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University of Wisconsin-Extension Annual Report 2004

Through the [University of Wisconsin-Extension](#), all Wisconsin [people](#) can access university resources and engage in lifelong learning, [wherever they live and work](#).

That is our mission, and our promise to all Wisconsin taxpayers. Delivering practical learning to so many people requires that we use a variety of innovative delivery methods.

With more than 37,000 enrollments in continuing education classes, including almost 4,400 in computer-based distance-learning offerings, we see a growing number of people seeking convenient ways to further their education. Easily accessible learning opportunities are especially important for working adults, who need new knowledge to advance their careers in a dynamic economy.

For the almost 989,000 people who turn to Wisconsin Public Television and Wisconsin Public Radio each week, reliable information, quality entertainment and personal enrichment are top priorities. With the advent of digital broadcasting, these networks offer even greater potential for distributing rich educational materials to classrooms, homes and businesses statewide.

No matter where technology takes us, face-to-face interactions will

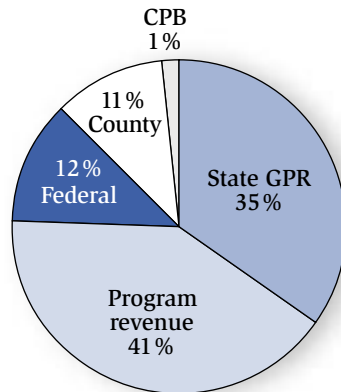
always be important to building relationships and establishing trust. This personalized approach was one reason why more than 16,000 entrepreneurs and business owners turned to the Small Business Development Center last year to create a business plan, hone their management skills, evaluate bright ideas and create jobs.

Similarly, people turn to nearby Cooperative Extension offices to learn from people they know – university educators who address the needs of local residents with customized education and applied research. Through 73 county and tribal offices, we reached more than 900,000 people last year, helping them strengthen families, improve schools, revitalize economies and create thriving communities.

This work is made possible through ongoing partnerships with 26 UW campuses and the federal, state, county and tribal governments. Working together, we share knowledge with people of all ages to benefit our state and society.

FY 2004 expenditures

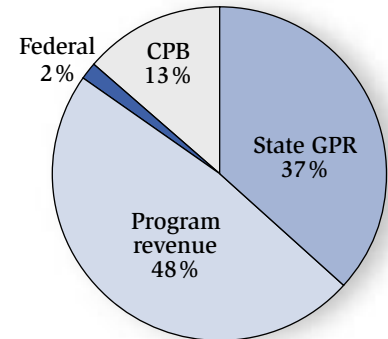
Expenditures by source of funds



State GPR	\$64,701,592
Program revenue	75,937,416
Federal funds	22,476,461
County funds	19,950,128
Corporation for Public Broadcasting (CPB)	2,798,907
Total	\$185,864,504

University of Wisconsin-Extension programs are supported by county, tribal, 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 2004 totaled nearly \$185.9 million, including \$22.5 million in federal funds, \$64.7 million in state general purpose revenue (GPR), and \$75.9 million in program revenue (student fees, gifts and contracts). The Corporation for Public Broadcasting (CPB) provided \$2.8 million in funding. In addition, county government units contributed nearly \$20 million in shared salaries and support for faculty/staff based in the county and area UW-Extension offices.

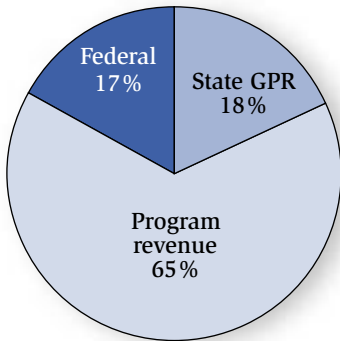
Expenditures by division/unit



State GPR	\$7,603,140
Program revenue	9,988,663
Federal funds	341,862
CPB	2,798,907
Total	\$20,732,572

The **Broadcasting and Media Innovations** division, including Wisconsin Public Television and Wisconsin Public Radio, operated on \$20.7 million in FY 2004. The greatest share of the divisional funds – 48% – came from user fees, radio and television production contracts and gifts from viewers and listeners. The Corporation for Public Broadcasting (CPB) provided an additional 13% of funding. Federal grants made up nearly 2% and state GPR accounted for 37% of the total.

In addition to the division/unit program budgets, \$11,983,537 was devoted to operating the Extension Conference Centers, Wisconsin Humanities Council, cross-divisional grants, information technology and other support services.

