

Draft – not yet approved

**Systemwide Extension Council
Pyle Center
702 Langdon Street
Madison, WI**

March 3, 2010 – 10am-3pm

PRESENT: Julie Aminpour, Cindy McVenes, Mona Christensen, Tracy Noyes, Bunny Hansen, Shannon McGuire, Rick Morgan, Cynthia Wells-O'Malley, Erin Henegar, Doug Stevens, Marna Banks, Tracy Chynoweth, Yolanda White, Donna Shepard, James Campbell, Jane Pearlmutter, Kate Becker, Barb Barker, Pamela Seelman, Connie Eisch, Joe Way, Karen Reppen, Catherine Neiswender, Mike Ballweg, Tom Evans, Randy Parvin, David Wilson, Christine Quinn, Greg Hutchins, Judy Ballweg

GUESTS: Teri Venker, Sandy Kallio, Amy Pikalek, Stephanie Elkins, Michael Bridgeman, Ashwini Rao

Call to Order and Welcome – Julie Aminpour

- Meeting was called to order at 10am.
- All members introduced themselves.
- Congratulations to Yolanda White, one of the recipients of The Milwaukee Times' 25th Black Excellence Awards for 2010. This award was started 25 years ago, in conjunction with Black History Month, as a forum to highlight and honor individuals in our community who are making a positive difference. The ceremony was held February 26.

Approval of September 9, 2009 meeting minutes

- Meeting minutes were approved as read.

Chancellor Report – David Wilson

- Provided an update on each division:
 - Continuing Education, Outreach and E-Learning
 - Increased enrollments, creating programs to meet needs, Baccalaureate has great momentum and exceeding expectations, on-line degree program in Sustainable Management is the first one in the nation.
 - Cooperative Extension
 - Increased number of citizens (ex: unemployed, displaced workers) taking advantage of all our extension programs at the county level, a terrific service to the citizens of Wisconsin.
 - Broadcasting and Media Innovation
 - Increased listenership and viewership (WPR, WPT), high quality and relevant programming is key to success.
 - Entrepreneurship and Economic Development
 - Increased contacts at Small Business Development Centers and the Wisconsin Entrepreneurs' Network, recent legislator visits focused on "return on investment".
- The Second Annual UW Colleges and UW-Extension Innovation & Economic Development Day was held February 25 at the State Capitol. Thanks to everyone who made this such a successful event.

- President Reilly has established the Competitive University Workforce Commission (CUWC) with the charge of assessing current compensation and benefit levels of UW System faculty and unclassified staff against peer institutions and to make recommendations on how best to close any 2010 competitive gap in compensation and/or benefits. Steve Wildeck is representing UW Colleges and UW-Extension.
- Christine Quinn has been appointed to the Research to Jobs Taskforce. This taskforce is charged with developing recommendations on creating jobs through UW-led research and increasing the technology transfers to Wisconsin's companies.
- Marv VanKekrix will serve as UW Colleges and UW-Extension Interim Chancellor, effective July 1, 2010. President Kevin Reilly has been scheduling listening sessions throughout the state as a way to garner input into the needed qualifications of the next Chancellor of UW Colleges and UW-Extension. President Reilly will be joining the UW Colleges and UW-Extension Joint Governance Meeting, March 5, UW-Fond du Lac.

Provost Report – Christine Quinn

- Congratulations to Chancellor Wilson on his successes here in Wisconsin and best wishes as the next President of Morgan State University in Baltimore, MD.
- Provided an update on the degree attainment challenge and the goal to have 55% of Wisconsin adults with college degrees by 2025.
- Provided an update on Broadband Technology Grant. Distributed and discussed handout, "Building Community Capacity". Five pilot sites have been identified: Eau Claire (and the surrounding Chippewa Valley, Platteville, Wausau, Superior, and The Menominee Nation. This is an incredible collaboration being supported by UW System, the Governor's Office, and local legislators.
- Sustainable Communities Public Policy Forum is scheduled for March 25-26, UW Fox Valley. Check out the website for additional information -- <http://sustainablecommunitiesforum.wisconsin.edu/>
- Program Innovation Fund Call for Proposals email was sent in February. Distributed and discussed handout, "Program Innovation Fund". There will be approximately \$125,000 available in FY11. Check out the website for funding guidelines and additional details -- <http://uwex.uwc.edu/innovation/>
- Carnegie Classification for Engagement application for designation is underway. Greg Hutchins is taking the lead. The deadline is September 2010.

UW-Extension Marketing and Communication – Teri Venker

- Teri provided an overview through PowerPoint presentation and handouts – UW-Extension Logos, article featuring a UW-Extension specialist with correct identifier, UW-Extension locations map. Discussion followed.

Divisional Marketing and Communication

Cooperative Extension – Pamela Seelman

Pamela provided an overview of her role as Public Information Specialist in creating awareness and sharing successes through press releases, legislative groups, and impact reports.

