

INVESTING IN WISCONSIN



UNIVERSITY OF WISCONSIN-EXTENSION ANNUAL REPORT

2002

MISSION

Applying university
research, knowledge
and **resources** to meet
the educational needs
of **Wisconsin** people,
wherever they live and work

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Education is an investment in Wisconsin's future

We believe that taxpayers, donors, funding organizations and foundations deserve to see a return on their investments in higher education. After all, the health of our state, the vitality of our economy and the future success of all our citizens are at stake.

During the past year, the University of Wisconsin-Extension has succeeded at extending the reach of university knowledge and resources. In the year ahead, we will enhance our efforts to engage even more people in a rewarding process of lifelong learning and discovery.

This report provides a summary of how UW-Extension is delivering value to its partners, and outlines just a few reasons why Wisconsin's unique brand of higher education is a solid investment for the future.

Accountability

Five years ago, UW-Extension launched an effort to formally assess and report the impacts of our educational programs. Establishing and maintaining a culture of accountability in a diverse and widespread institution poses challenges, but we have made considerable progress.

Today, UW-Extension is a national leader in the field of evaluating the outcomes of education and applied research. This reflects an understanding, shared by our faculty and staff, of the demand for accountability in higher education. In the coming year, we expect to accumulate a steadily increasing amount of impact data. This will provide an objective way to measure the positive effects of outreach education and the benefits of applying university research to real life.

Responsiveness

Any successful organization must adjust to the changing environment in which it operates. As the needs of Wisconsin people evolve, UW-Extension responds by addressing contemporary issues that affect our quality of life.

We do this by working through local partnerships to match educational programs with community needs. With increased attention to the economic downturn, UW-Extension has bolstered programs that focus on economic development. Some of these initiatives target the growth and profitability of budding entrepreneurs. Others focus on hometown retailers, Wisconsin's world-



Chancellor Kevin P. Reilly



*Vice Chancellor & Provost
Marv Van Kekerix*

class dairy industry, manufacturing and core components of the state's economy.

Expanding these efforts in the coming year will be crucial, as we use our educational networks to fuel economic growth and cultivate an environment where high-wage jobs and high-growth businesses can thrive.

Innovation

UW-Extension has always embraced innovative ways to expand access to education. New technology helps provide greater opportunities for people to improve their lives and advance their careers.

Distance-learning programs and online degrees expand the geographic reach of our University of Wisconsin campuses and people's ability to get a college education. Through UW-Extension, people can earn an undergraduate or graduate degree without ever setting foot on campus. We are working with our campus partners to increase the number of degree programs available anywhere, anytime.

We also anticipate exciting changes as digital broadcasting advances. Very soon, the networks of Wisconsin Public Television and Wisconsin Public Radio will have the potential to deliver rich educational content, in new ways, to very large audiences. Other technologies including Web conferencing are already bringing valuable educational resources to people of all ages across the state.

Diversification

Increasingly, UW-Extension relies on a variety of revenue sources, with investments from state government now comprising about 34% of our annual expenditures. Every dollar from state taxpayers provides a base of support for core educational programming, and helps leverage about two dollars of funding from contracts, grants, the federal government and other sources.

Keeping pace with the needs of Wisconsin people requires that we take responsible steps to cultivate new revenue sources, including private gifts and bequests. To accomplish this, we will form

new partnerships and build upon existing collaborations with people who understand the connection between a strong university and a prosperous state.

At the same time, we also must be conscious of the changing makeup of the population we serve. We must have the financial and human resources to meet new educational demands, and ensure that the face of our faculty and staff accurately reflects the diverse ethnic and cultural mix of our population.

Leadership

In all of these areas, we are building upon UW-Extension's tradition of leadership — within the state and among higher-education institutions nationwide.

People look to Wisconsin as a living laboratory in higher education. Our century-long commitment to public service, outreach and extension education, embodied in the Wisconsin Idea, has set the standard for others to match.

With leadership come obligations, including a need for ongoing improvement. We must remain responsive, innovative and diversified. With each step, we will continue to demonstrate the ways that the UW-Extension is delivering value to all citizens and stakeholders, and building a brighter future for us all.

BROADCASTING AND MEDIA INNOVATION

Broadcasting and Media Innovations brings the university to Wisconsin's people via radio, television, computer and other cutting-edge informational technologies.