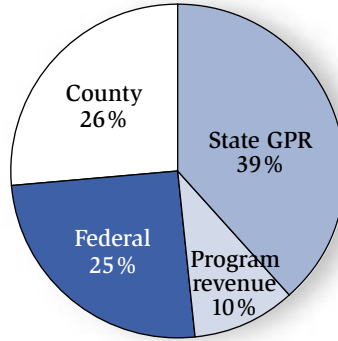


State GPR	\$2,151,768
Program revenue	7,666,908
Federal funds	1,979,342
Total	\$11,798,018

Business and Manufacturing

Extension programs are supported primarily by program revenue. Gifts, contracts and student fees accounted for 65% of funding. In FY 2004, federal funds provided 17% of the unit's \$11.8-million budget, while state general purpose revenues made up 18%.

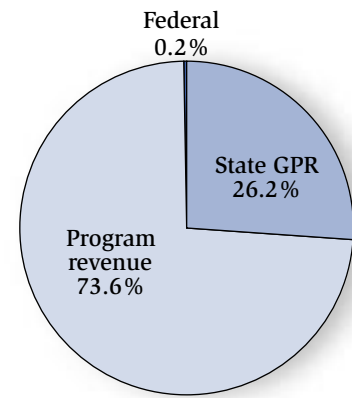
Nearly \$11 million was allocated to other UW institutions to support campus-based business and management programs.



State GPR	\$29,368,864
Program revenue	7,617,097
Federal funds	19,348,166
County funds	19,950,128
Total	\$76,284,255

Cooperative Extension programs are supported primarily by a funding arrangement among county, tribal, state and federal levels of government. In FY 2004, federal funds provided 25% of the division's \$76-million budget, while state general purpose revenues made up 39%. County government units contributed 26% in shared support of county-based faculty/staff. Gifts, contracts and student fees accounted for 10% of Cooperative Extension funding.

Of the total, \$14.6 million was allocated to the other UW institutions to support campus-based Cooperative Extension programs.



State GPR	\$17,034,777
Program revenue	47,918,813
Federal funds	112,532
Total	\$65,066,122

Outreach and E-Learning Extension

programs are supported primarily by student fees, grants and contracts, which made up 73.6% of the division's \$65.1-million budget in FY 2004. Fees vary for different types of programs, depending on the program costs and the clientele's ability and responsibility to pay. State GPR contributed 26.2% of the division's funds, and federal funds less than 1%.

Nearly \$58 million was allocated to other UW institutions to support campus-based continuing education programs.

FY 2004 contacts and enrollments

Broadcasting and Media Innovations¹

Wisconsin Public Radio listeners per week	414,600
Wisconsin Public Television viewers per week ²	574,000
Wisconsin Public Television telecourse enrollments	3,711
Interactive conferencing hours	159,298

Business and Manufacturing Extension

Small Business Development Center (SBDC)

Counseling and technical assistance clients	2,384
Business AnswerLine-assisted clients	3,254
Counseling and technical assistance hours	22,331
Training programs	515
Training program participants	10,587

Cooperative Extension

Teaching contacts

Agriculture/Agribusiness	108,796
Community, Natural Resources and Economic Development	114,747
Family Living Programs	418,082
4-H and Youth Development	244,690
Wisconsin Geological and Natural History Survey	22,330
Total contacts³	908,645

Outreach and E-Learning Extension

Online courses	244
Online certificate and degree programs	16
Noncredit programs	5,729
Undergraduate enrollments (campus-based credit activity) ⁴	26,963
Graduate enrollments (campus-based credit activity) ⁴	10,529
Independent Learning enrollments ⁵	3,247
Online enrollments	4,359
Noncredit enrollments	167,284
UW HELP contacts	32,001
Learner Support Services contacts	65,026
Online applications to UW System campuses	104,738

Extension Conference Centers

J.F. Friedrich Center, The Lowell Center, The Pyle Center

Conference participants	85,508
Conference days	146,715
Events	2,342
Event days	3,927

¹ Wisconsin Public Radio and Wisconsin Public Television are partnership services of UW-Extension and the Wisconsin Educational Communications Board.

² Based on Nielsen data. Does not include Wisconsin Public Television viewer data from the entire La Crosse-Eau Claire market because a portion of that market has been reassigned to the Minneapolis-St. Paul designated marketing area by Nielsen Media Research.

³ Includes direct group and individual teaching contacts as reported by campus and county faculty/staff, plus 323,688 paraprofessional contacts. In addition, Cooperative Extension faculty/staff reach the public through publications, exhibits, mass media, satellite videoconferences, phone contacts, letters, audioconferences, the World Wide Web and computer/phone networks. Cooperative Extension contacts are for calendar year 2003.

⁴ University of Wisconsin-Extension coordinates off-campus credit courses. Credit is offered by the UW degree-granting institutions.

⁵ Independent Learning enrollments are adjusted for student withdrawals during FY 2004.