

Systemwide Extension Council Meeting

10 June 2009

10:00 am – 3:00 pm

The Pyle Center

702 Langdon Street

Madison, Wisconsin

Attendees

Doug Stevens, SEC Chair, UW-Stout – Outreach Services

Christine Quinn, Vice Chancellor

Julie Aminpour, Outreach Specialist, UW-Eau Claire Continuing Education

Kate Becker, Engineering Professional Development, UW-Madison

Sarah Carroll, Wisconsin Public Radio

Patrick Goggin, UW-Extension Lakes

Bunny Hansen, Office of Continuing Education & Extension, UW-Oshkosh

Kathy Hetzel, Dodge County UW-Extension

Pam Hobson, Richland County UW-Extension

Carrie Lencho, UW-Whitewater

Art Lersch, Lincoln County UW-Extension

Rick Morgan, Credit Outreach/Continuing Education, UW-Platteville

Corliss Olson, School for Workers

Anne O'Meara, School of Continuing Education, UW-Milwaukee

Randy Parvin, Outreach and E-Learning Extension

John Stier, Horticulture Department, UW-Madison

Penny Tiedt, Continuing Education & Extension, UW-La Crosse

Christina Trombley, Director SBDC, UW-Green Bay

Joe Way, Extension Conference Centers

Ray Schultz, Secretary of the Faculty, Academic Staff & Systemwide Extension Council

Call to Order & Welcome by Doug Stevens and Presentation of Certificates of Completion by Christine Quinn.

- **Election Process for Executive Committee**

There are four elected positions on the Executive Committee. Notices were sent requesting SEC to self-nominate for these positions. Nominations were received for Julie Aminpour, Rick Morgan, Mahlon Peterson, and Doug Stevens. Floor opened for additional "write-in" nominees. None were received. Corliss made a motion to bring the nominations to a vote. Seconded by Randy Parvin. SEC voted unanimously to confirm nominations to Executive Committee. Three additional members will be appointed by the Chancellor/Vice Chancellor in the near future.

- **Schedule of Meetings for Upcoming Year**

Next Executive Committee meeting is scheduled for July 24, 2009 from 1-2 pm. Other meetings of SEC are on Wednesdays: 9/9/09, 12/9/09, 3/3/10 and 6/9/10.

- **Meeting Format & Location Discussion**

There have been discussions over the past few years as to where, when and how to hold SEC meetings. Feedback from those discussions and discussions of the Executive Committee has determined that face-to-face meetings were preferable and more productive. Therefore, Executive Committee has approved having two meetings in Madison and two meetings off-site. First off-site is at UW-La Crosse in September and the second is in March 2010 at UW-Milwaukee. Christina Trombley requested reconsideration for distance meetings, particularly in winter, due to weather, scheduling, etc. Cost issues were raised in consideration of distance meeting. Christine asked that cost not be the ultimate determining factor in decision. Suggestion made to keep distance meeting as an option, possibly with WiscLine rather than video-conferencing. Ray suggested submitting email input to Executive Committee prior to July meeting so that a final decision can be made.

Chancellor & Provost Reports & Updates

Chancellor was unable to attend and his regrets were relayed to SEC by Provost.

- **Budget**

Update, including the latest information on furloughs was presented

- **Recruitments**

There will be interviews for the SOF/AVC on 6/23 and 6/24, across the state. Will confirm dates, times and locations. SEC was asked to participate in interviews and provide comments to Christine.

- **UW On-line**

The goal is to create a UW system-wide portal entry for UW online programs. Idea was tested with system and chancellors and there is strong support to move ahead. There will be a joint venture with UW Colleges Line CEOEL. The goal will be to expand access and enhance student success while building a system-wide brand.

- **Statewide Visits**

Currently travelling statewide to learn and have been encouraged by how people are collaborating, how agencies are working together to advance the mission. Example cited of program in Eau Claire where a former Uniroyal plant has been converted to a multi-use space housing an artisan alley, indoor storage, office space, retail, doggie day care, salsa making business, public television, lawyers, and restaurants. To see the role, UW Extension played in the economic development, of this project was a highlight.