Continuing Education, Outreach and E-Learning – Amy Pikalek

Amy provided an overview of her role as Director of Marketing and Communication in promoting on-line degree programs as well as efforts in reaching people through social networking.

Broadcast and Media Innovation/Wisconsin Public Radio – Stephanie Elkins

Stephanie provided an overview of her role as Marketing Director and sharing with us programming and listenership statistics as well as efforts in reaching people through social networking.

Broadcast and Media Innovation/Wisconsin Public Television – Michael Bridgeman

Michael provided an overview of his role as Assistant Director and sharing with us programming and viewership statistics.

Entrepreneurship and Economic Development – Ashwini Rao

Ashwini provided an overview of her role as Statewide Coordinator for Small Business Development Centers, four specialty centers located throughout the state, and the Wisconsin Entrepreneurs' Network. Distributed and discussed the 2009 Annual Report. Small Business Development Centers Day is scheduled for April 14.

Systemwide Extension Council (SEC) Members Respond to Pre-Assignment

- All members completed a Marketing and Communicating About UW-Extension pre-assignment asking them to 1) describe the unique service(s) provided by your unit, 2) what is the key message(s) used with target audiences, 3) describe how UW-Extension is integrated into your marketing message, and 4) what value does UW-Extension bring to your marketing.

Summary of pre-assignments handed in:

Describe the unique service(s) provided by your unit –

- UW-Green Bay's Adult Degree Program provides adult learners in NE Wisconsin and beyond with opportunities to complete a UW Bachelor's Degree and to help them advance in their current careers, make the change to new career opportunities, establish greater job security, and demonstrate a commitment to education to their friends and families.

Three uniquely designed degrees allow students to earn their degree without ever having to set foot on the UW-Green Bay campus.

- Bachelor of Business Administration (BBA) with Areas of Emphasis in – marketing, finance, general management, human resource management.
- Bachelor of Applied Studies (BAS) in Interdisciplinary Studies and designed exclusively for Technical College graduates with Areas of Emphasis in – emergency management, organizational communication, corporate communication, human development, environmental policy studies, health care administration (in development), first nations studies (in development), fine arts (in development), and self directed emphasis (designed by the student and tailored to specific needs).
- Bachelor of Arts (BA) in Interdisciplinary Studies with areas of emphasis as described above.

Our program offers more courses fully online than any other major on campus, making many of our classes and degree programs available either partially or fully over the Internet. We also offer many "hybrid" courses that meet 3-4 Saturdays per semester or evening courses that meet one night per week. In addition to these weekend courses being made available at UW-Green Bay, students can also take classes and receive on-site academic advising at Fox Valley Technical College in Appleton or Nicolet College in Rhinelander. Additional remote sites are being studied for the future, focusing on UWC, WTCS, and tribal college

campuses. We are also entering a new partnership with UW-Superior designed to promote our various online and on-site program for adults residing in Northern Wisconsin. This effort, entitled “The UW Where You Need It” with more information available at <http://www.uwwhereyouneedit.com>

- Wood County – explain Cooperative Extension programming within Family Living, Youth Development, Community and Natural Resources as well as educating and empowering volunteers.
- From the same office, but with some campus funding we deliver camps and conferences for youth and adults.
- UW-Green Bay Education Outreach provides customized, responsive, research-based, hands-on professional learning opportunities for PK-12 educators in NE Wisconsin. These credits and noncredit professional learning opportunities are scheduled to meet the needs of working educators, and are offered in convenient locations, including online.
- Customized career – coaching (website, phone, in person), complimentary ½ career transition consultation, financial help for folks in transition.
- Short courses here and onsite, short courses at a distance, credit courses at a distance, Master’s degree at a distance (MEPP, MEES, METJ).
- University/community partnerships, fee for service to work with community groups to help them reach their programming goals, workshops and credit programs to meet professional development/licensure needs, personal enrichment/lifelong learning for all ages, flexible scheduling, access to university and outside resources, revenue sharing with our campus, piloting new programs/courses for campus.
- County Cooperative Extension – facilitation, collaboration, objective education, meet local needs.
- Free/inexpensive opportunities for youth to pursue their interests, develop life/leadership skills, for most with the guidance of an older youth/adult volunteer/mentor.
- Non-credit and some credit programs to meet needs of local area adults, youth and businesses.
- Assist emerging and existing businesses in NE Wisconsin to help them get started and grow.
- Customization – we work closely with districts to bring opportunities into their high schools that are specific to the interest and abilities of their students and match the talents of their instructors.
- Meeting spaces and hospitality services including catering, audio/visual equipment and technical support at two conference centers; overnight lodging at the Lowell Center; registration services; event planning services; transcripts/student records.