Service

Through a collaboration with the Wisconsin Historical Society, Wisconsin Public Television explored our state's history in a unique series that includes broadcasts and rich online content. WPT delivers news and public-affairs programs to citizens, instructional programs to classrooms and outreach services to children and adults, reaching 827,000 people each week.

Wisconsin Public Radio, with its unrivaled combination of news, informational, cultural and entertainment programs, now reaches 381,000 listeners every week. The exceptional value of this service is evident in the wide acclaim – from both listeners and professional associations – for the network's in-depth coverage of the Sept. 11, 2001, attacks.

Innovation

The launch of Wisconsin Public Television's digital signal in Madison

is an important step toward over-the-air delivery of computer data to homes and businesses. A recognized leader in applying digital technologies, WPT is also exploring ways to use the broadband capabilities of Internet2 for the next generation of services to television stations and schools.

Similarly, Wisconsin Public Radio's use of the Web to deliver live on-air programs and audio archives has increased access to news, talk and entertainment information. The next step – high-definition radio – will offer both improved sound and new alternatives for transmitting data.

Other investments in Internet2 technology allow UW-Extension's Instructional Communications Systems unit to meet the growing demand for interactive videoconferencing. Over the past year, ICS has increased its many video- and audioconferencing capabilities to serve growing numbers of continuing education programs, college courses and multi-location meetings. This service is especially useful for government agencies, university departments and other organizations with a statewide or nationwide reach. More than 15,000 people, participating in 837 online events

last year, were able to reduce their travel time and save money while communicating effectively.

Partnerships

Thanks to a partnership among Wisconsin Public Radio, Wisconsin Public Television and UW-Extension's Continuing Education division, Wisconsin people can use the Worldwide Web to locate cultural resources in their hometowns and across the state. Portalwisconsin.org, which debuted in January 2002, is already a favorite online destination for valuable information about culture, arts, humanities and history.

Instructional Communications Systems partnered with UW-Milwaukee to develop an American Sign Language course that combines interactive video with online learning. Working with additional partners, we developed reusable digital "learning objects," which can be shared worldwide with other educational institutions.

Because of UW-Extension's strong tradition of innovation, leadership and collaboration, it is fitting that we would host a groundbreaking meeting between the National Association of State Universities and Land-Grant Colleges and the Association of Public Television Stations last year. At this event, both organizations agreed to work together, using digital technologies to enhance connections among universities, broadcasters and the communities they serve. Wisconsin Public Television has led this project since 1998.

Broadcasting and Media Innovations

Creates links and opportunities to benefit people of all ages, using broadcasting, information technologies and online services to deliver valuable content for students, individuals and communities.

- Instructional Communication Systems
- Wisconsin Public Television
- Wisconsin Public Radio

BUSINESS AND MANUFACTURING EXTENSION

The Small Business Development Center (SBDC) helps enhance the success of Wisconsin's small businesses through management education. Our efforts promote the creation and development of locally owned, value-adding firms that increase local wealth and provide new employment opportunities for residents.

Investment

A positive entrepreneurial climate is critical to reviving and strengthening Wisconsin's economy. Small businesses create more than 80% of all new jobs. Historically, Wisconsin has ranked low in new business formation, partly because of limited access to capital. The SBDC is working to change that, building on Wisconsin's emerging reputation as a technology leader.

In fall 2001, the SBDC, along with the Wisconsin Department of Commerce and other partners, received a \$100,000 grant to help small high-technology firms access the Small Business Innovation Research (SBIR) program, the foremost federal source of research and development funding. The grant funded an SBIR specialist, new outreach activities and a mentoring network to help state firms successfully compete for a larger share of these resources.

The new University of Wisconsin-Stout Center for Innovation and Development will be an additional resource for technology entrepreneurs.

Impacts

Businesses assisted by the SBDC increased sales by \$45.3 million incrementally, created 655 new jobs, and retained 194 other employees. These businesses also generated \$2.4 million in state tax revenues and obtained \$12.13 million in financing. Clients give their SBDC counselors high marks – an average 4.3 on a five-point scale – for their knowledge and expertise.

These results show how Wisconsin taxpayers receive a healthy return on their investment in UW-Extension education targeted at small-business owners. With only one-third of the SBDC's funding provided by state government, this is another example of how taxpayers help leverage outside sources to support valuable education.