Dialogue with Provost about the Chancellor's Report and Implications for Extension

Christine requested that conversation focus on budget and long-term solutions as budget cuts may continue into the next budget and on into the future. We face a challenge as we have fewer resources and increased demand. We need to be efficient

in how we currently serve the public or establish a new model for delivering services. To determine next steps, Christine suggested framing the conversation with: what do we value most, what are greatest strengths and how do we capitalize on our strengths to serve the state best (strategies).

What We Value about Organization

- UW Extension encompasses all aspects of life, not just education
- We're top 3 in extensions in US
- Have opportunities to set policy in WI – through what we do and what we teach
- Respected organization
- Variety of delivery methods
- Flexibility in how we do it
- Ability to share information, research, brain power
- Connection to ideas and people who can help with support, ideas, input
- Partnership between campuses and UW Extension – established and proven track record
- Flexibility and diversity (being “in” but not “of”)
- Public Service model (in lead to support community in meaningful ways)
- Rich history of supporting and nourishing communities
- Respect for system and how UW Extension does business
- Talent pool is vast allowing quick response to emergency needs (state and local)
- Lots of academic freedom, opportunity for wide input from diverse sources
- Speed of response to needs of community
- Partners are strong and well-informed, willing to give input
- Two-way learning
- Integration of broadcast media

What Are Our Strengths

- Respected within the community (state/local)
- Research to draw on in policy and curriculum making
- Advocate for community, provide leadership
- Knowledge
- Customer Service
- Ability to bridge diverse groups to facilitate a goal
- Ability to identify emerging needs
- NGO partnerships
- People in organization
- Trusted in community
- Integration with community colleges
- Dedication
- Commitment
- Passion

- Relationship with counties
- Willingness to think outside the bureaucracy
- Energy/playfulness
- Exposure bring to campuses, external revenue brought in
- Integration with community (local/state)
- Ability to create long-term relations, revenue streams
- Ability to assist faculty with learning
- Gateway for returning adults
- Neutrality/objectivity
- Facilities

Strategies

- Ensure sufficient opportunities to share amongst organization to identify needs in community
- Determine value to legislature (highlight value, strengths, importance)
- Focus on diversity, multiculturalism
- Get targeted testimonials from those who have benefited for legislative, general public, etc
- Turn strengths into action and impact on community
- Use CAPOW as model
- Evaluate, strategize and strengthen partnerships
- Encourage cheerleading in partners
- Outreach and acknowledgement opportunities
- Get on the radar of general public
- Prioritize, strategize and develop plan for future (budget, partnerships, service)
- Learn to say no, don't over-extend, choose partnerships strategically
- Re-evaluate our evaluation methods as indicators of success
- Develop/evaluate new sources/methods of funding
- Raise visibility/awareness of economic and overall impact
- Nurture revenue sharing
- Integrate into campus and community so we are invaluable and difficult to cut/eliminate

Member Updates

Randy Parvin, Outreach and E-Learning Extension

Outreach has put together a booklet called "Introduction to the UW System" which provides an overview of UW campuses and admissions guidelines for prospective students and school counselors, featuring thumbnail sketches about each campus.

Julie Aminpour, Outreach Specialist, UW-Eau Claire Continuing Education

UW Eau Claire was host to the first of an ongoing series of programs in "The Wisconsin Idea Forum". This inaugural forum called "Addressing Alcohol Abuse through Public

Policy: Finding Common Ground” was attended by state lawmakers, community leaders, business people, University staff, students and others interested in the topic.

Carrie Lencho, UW-Whitewater

UW Whitewater created a new one credit course for teachers on biology, science, etc.

