

**Systemwide Extension Council  
Wednesday, December 3, 2014  
Pyle Center, Madison**

**Present:**

Erik Ernst, Greg Hutchins, Murali Vedula, Pam Nellen, Ryan Callahan, Aaron Brower, Donna McLaughlin, Kathy Eisenmann, Barb Larson, Stacy Randall, Tom Culviner, Melissa Webster, Phil Huelsbeck, Robert Toomey, Stacey Binder, Crista Kruse, Anna Haines, John Shutske, Dan Hill, Linda Fleming, Pam Bowen, Matt Calvert, Jason Kauffeld, Judy Ballweg

Tiffani Taggart, chair, unable to attend meeting. Kerie Wedige agreed to chair the meeting.

**Called meeting to order at 10:02am and certified open meetings requirement – Kerie Wedige**

**Welcome and Introductions – All**

**Fill Two Chancellor-appointed Vacancies on Executive Committee**

- Two self-nominations received and unanimously approved by Committee and Interim Chancellor Aaron Brower

Crista Kruse (UW-Parkside)

Phil Huelsbeck (UW-Eau Claire)

**Interim Chancellor Update -- Aaron Brower**

- Aaron expressed his appreciation to serve as Interim Chancellor to this great institution. He will be returning to his previous role as Interim Provost, effective December 12. Aaron thanked John Shutske for his great leadership as Interim Provost. John will be returning to his previous joint appointment, associate dean for extension and outreach in UW-Madison College of Agricultural and Life Sciences (CALS) and as the Agricultural and Natural Resources Extension program director within UW-Ext Cooperative Extension, effective December 12.
- Cathy Sandeen, incoming UWC/UW-Ext Chancellor, will begin her new role effective December 12. It will be important to take advantage of opportunities to provide good orientation to the institution, division and campus operations. Please provide Cathy a warm welcome!
- UW Flexible Option has approximately 300 enrolled. There continues to be new discoveries and challenges each day. Three students are close to completing their degree work and graduating.
- Budget: It's unclear how the budget deficit will impact the UW System. Administration continues to work closely with the Governor's Office as the state budget becomes final.

**Interim Provost Update – John Shutske**

- John expressed his appreciation to serve as Interim Provost to this great institution.
- UWC/UW-Ext Administrative Council meets monthly and the Systemwide Extension Council has been invited to a seat at the table. This invite has also been extended to the other governance groups. Kerie Wedige (UW-Platteville) offered to be the representative. Judy will forward this information on to the Chancellor.

- Academic Information Series (ACIS) Programming for the Non-Traditional Market in the UW System: John provided background on this document noting that past-practices have evolved and some practices are no longer relevant. Most recent revision was done in year 2000. Series 5.0-5.4 seems the most outdated. Each governance group along with the Chancellor and Provosts will want to be involved in the rethinking and rewriting and perhaps some new "codes" be incorporated. It was suggested that planning and statewide coordination with each campus might be needed. It was also suggested that this group invite Steve Wildeck to the March meeting for an overview/update on this topic. It was suggested that Tim Peterson, UW-Milw contribute to the rethinking/rewriting.

Membership discussion included:

- is non-credit growing or shrinking?
- new learning offerings are needed for professional job advancements
- higher appreciation is needed
- what are the benefits?
- a better understanding is needed
- it's like a business model: external factors, building clientele back (how is this done?)
- there is a demand for "credit" and "non-credit" by customers/clientele
- current administrative structure is at times hostile/a barrier to non-credit units (ex: medical school, business school), particularly business services and human resources (nothing nimble or easy)
- the "mission" needs to be re-examined
- non-credit has a solid reputation
- units have to pay own office space, janitorial services, lights, etc...
- is there a place for both "professional" and "academic" component?
- lots of competition with Tech colleges and offering professional development
- Tech colleges are talking about how to generate more revenue
- non-credit unit has a program revenue tax (10%) per year, coming directly out of program revenue, unclear how this money is used
- it will be important for SEC to understand the Chancellor's goals and priorities

It was suggested that these concerns/questions be incorporated into the "Chancellor Dialogue" at the March meeting.

### **Important Topics on Advising the New Chancellor**

Asking the Chancellor to Respond to:

- vision for continuing education
- continuing education's role in UW Flex Option (ex: conversation of non-credit to credit)
- beyond workforce development and economic development

Systemwide Extension Council Representative Report will report on (3 min/each):

- *Salary Fairness by Institutions:* Anna Haines, UW-Stevens Point
- *Program Revenue "tax"* -- Anna Haines, UW-Stevens Point
- *Board of Regents: Importance They Place on UW-Ext* -- Dan Hill, Secretary of the Faculty & Staff
- *Focused Learning: no one else offers (ex: ammonia refrigeration)* -- Murali Vedula, UW-Milwaukee

It was suggested that the SEC Executive Committee use the above information at their meetings (February and May) to frame the Chancellor's Dialogue at the March and June meetings.

### **Role of SEC in Reimagining UW-Extension -- Greg Hutchins**

- The team is framing the data/concerns/input. Public presentations/deliberations are being planned for January-April, 2015.
- "Facilitating Public Deliberations" training is scheduled for January 8-9, 2015, Madison. Interested? Contact Judy Ballweg (judy.ballweg@uwex.edu). Participants are being asked to facilitate at least one forum.
- If you would like to host a Reimagining UW-Extension forum, (8-15 people, 90-min), please contact Judy Ballweg (judy.ballweg@uwex.edu)
- As UW-Ext enters a new era with a new chancellor, the Reimagining UW-Ext forums will offer constituents an important opportunity to add their voices to the evolving conversation about what UW-Ext should be in the next decade.
- It was suggested that the Issue Guide be shared when available and that we revisit this topic in March.

### **Discussion: all members provided a campus/department/unit update**

Conversation included: WI Public Television pledge drive underway, 2014 Coop Ext centennial celebration coming to an end, Coop Ext Family Living Programs statewide program director search will begin soon, classified staff are developing policies under the new University Personnel System, online courses and success with software program, it's a very competitive market ... campus vs technical college, Rock County staff is a pilot for "Digital First" initiative being led by Greg Hutchins, leadership program being led by Rosemary Potter is very successful, Race to the Top Grants have been very successful.

### **Future Meetings:**

- Wednesday, March 4, Madison
- Wednesday, June 3, UW-Platteville

### **Future Meeting Topics:**

- Begin March meeting with all SEC members providing a campus/department/unit update
- Dialogue with Chancellor Cathy Sandeen and Representative Reports
- Update on Academic Information Series (ACIS) -- Programming for the Non-Traditional Market in the UW System (Steve Wildeck?)
- Identify natural collaborations across campuses (ex: certificate programs, software successes)

### **Approval of September 3 meeting minutes**

- minutes approved

~minutes submitted by Judy Ballweg~