New technologies

In 2003, the SBDC will launch a technology initiative designed to provide better statewide services, at a lower cost. With a centralized

toll-free call center handling up to 10,000 calls annually, we can provide fast, effective responses to routine questions. At the same time, we will preserve precious counseling hours and expertise for entrepreneurs with existing business projects and equalize the workload among our campus locations. The Online Counselor provides another option by offering immediate access to a Web-based library of documents and electronic document delivery. Skilled counselors will be automatically notified about contacts that need personal follow-up.

Wealth creation

A dynamic, growing economy is one that is composed of new, rapidly growing firms, sometimes known as "gazelles." The SBDC will continue to work with all small businesses, but will focus future services on this subset of fast-growing firms that we believe will account for the lion's share of new jobs and wealth creation in Wisconsin.

Business and Manufacturing Extension

Enhances the success of businesses through management education and counseling

- Small Business Development Centers at 12 UW campuses
- Wisconsin Innovation Service Center

CONTINUING EDUCATION EXTENSION

The Continuing Education Extension brings continuing education, online learning and labor-education expertise to the citizens of Wisconsin, the nation and the world. We are strongly positioned as a preferred provider of relevant, accessible and financially viable educational opportunities.

Working to extend the University of Wisconsin's knowledge to learners everywhere, we partner with all 26 UW campuses to serve some 200,000 lifelong learners from Wisconsin's 72 counties, all 50 states and 104 nations.

Expanding access

UW Learning Innovations, the UW System's online learning support unit, provides instructional design and development and learner services to UW campuses in support of eight complete online degree programs and six certificate programs. Making courses available through computers at work and at home breaks down the barriers of time and place, allowing people to grow personally and professionally.

Last year UW-Extension's Higher Education Location Program (HELP) promptly processed more than 65,000 online applications from students seeking to attend a UW campus.

History of success

In 2002, UW Independent Learning celebrated its 110th birthday, illustrating Wisconsin's long-standing leadership role in distance education. The oldest independent study program in the United States, Independent Learning provides flexible learning options, helping people complete courses at convenient times and locations. As a provider of traditional print and Web-enhanced correspondence courses, Independent Learning draws students from around the globe, serving thousands of diverse learners each year.

A stronger work force

A key component of Continuing Education Extension's strategic plan is to advance programs that increase professional competencies, expand

work-force expertise, and strengthen the economy. Campus-based work-force educational initiatives offer a range of opportunities, including noncredit on-site educational programs, online degree programs and customized training for individuals and businesses.

The School for Workers, founded in 1925, is the oldest university-based labor education program in North America. Our faculty and staff bring teaching, research and outreach to workers, unions and employers. In tandem with the 26 UW campuses, we deliver high-tech, high-touch programs that meet the swiftly changing training needs of today's work force.

The road ahead

The next year presents additional opportunities to do what we do best – providing people with the timely, applicable knowledge and skills that they need to lead healthier, more productive lives. By incorporating leading-edge technologies into distance learning and providing face-to-face instruction at nontraditional times and locations, we will continue to meet our goal of bringing quality instruction and services to a growing population of lifelong learners, wherever they may live and work.

Continuing Education Extension

Provides statewide coordination of personal and professional development programs and distance learning initiatives

- Continuing education, credit and noncredit outreach at 26 UW campuses
- School for Workers
- UW Learning Innovations
- Independent Learning
- Higher Education Location Program (HELP)

Cooperative Extension is the University of Wisconsin-Extension's educational network for engaging people and communities in positive change. We do this through a unique partnership involving the entire UW System as well as federal and county governments. This multifaceted collaboration provides educational programs that address the emerging needs of Wisconsin residents.

The next generation

To become tomorrow's leaders, Wisconsin's young people need education that builds skills, fuels confidence and encourages citizenship through service. That's what 4-H Youth Development programs have done for a century.

Last year's National Conversation on Youth Development in the 21st Century celebrated this proud history with more than 1,800 local and state conversations involving over 50,000 people nationwide. Ten of Wisconsin's youth leaders joined 1,200 of their peers in Washington for a national dialogue that allowed youth a voice in setting the national agenda. One outcome is that youth are finding new roles – and a new voice – on existing governmental boards

More than 150,000 Wisconsin youth participate in 4-H programs supported by county UW-Extension.

Profitability and productivity

With education and applied research provided by Cooperative Extension,

Wisconsin's dairy industry continues to contribute to the state's long-term economic vitality. UW-Extension works with dairy farmers to improve their knowledge about complex commodity programs, new production practices and modernization strategies – all with an eye toward improving profitability, quality and protecting the environment. These and other efforts help dairy farmers maximize short-term economic returns and make informed decisions about the long-term future of this important Wisconsin industry.