Patrick Goggin, UW-Extension Lakes

UW-Extension Lakes received the 2009 National Fish Habitat Action Plan Outreach and Education Award from the National Oceanic and Atmospheric Administration (NOAA) in April. Additionally, they continue to create publications for applicable statewide, land use pamphlets, etc. and advising on lake use issues to government.

Corliss Olson, School for Workers

School for Workers has been videotaping production at a hog processing plant to determine speed rates, pay rates, injuries, etc. Continuing work on social/economic justice issues and labor management. Current pet project involves sustainability, particularly sustainable economic development roundtables with labor, government, employers, etc.

Sarah Carroll, Wisconsin Public Radio

The transmitter in Rice Lake is going up which will provide WPR coverage from Stevens Point to Portage. We are also building a college station on the UW-Stevens Point campus. In February/March, WPR/WPT held legislative “open houses” at the all regional stations and Madison. WPR/WPT also participated in UW-Extension Days at the Capital. WPR/WPT has also been assisting the public with the transition to digital TV – hosting phone banks, answering emails, etc. Today, BAM! is hosting a welcome party on the rooftop at the Pyle Center.

Joe Way, Extension Conference Centers

Currently converting offices at Lowell into two new guest rooms with beautiful views of Lake Mendota. At the Pyle Center, the rooftop terrace is completed and we will be holding welcome receptions once a month on Wednesdays hosted by various UW-Extension branches to introduce the terrace to the UW system. Also, we are beginning work on a rooftop kitchen garden which will provide herbs and some produce used in the kitchens. Pat Gatten retired at end of last year, a replacement was hired and her main job will be guiding G3 software.

Bunny Hansen, Office of Continuing Education & Extension, UW-Oshkosh

It is camp season at UW-Oshkosh -- gifted opportunities for accelerated learners, band camps, Spanish camp, etc. In September, we will host the 5th National Summit on Smokeless and Spit Tobacco. The first Annual Adult Student Recruitment and Retention Conference will be held in October.

Christina Trombley, Director SBDC, UW-Green Bay

It's ironic that when economy slows down, the SBDC gets busier than ever. We are 25% ahead of client count than at same time last year. Lots of existing businesses

looking for ways to adjust to the new economy and strengthen their positions for the future. Programming looking at new ways of delivering programs to our clients -- still plan to offer conventional, classroom style, but now expanding with the addition of a new certificate program that is done via phone and email. Also looking at online programs, online business planning program, etc.

Penny Tiedt, Continuing Education & Extension, UW-La Crosse

In April, UW-La Crosse hosted the 23rd National Conference on Undergraduate Research which was attended by over 2600 undergraduates from the US, Canada and the Virgin Islands. The entire UW-La Crosse campus was involved in making this conference a success which is listed as one of the top 20 conferences ever. In 2010/2011, we will be holding the Future Problem Solvers Conference which is estimated to be attended by over 2300 of the best and brightest students and future leaders in the country.

Kate Becker, Engineering Professional Development, UW-Madison

The Swine flu pandemic severely affected enrollment – down 40-50% off. Currently, we are working on new ways of delivering courses, developing partnerships with other universities both within the UW System and on a national scale and developing courses to meet industry needs.

Pam Hobson, Richland County UW-Extension

Working on the 4-H Gateway Academy, a fully funded one week day camp for middle school students and Operation Military Kids, a program which provides support to the children and youth of families that are impacted by the Global War on Terrorism, including those served by Army installations, Air Force bases, and those children and youth who are geographically dispersed. Additionally, we received a grant for \$50,000 to offer (as part of Operation Military Kids) the Super Summer Camp Spectacular in the Wisconsin Dells area. Although a reservation fee is required, camp costs are covered by the grant to children of qualified military families.

Kathy Hetzel, Dodge County UW-Extension

Hosting the 56th Wisconsin Farm Technology Days on the Crave Brother farms. Wisconsin Farm Technology Days is the largest agriculture exposition in Wisconsin--a three-day outdoor event that showcases the latest improvements in production agriculture. Some of the highlights of the Days will be: an on-site cheese factory, and manure digester which supplies power not only to the farm but to 120 area homes.

