

**Systemwide Extension Council
Wednesday, December 2, 2015
UW-Milwaukee**

Present:

Eric Craver, Crista Kruse, Dan Wanish, Libby Bestul, Kerie Wedige, Lyn Fleming, Holly Wehrhahn, Dan Ervin, Pam Nellen, Demetrius Brown, Erik Ernst, Jason Hubbard, Oni Tate, Dan Hill, Judy Ballweg

Via phone – Molly Vidal, Aaron Brower, Phil Huelsbeck, Esther Gieschen, Phil O’Leary, Greg Wise

Called meeting to order at 10:02am and certified open meetings requirement – Dan Hill

The Systemwide Extension Council Executive Committee met earlier today

- Motion by Lyn Fleming to nominate Tiffani Taggart as the 2015-2016 Chair, second by Pam Nellen. Voice Vote. By acclamation, Tiffani Taggart becomes the 2015-2016 Systemwide Extension Council Executive Committee Chair.

Welcome and Opening Remarks – Paula Rhyner, Deputy to the Provost for Continuing Education & Outreach, UW-Milwaukee

- Paula welcomed all members and provided background on the UW-Milwaukee campus. She has been with UW-Milwaukee since 1983 and is delighted to be hosting the Systemwide Extension Council. Paula is interested in meeting each of us and learning more about the work of this council.

Chancellor Dialogue – Molly Vidal, Chief of Staff

- There have been a number of staff changes. However, please note that these are not new positions. They have been vacant for some time and are now being filled.
 - Lindon (Lin) Larson has been chosen as the Associate Vice Chancellor for Communications and Marketing, effective November 16.
 - Jackie Askins has been chosen as the Media Relations Communication Specialist, effective November 16.
 - Katy Kaiser has been chosen as the Executive Staff Assistant, effective November 30.
 - We are currently working on the roles/responsibilities of a Government Relations Director and recruitment will begin soon.
- Institutional Advocacy Campaign Themes Update – an institutional survey is being developed with Lin Larson taking the lead. There are approximately 12 themes and looking to narrow that list down to approximately 4. These themes will be used for messaging our great programming to external partners. Solid themes will be announced by February 2016.
- UW-Ext and UWC Budget Reduction Update and Impact on SEC Members – each division within UW-Ext has submitted a reduction plan and division-specific town halls have been held to share information. The division of Cooperative Extension is undergoing the most significant reduction which will affect (1) local presence, (2) shared faculty/integrated specialists, (3) administration/regionalizing. By December 18, model recommendations are due to the Chancellor along with selecting a Project Manager. By mid-January, the Chancellor will approve the recommendations and formally charge the steering committee along with appointing implementation planning workgroups. The goal is to have the detailed

implementation work plans finalized by the end of June, with the implementation phase beginning July 2016. UWC has begun regionalizing the administrative structure and other support units. Implementation is expected to be completed by July 2016.

Discussion and questions followed:

Provost Dialogue -- Aaron Brower

- UW-Ext Mission Statement language change – public hearing was held November 5. All went well. Next step is a second hearing planned during the December 10-11 BOR meeting which could include a vote.
- Soon after Board of Regent approval, the Higher Learning Commission (HLC) application process will begin. It will start with a “candidacy” status for 3-5 years, then a more permanent status is granted for 10 years, then under an every 10 year review.

Discussion and questions followed:

SEC’s role in advising the Chancellor, Chief of Staff and Provost on UW-Ext matters

Dan Hill provided some history on Systemwide Extension Council:

The Board of Regents conducted an institutional study in 1989. The outcome of that study determined that the Provost needed an advisory council. This council would advise the Chancellor on procedures for improving communication and coordination of statewide UW-Extension programming. According to the Bylaws, the council members provide advice and counsel to the UW-Ext Chancellor on overall direction, policy and priorities for UW-Extension education systemwide.

Topics discussed include:

- Shared governance works well
- Make sure we maximize our time and are productive in doing what’s needed
- We learn from others and nothing seems to be shared in the other direction
- Helpful dialogue, learning, reporting out at departmental meetings, helping other staff understand the institution and situations
- Attending meeting can be a challenge depending upon where you are located. Perhaps offer meetings via videoconferencing. The communication is good as it affects continuing education and policies and opportunities for working together. Dialogue provides problem solving and cross communication.
- Outreach units encounter challenges and complicated systems that support our work. This council is a voice to UW System on our day to day work.
- We are advisory to the Chancellor and Provost. The “dialogue” becomes a report and then administration excuses themselves. Administration needs to be in the room and the agenda needs to be intentional.
- SECs added value needs to be defined.
- We meet 4 times per year ... we could have 2 regularly held meetings and 2 meetings where the Provost and Chancellor is present during the round table reporting.
- Is this council fulfilling the Bylaws?
- Council members report that they are sharing the minutes with other unit members. If we find ourselves not in an advisory capacity, then the Bylaws need to be changed.
- Sensing we are not needed? Communication comes to many of us lot of other ways. We need to then try to be more advisory?
- What does advisory look like ...us to them or them to us?