Managing change

Responding to growth and change is a major challenge for local Wisconsin governments. Land-use planning is critical to rural and urban communities alike, requiring that local officials have access to the best research on sustainability, natural resources, environment, local governance, leadership development and demographics. UW-Extension agents, supported by campus-based experts, work across the state with local governments to help develop effective community-based policies and plans.

Strong families

In today's world, a myriad of social changes can strain families and undermine the health of our work force. Family Living programs give people the tools to confront today's toughest issues in areas such as parenting, care giving, financial literacy, housing, nutrition and food safety.

The Wisconsin Nutrition Education Program responds to emerging nutrition and food-safety concerns, and provides vital community-based education for low-income families. Last year, this program reached 300,000 individuals in 58 counties, helping them learn how to provide healthful meals within their family budgets.

Through the First Book program, now offered in 45 counties, UW-Extension enhances early-childhood literacy. Some 500 volunteer readers, trained by our faculty and staff, spend precious time reading to children. In the last two years, this initiative has reached more than 5,200 children, contributing to the foundation of the future success of Wisconsin's young people.

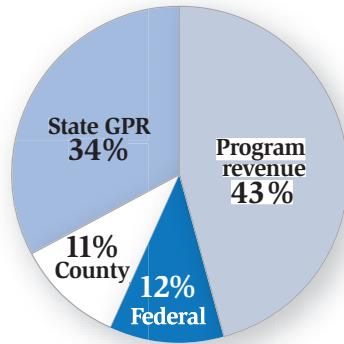
Cooperative Extension

Works with federal, state and local partners to offer educational programs that address the lifelong learning needs of individuals, families and communities

- Agriculture and Natural Resources
- Community, Natural Resources and Economic Development
- Family Living
- 4-H and Youth Development
- Geological and Natural History Survey
- Wisconsin Rural Leadership Program

FY 2002 EXPENDITURES

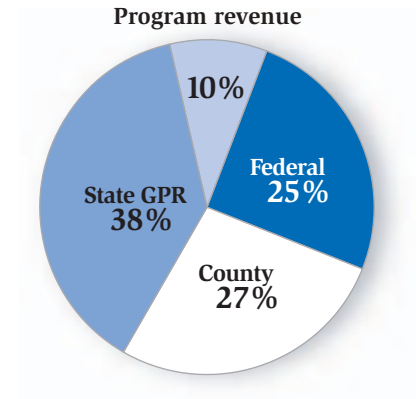
Expenditures by source of funds



State GPR	\$62,357,549
Program revenue	80,105,902
Federal funds	21,709,108
County funds	20,267,486
Total	\$184,440,045

UW-Extension programs are supported by county, state and federal government, by the students who pay fees to participate, and by gifts, grants and contracts from both the public and private sectors. Expenditures for the extension function statewide during FY 2002 totaled nearly \$184.5 million, including \$21.7 million in federal funds, \$62.4 million in state general purpose revenue (GPR) and \$80.1 million in program revenue (student fees, gifts and contracts). In addition, county government units contributed \$20.3 million in shared salaries and support for faculty/staff based in the county and area UW-Extension offices.

Expenditures by division/unit

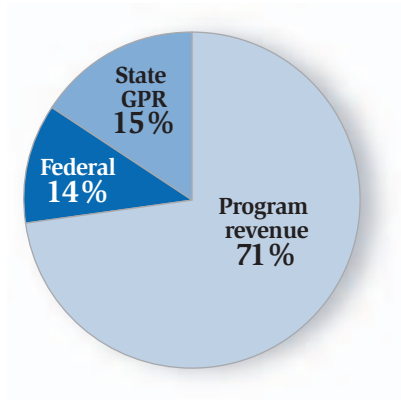


State GPR	\$28,246,726
Program revenue	6,985,437
Federal funds	18,695,520
County funds	20,267,486
Total	\$74,195,169

Cooperative Extension programs are supported primarily by a funding arrangement among county, state and federal levels of government. In FY 2002, federal funds provided 25% of the division's \$74-million budget, while state general purpose revenues made up 38%. County government units contributed 27% in shared support of county-based faculty/staff. Gifts, contracts and student fees accounted for 10% of Cooperative Extension funding.