Anne O'Meara, School of Continuing Education, UW-Milwaukee

Enrollment for professional development took a hit at beginning of semester, but seems to be slowly recovering. This summer will be holding UWM College for Kids which attracts more than 2,000 students annually, and over the years, more than 50,000 students have participated in exciting hands-on learning opportunities in math, science, fine arts and humanities. Scholarships for this program are available. Additionally, we are focusing on water education and public health issues and have rolled out an on-line course for English proficiency testing.

Art Lersch, Lincoln County UW-Extension

To foster better coordination amongst non-profits in Lincoln County, we held a Volunteer Link Day, bringing together volunteers and potential volunteers with various non-profit agencies. For the volunteers, it is a resume builder and offers skill advancement, for the non-profits it provides a much needed source for volunteers. We are also working closely with city/county officials on budgeting issues.

John Stier, Horticulture Department, UW-Madison

The Horticulture Department is teaming with the farming industry to develop a program in urban agriculture. We have also had strong demand for our upcoming Grandparents' University – with a waiting list of 150. Also hosting: Made In Wisconsin, which focuses on agricultural industries statewide.

Rick Morgan. Credit Outreach/Continuing Education, UW-Platteville

Due to demand, we have begun offering on-line bankruptcy counseling. The counseling is part of the formal bankruptcy process which requires a certificate showing completion of a counseling session. Also offering a program in Pre-school credentials. This hybrid distance education program will consist of six 3-credit classes.

Doug Stevens, SEC Chair, UW-Stout – Outreach Services

Early enrollment is low. One place where enrollment is up is the alcohol abuse program. Also the study of fish. Involved in DS and collaborative sustainable management degree.

Presentation of the Roll-out of the Extension-Colleges Mission, Values, and Strategic Priorities. Discussion by Members of How We (SEC and Colleges-Extension) Can Better Tell Our Stories and Communicate Our Value to the State.

Why is extension relevant today? Response should be targeted to one of primary audiences. Small group discussion.

Key audiences:

- Provost
- Community stakeholders
- Citizens
- Listeners
- Consumers
- Workers/employers
- Government/legislature

Key messages:

Provost

- Improve on-campus service
- Nimble and responsive in providing innovative programs
- Bring the community into higher education

Community stakeholders

- In partnership with the community to help build community capacity
- Real answers to real problems
- Education for the rest of us

Citizens

- Building prosperity for your grandkids
- Service at the local level
- What you want to learn, when you want
- Learn what you want, when you want
- Tangible connection to University for enriching lives

Listeners

- Talk about issues that matter to you

Consumers

- Service at the local level
- What you want to learn, when you want
- Learn what you want, when you want

Workers/Employers

- Encourages new thinking
- Union/management partnerships that create competitive advantages
- Economic and social justice through worker empowerment
- Education for a democratic workplace

Government/Legislature

- Growing responsible leaders
- Unbiased, non-commercial talk about issues that matter to you
- Best investment in Wisconsin future
- We Engage your voters
- Living well by and for Wisconsinites
- Educated citizens make sound policy
- You need us more than you know
- UWE – United We Educate

How do we share the story

- Link individual programs and institutions to UW Extension brand
- Multi-tiered, multi-media, multiple distribution to unified brand
- Strategic and targeted messages
- Prioritize audience – government, budget-makers, current customers
- Programming/planning with priority audience
- Connect across organizations
- Use strategies from earlier to strength partnerships within and without organization

Wrap-Up

Generally, the SEC felt that this meeting provoked more questions and opened up issues for further discussion to be talked about in their own institutions. Suggestions were made of 1) adding “how much do you know about UW Ext” to end of conference/program surveys; 2) partnering strategically, economically; 3) using the

Political Effectiveness Team as a model for training all staff as to what we do and how we matter in preparation for future contact with legislators, community, general public, etc. Ray will forward information regarding this meeting if anyone is interested in attending.