

**Systemwide Extension Council**  
**UW-La Crosse**  
**Cartwright Center, Port-O-Call Room**  
**La Crosse, WI**

**Sept. 9, 2009, 10:00am – 3:00pm**

PRESENT: Julie Aminpour, Tracy Noyes, Sarah Carroll, Rick Morgan, Doug Stevens, Marna Banks, Chris McVenes, Bunny Hanson, Anne O'Meara, Mahlon Peterson, Tom Evans, Tracy Chynoweth, Christine Trombley, Don Taylor, Randy Parvin, Greg Hutchins, Christine Quinn and Chancellor David Wilson.

EXCUSED: Margaret Gename, Cynthia Wells-O'Malley, Erin Henegar, Yolanda White, Donna Shepard, Jane Pearlmutter, Katy Duren, John Stier, Barb Barker, Pamela Seelman, Joe Way, and Catherine Neiswender.

GUEST: Maria Alvarez Stroud.

- I. Call to Order & Welcome – Julie Aminpour opened the meeting  
Penny Tiedt provided an overview of UW-La Crosse
  
- II. Chancellor and Provost Reports & Updates:  
Provost Quinn: **UW Online** – joint venture between UW Colleges Online and Extension CEOEL.  
**Furlough Impact Task Force:** Has met twice and is looking for methodology to capture what has been lost due to the furlough days imposed in the state budget. *ACTION \*\*\* Qualitative stories – please email them to Christine.*  
Chancellor Wilson: **Sustainable Management Degree** – Baccalaureate Degree now available online. Developed in nine months and the Board of Regents approved the program in late spring. Classes are full and there is a waiting list.  
**Lapse in the Budget:** In the 09-11 budget process Extension's had give-back of \$2.8 million. Each unit was asked to contribute toward this figure. As the budget was signed, a couple of other things happened – 16 days of mandated furloughs, 2% salary increase was rescinded and the BOR increased tuition by 5.5%. The lapse was reduced to \$750,000. Budget Planning Work Group has reconvened to discuss the \$2 million now available. It appears a large percent of those dollars will return to each unit with recommendation to not spend it immediately. Every campus has received a similar reduction in the lapse figure.  
**Board of Regents:** Three items will be on the agenda. 1) A report entitled "Research to Jobs." 2) Workforce Development: Improving the salaries of faculty and staff over the next biennium. 3) Implementation of HRS.
  
- III. Conversation on Broadband Project and Sustainability Initiative:  
Hutchins on Sustainability -UW-Extension/UW Colleges will co-host a Public Policy Forum in March at UW-Fox Valley on the topic of sustainability. *ACTION \*\*\* Question – How can we follow this initiative and get information?*  
Maria Alvarez Stroud on Broadband: The Broadband Technologies Opportunities Grant Program is a new federal program to increase the capacity of carrying data at a faster speed. \$1.6 billion in federal funding is available nationwide in the first round. Extension is looking at a second round application focused on Computing Centers.
  
- IV. Member updates:  
**Marna Banks-** 1) International Reminiscence and Life Review Conference coming up November 19-20 in Atlanta, GA. 2) New catalog now available for Nonprofit Administration Certificate and Human Resource Generalist Certificate. 3) UW-S Credit Outreach, SBDC, and the department of Business exploring a partnership with UW-EC to offer "The Essentials" – an online Business Administration Certificate, for non-business majors and non-traditional career focused individuals.  
**Doug Stevens** – 1. Synergy Conference: <http://wcv-synergy.net/>, 2. ReBar: <http://www.rebardirectory.com/>  
program – great topics – no enrollment – on homecoming weekend.

**Rick Morgan** - for 2-credit online or web enhanced classes – includes 55 programs or more. They are instituting an interest free payment plan and/or installment plans which appears to make these classes more affordable. Love and Logic offered this semester (from Coop Extension regional meetings) Platteville offers 6 weeks for consultation face-to-face and a chance to work w/this instructor. It will be marketed through childcare centers, high schools etc. Raising your kids. It is a collaboration of Extension and UW-Platteville.

**Sarah Carroll:** H1N1 program scheduled on public radio. Partnering w/Extension to produce a website. Adams / Friendship station is going online this fall.

**Tracy Noyes** - 2<sup>nd</sup> biggest request is from teachers who want to get their 6 credits in the shortest amount of time possible. Starting next spring UW-La Crosse will offer a hybrid program – first and last portions are face-to face and the rest is satellite. They can get all six credits in a few months.

**Don Taylor** - sustainability roundtables held across the state. Just finished a program on WI diversity and youth. Entered into a partnership w/U of Michigan for funding a partnership base development – education, workforce, economic deputy secretary at the Dept. of Labor.

**Greg Hutchins** - This position is a combination of several duties from previous positions. An additional program assistant has been hired. Future agendas will be posted on the website.

**Tom Evans** - WI Survey has been around for 110 years and daily they argue w/the fact that they have 110 years of information and they are now trying to find a new source for it. They have invested in an outside person/source who can take the information they have and convert it.

**Mahlon Peterson** - July 1<sup>st</sup> Mahlon started a new job – a swine specialist. He is the interim swine specialist and woks w/other team members to gather information.

**Randy Parvin** - CEOEL – programming and custom service for online for UW System. Had server issues earlier in the month as students began to apply for admission.

**Anne O’Meare** - Registrations are down. Focused the new catalog on the programs that offer leadership. Public Allies – an AmeriCorps program that is part of UW-Milwaukee. UWM School of Continuing Education is working on creating an online prep class for the TOEFL Test (Test of English as a Foreign Language). They vare working with the School of Information Studies at UWM.

**Bunny Hanson:** upcoming conference at Monona Terrace. Over 200 have registered.

**Tracy Chynoweth:** Doing an RFP for dining services and food contract at UW-Whitewater. Will host Board of Regents Sept. 10 and 11. Highland Hall just opened in the Business College. New residence hall has broken ground.

**Cindy McVenes** – Offering online classes for credit and then through Continuing Ed they have “Ed to go”. – an effort to get more students online.

**Julie Aminpour** – Next week HLC will come for re-accreditation. Oct. they host the Board of Regents. A new academic building was approved. Sept 18-20 the Exchange Club of Eau Claire is hosting the first Healing Field in the state of Wisconsin. They will honor every child in the US who has died of child abuse. There will also be a workshop on Child Abuse Recognition and Prevention on the 18<sup>th</sup>, hosted by UW-Eau Claire CE.

- V. Sharing our story – Sarah Carroll and Mahlon Peterson established three groups and asked them to reflect on Extension’s mission/values/strategic plan and develop a “10 second elevator message” to define what Extension means to citizens, workers and government respectively.

Group 1 – Extension Government –Help us help you extend your reach and maximize scarce human and financial resources. We can help you improve the lives of voters. Use our services to improve lives, increase skills and raise their incomes.

Group 2 – Extension Workers - Are you looking for ways to make your workplace more efficient and successful? UW Extension offers affordable accessible opportunities in your own backyard. Invest in your employees by using UW Extension’s resources for training and technical assistance.

Group 3 – Extension Citizens – In today’s world you are either moving forward or falling behind, there is no status quo. Let UW Extension help you keep moving forward. We provide University-related, lifelong learning opportunities that keep you from falling behind in a competitive marketplace.

- VI. Wrap up and Adjourn: Meeting adjourned at 2:50pm.