Nearly \$14.4 million was allocated to the other UW institutions to support campus-based Cooperative Extension programs.

FY 2002 EXPENDITURES

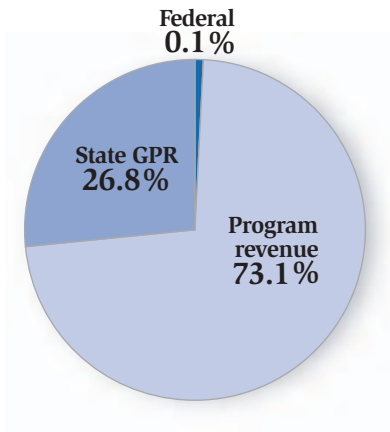


State GPR	\$1,974,966
Program revenue	9,090,493
Federal funds	1,813,892
Total	\$12,879,351

Business and Manufacturing

Extension programs are supported primarily by program revenue. Gifts, contracts and student fees accounted for 71% of funding. In FY 2002, federal funds provided 14% of the unit's \$12.9-million budget, while state general purpose revenues made up 15%.

Nearly \$11.9 million was allocated to other UW institutions to support campus-based business and management programs.

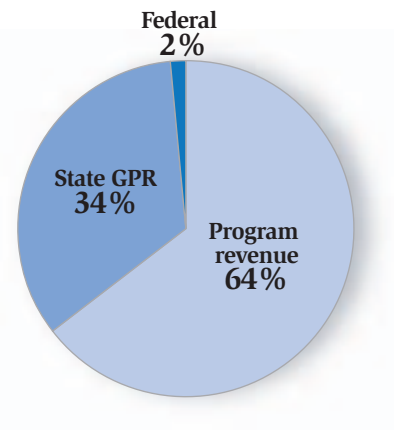


State GPR	\$16,971,846
Program revenue	46,213,665
Federal funds	75,877
Total	\$63,261,388

Continuing Education Extension

programs are supported primarily by student fees, grants and contracts, which made up nearly 73.1% of the division's \$63.3-million budget in FY 2002. Fees vary for different types of programs, depending on the program costs and the clientele's ability and responsibility to pay. State GPR contributed 26.8% of the division's funds, and federal funds less than 1%.

Of the total, nearly \$54.5 million was allocated to other UW institutions to support campus-based continuing education programs.



State GPR	\$7,484,733
Program revenue	14,313,271
Federal funds	460,126
Total	\$22,258,130

The Broadcasting and Media

Innovations division, including Wisconsin Public Television and Wisconsin Public Radio, operated on \$22.3 million in FY 2002. The greatest share of the divisional funds – 64% – came from user fees, radio and television production contracts, gifts from viewers and listeners, and the Corporation for Public Broadcasting. Federal grants made up more than 2% and state GPR accounted for 34% of the total.

In addition to the division/unit program budgets, \$11,846,007 was devoted to operating the Extension Conference Centers, Wisconsin Humanities Council, cross-divisional grants, information technology and other support services.

FY 2002 CONTACTS AND ENROLLMENTS

Continuing Education Extension / Business and Manufacturing Extension Programs	5,977
Enrollments	176,795

¹ UW-Extension coordinates off-campus credit courses. Credit is offered by the UW degree-granting institutions.

Credit Outreach programs credits total¹	74,348
Undergraduate enrollments	16,514
Graduate enrollments	8,506

² Includes direct group and individual teaching contacts as reported by campus and county faculty/staff, plus 322,469 paraprofessional contacts. In addition, Cooperative Extension faculty/staff reach the public through publications, exhibits, mass media, satellite videoconferences, telephone contacts, letters, Educational Teleconference Network, the World Wide Web and the WisPlan computer network. Cooperative Extension contacts are for calendar year 2001.

Cooperative Extension teaching contacts total²	1,039,406
Agriculture and Natural Resources	233,696
Community, Natural Resources and Economic Development	143,221
Family Living Programs	395,049
4-H and Youth Development	250,825
Wisconsin Geological and Natural History Survey	16,615

Small Business Development Center	
Counseling clients	1,690
Hours of counseling	19,446
Wisconsin Innovation Service Center clients	271
Training programs	605
Training program attendees ³	11,988

³ Small Business Development Center training programs and training program attendees are also included in Continuing Education Extension / Business and Manufacturing Extension program and enrollment totals.

