and staff to conduct real-time presentations, training and meetings over the Internet. You can lead sessions from your desktop computer. Learners or colleagues can join in from anywhere using a Web browser and a phone.

How can I use it? You can use it to display PowerPoint visuals or show any desktop software to remote participants, tour Web pages, or develop documents with your group. You can also receive instant feedback by polling your audience, displaying questions, and viewing the results live as they respond. Sessions can be archived for later review online.

How are others using it? WisLine Web is used by UW departments and State of Wisconsin agencies for virtual Web seminars, training, meetings, classes, partner briefings, project work and more. It can serve the needs of small, collaborative work groups as well as large groups. (See adjacent story about how SBDC is using it to gather statewide feedback.)

For more information:
www.uwex.edu/ics/wlweb

WPT know-how benefits Madison deaf students

By Moria Harrington

MADISON – Students at La Follette High School view any number of videos during their classes, from "To Kill a Mockingbird" to "Large Wood Power Tools II." Yet, for some students, the videos lacked accessibility – until now.

WPT provides expertise

Until Wisconsin Public Television (WPT) got involved with a La Follette project to convert the school's uncaptioned video collection to open captioning, deaf and hard-of-hearing students alternated between watching the video and an American Sign Language interpreter in order to understand the audio portion. Now students can read the dialogue, narration and description texts that are superimposed across the bottom of the screen.

From January to October 2000, WPT personnel worked at La Follette, the Madison Metropolitan School District's magnet school for the deaf and hard of hearing, to install used and borrowed captioning equipment and provide training on its use.

Grant provides equipment

To acquire new captioning equipment, WPT's Engineering Supervisor Paul Stoffel provided guidance on equipment specifications for a

grant application to the Foundation for Madison's Public Schools. That grant came through in April 2002, allowing the school to purchase a time code-based VHS deck, a time code-reader computer card, stereo video monitors and an open-caption encoder. Software and operational training was provided by Irene Ekleberry, WPT's captioning coordinator.

Technology increases learning

That's a lot of hardware and software, but what it boils down to is using technology to increase human interaction and enrichment.

"It means that the deaf and hard-of-hearing students have access to what everyone else has access to," says Bobbie Zehner of La Follette High School.

Furthermore, she said the deaf and hard-of-hearing students who make their own videos as part of a classroom assignment can caption the videos and experience them along with classmates. Zehner said one student, whom she characterized as "not very effusive," was just beaming when her video was shown and she could "hear" it, thanks to the captioning.



JIM GILL

Wisconsin Public Television contributes video-captioning expertise
Teachers Janell Davis (seated) and Bobbi Zehner of Madison's La Follette High School credit Wisconsin Public Television with broadening the world of learning for deaf students through assistance with video-captioning equipment and training.

Zehner credits WPT's Stoffel and Ekleberry for that student's joy, which "brought tears to my eyes." She says, "We wanted this equipment and started asking around town about who could help us. Everyone kept referring me to Paul Stoffel, a guru, with Wisconsin Public Television."

Accessibility part of WPT's mission

For WPT's part, Ekleberry says, "It's a very important part of our service,

of our mission and outreach. The more people we get captioning for, the more they can get out of programming."

The captioning work on the video collection continues. Ekleberry and Stoffel are on call for advice and assistance. Zehner looks forward to many more moments of students' enhanced educational experiences because of some VCRs, software, an encoder and a WPT willingness to help.

GIVING

MESSAGE FROM THE VICE CHANCELLOR AND PROVOST

Annual Campaign offers opportunities to help Wisconsin's people

Dear Colleague:

I invite you to think of the joy you feel when you give a family member the perfect gift, a gift that brings a smile to the recipient's face, a heartfelt "Thank you!"

This holiday season I invite you to consider the perfect gift to your University of Wisconsin-Extension colleagues and the people of Wisconsin: a gift of financial support.

You understand the needs

With tight budgets and the increasing diversity of our state's population comes an expanding need for extension services. UW-Extension faculty and staff, working on the front lines of providing education programs for our state's residents, often see and understand emerging needs long before they become the subject of newspaper articles or legislation.

New demands, new resources

Since its creation, UW-Extension has relied on county, state and federal funding to meet the majority of its funding needs. Although state funding provides an important base of support, it has not kept up with growing educational needs. In 1985, state support accounted for 44 percent of UW-Extension's operating budget. In 2002, state dollars represented 34.4 percent of budgeted expenses.

New sources of revenue – including private gifts, grants and bequests – are needed to launch new programs and strengthen established efforts. UW-Extension needs support from people who share its commitment to service and understand the connection between a healthy university and a prosperous state.

All gifts are appreciated

When you give to UW-Extension you are giving to your neighbors, families like yours, the next generation of our state's leaders. Every gift, large or small, is appreciated.

Thank you, and a happy holiday season to you and your family.


Marv Van Kekerix

Extension News and Ideas is a publication of the University of Wisconsin-Extension. It features articles and information about UW-Extension and extension activities carried out through the 26 UW System campuses and 72 counties. An EEO/Affirmative Action employer, UW-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements. If you would like this material in another format, please contact Margaret E. (Peg) Davis.

Comments should be sent to:
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