What is the key message(s) used with target audiences –

- Primary messages that we seek to communicate to our primary target audiences are:
 - It is NOT too late!
 - Adults in NE Wisconsin can earn a UW Bachelor’s Degree that will improve their careers and their lives and do it in ways that minimize the impact of their work and family lives.
 - You can take classes and, in some cases, complete your entire Bachelor’s or Associate Degree online.
 - In-class and “hybrid” (combination classroom and online) courses available on Saturdays in Green Bay, Appleton, and Rhinelander.
 - Excellent degree options for students wanting to go on for graduate study.
 - A college education offering the “state school” tuition level and the recognized quality of the University of Wisconsin.

- Bachelor’s Degree available for Technical College graduates that will transfer in 60 credits and you start at UW-Green Bay as a junior.
- Improving the quality of life in Wisconsin as well as Wood County, linking UW-Extension resources to communities, county partners, community organizations.
- Quality instruction, valuable experience for the future of young people. We also tell adults that this is the place for self expression/creativity.
- Discover Your “a ha” Moment, You Don’t Have to go it Alone, Leading Change, People Want Answers ... We’ve Got Them.
- Partner with a worldwide leader in Continuing Education for Engineering and Technical Professionals.
- Connecting Campus and Community, Something for Everyone, Connecting People to Possibilities.
- Full Service (4-H, Ag, Family Living, Community Resources) at the county level to meet needs.
- Educational opportunity for individuals, families, communities, businesses to increase their capacity; improve their community; civic engagement.
- Lifelong learning.
- Better businesses and better employees by working with SBDC.
- We offer high quality, rigorous courses and have mechanisms in place to provide the necessary instructor and student support to encourage success.
- We provide a full-spectrum of quality services for events of all types and sizes; two facilities offering nearly 40 meeting spaces – 81 (soon to be 137) guest rooms; ideal location; great food; beautiful facilities, caring staff, etc.; great value (competitive prices and outstanding amenities); most meeting rooms can be reserved at no charge; lodging – no charge no room tax; honor state rates.

Describe how UW-Extension is integrated into your marketing message –

- It’s really not. We do emphasize that our program seeks to maximize the use of other educational resources in a student’s geographic area to help him/her take courses in their own communities and to help defray tuition costs. We do use UW-Extension’s Independent Learning when a student needs a class online, needs it immediately, and needs for to be online.
- Addressing community issues through research education, identify and respond to community needs.
- UW-Extension is listed on all of our marketing materials if that is the source of funding.
- UW-Extension is integral and is part of every marketing effort we do. In some cases it is part of the logo on the promotional piece, in others it is written out that the program is made possible because of our collaboration with UW-Extension, and in some instances both the logo and wording are used on the piece.
- What is UW-Extension’s marketing message? Not sure if it is integrated because I’m not sure what it is.
- Not so much. Our main affiliation is with COE. Customers are mainly engineers so in our best interest to capitalize on COE/UW branding. Mainly the learning venues – Pyle Center/Lowell Center. Always promoting them in our brochures and hold courses there. Use Lowell for accommodations. Credit UW-Extension funding where appropriate with Centers, etc.
- UW-Eau Claire seal on all print prices, email marketing, and web homepage alongside: University of Wisconsin-Eau Claire, Continuing Education/UW-Extension, Connecting Campus and Community.

- UW-Extension logo on everything ... county office brochure, etc. We refer to ourselves as UW-Extension and don't separate ourselves out as Cooperative Extension.
- 4-H is part of the UW-Extension.
- We "in cooperation with" UW-Extension. We use both logos in major marketing brochures.
- Logo is included on all promotional pieces, including web.
- Our mission is strongly rooted in the promise of the Wisconsin Idea; UW-Extension is part of our name; UW-Extension logo is included in all our materials.

What value does UW-Extension bring to your marketing –

- I'm not really sure.
- Adding value to local economy.
- Some people confuse the Outreach/UW-Extension message with Cooperative Extension. Though there is no cross overs with programming, there are times when some conferences may be partnered with Cooperative Extension.
- Credibility, reliability, trust, service to the community!
- The name. Beyond that I'm not sure but I'm open to discussing further.
- Engineers are main audience so honestly not so much because they don't associate us with UW-Extension.
- UW-Extension branding recognition, recognition to those who are familiar with the Wisconsin Extension brand recognition, focus on nontraditional students.
- Connection to state specialists, objectivity.
- Unexpected; research, unbiased information.
- Cross marketing, some collaboration, can create confusion.
- UW-Extension image.
- Credibility.
- Many of our customers are our affiliates through UW-Extension and the broader UW System. We exist to serve our own organization, as well as other educational and governmental entities. Cross-pollination and awareness, a stronger UW-Extension brand would help through our close association.

Meeting Adjourned at 2:55pm.

~minutes submitted by Judy Ballweg~