Independent Learning enrollments total	4,630
University credit	3,398
Continuing Education	625
High school credit	553
Wisconsin Technical College System credit	54

⁴ Wisconsin Public Radio and Wisconsin Public Television are partnership services of UW-Extension and the Wisconsin Educational Communications Board.

Radio and Television audience counts⁴	
Wisconsin Public Radio listeners per week	381,100
Wisconsin Public Television viewers per week	826,700
WPT telecourse enrollments	3,633

⁵ Some enrollment figures under Distance Education are also included in the other divisional/unit enrollments/contacts.

Distance Education⁵	
Educational Teleconference Network sessions	679
WisLine teleconference programming hours	88,089
WisLine Web programming hours	16,737
Compressed video sessions	2,996
Satellite videoconference programs	99

Extension education makes the Wisconsin Idea a reality by applying university research, knowledge and resources to the needs of Wisconsin people, wherever they live and work. Faculty and staff with extension responsibilities are based at University of Wisconsin-Extension offices in every county of the state, at the 13 UW universities and the 13 two-year UW colleges.

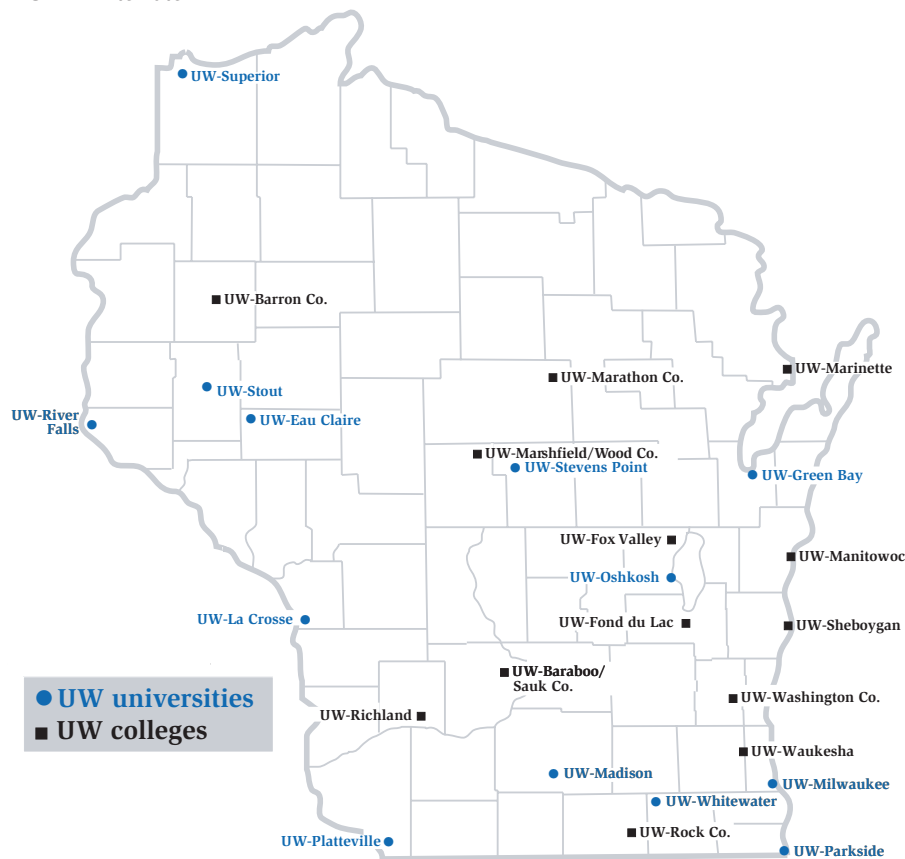
UW-Extension also has programming partnerships with hundreds of federal, state, county and local agencies, units of government and private organizations.

UW Universities

- UW-Eau Claire
- UW-Green Bay
- UW-La Crosse
- UW-Madison
- UW-Milwaukee
- UW-Oshkosh
- UW-Parkside
- UW-Platteville
- UW-River Falls
- UW-Stevens Point
- UW-Stout
- UW-Superior
- UW-Whitewater

UW Colleges

- UW-Baraboo/Sauk Co.
- UW-Barron Co.
- UW-Fond du Lac
- UW-Fox Valley
- UW-Marathon Co.
- UW-Marquette
- UW-Manitowoc
- UW-Marshfield/Wood Co.
- UW-Richland
- UW-Rock Co.
- UW-Sheboygan
- UW-Washington Co.
- UW-Waukesha



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