- As a council member, I'm disappointed by the Chancellor and Provost being invited guests. Previous Chancellors have asked and provided dialogue. There were shared voices. This is different than other governance groups. Money is being distributed to all campuses ... administration should be more engaged.
- Historically the minutes have reflected that administration has been more engaged. Previous chancellor, Ray Cross, attended the entire SEC meeting ... there was reporting and dialogue. Current administration is unaware of SEC value. Agendas need to be purposeful. We won't know until we try.
- Executive Committee needs the authority to build more purposeful agendas.
- Communication and Purpose should be the theme ... identifying common issues and next steps.
- Previous Chancellors have reported on meetings they've attended and outcomes.
- Travel and time is a real concern. Out of Madison meetings are scheduled and administration doesn't travel. It's noticed. Let's consider coordinating calendars for out of Madison meetings so the Chancellor can incorporate their own need around visiting a particular campus.
- Mini bills have been mentioned. Perhaps administration could share these with SEC so we can help guide the priorities?
- Mini bills are being passed, yes small amounts of money but there is still advantages to the council being informed. That puts us more in an advisory capacity.
- Members plan to go back to respective campuses and have intentional conversations and bring back 1-2 issues to discuss with the Chancellor. We need to press colleagues for issues to bring to SEC.
- The bylaws need to be reviewed by SEC and administration. Input and guidance to the Chancellor ... not happening now.
- Are we considering disbanding?
- How did the Provost become involved? SEC was originally advisory to the Chancellor. However, current Chancellor is now overseeing both institutions.
- Do the bylaws need to be rewritten?
- Having the Provost attend these meetings is not enough ... the Chancellor is needed.
- It's understood that the Executive Committee sets the agendas. Let's consider setting a preliminary agenda at the end of each meeting with the Executive Committee finalizing.
- Dan Hill has agreed to have a conversation with the Provost and Chancellor emphasizing partnership with SEC. We need the right people in the room at these meetings. A productive dialogue cannot occur without the right people being in the room.
- A report from the Chief of Staff is not the same as having the Chancellor report. However, let's remember that this is a new role and still evolving.
- Let's consider a new look to the agenda.
- During these days of uncertainty, everyone is craving information from the Chancellor.
- It was suggested that as the Government Relations Director position description is created, perhaps SEC could help frame.
- It was agreed that a message regarding "why this council still has a purpose and could be helpful to the institution along with the need for ongoing and meaningful involvement of the UW-Ext Chancellor" would be sent by the Executive Committee to UW-Ext administration with Dan Hill following up with a conversation. A draft message would be shared with SEC members before sending. Examples include – how will the degree granting authority fit into our role, how can we improve staff recruitment, share information regarding mini bills so we can provide input/advocacy. It was suggested that we think "operational" ... what to provide

for input, examples/lists. That way we are prepared when situations arise. We are “outreach” people and therefore we are “out” amongst people.

- A policy is needed associated with UW-Ext looking/operating like a business as it relates to outreach education. The policy on recruiting staff also needs to be reviewed/rewritten.
- How is information currently being shared in regards to what’s happening within the institution? I work on campus and frequent the Ext Bldg. I have access to information. How do other SEC members get information?

12-12:30pm – Group Lunch

Discussion: An opportunity for all members to provide a campus/unit/program area update.

UW-Platteville practices 2-way communication with info learned through SEC, shares information with others on campus, asks for their input and brings it back to SEC, budget cuts and revenue taxing continues.

Conf Centers program revenue is emphasized, GPR positions have been cut, budget reduction is manageable, space study is underway in an effort to plan for more hotel rooms as a way to bring in more revenue.

UW-Waukesha practices 2-way communication with info learned through SEC, UWC is going through budget reductions/regionalization, new administration expected to be in place by 1/2016, it’s unknown what will happen to individuals who were unsuccessful candidates, Deans will return to the classroom, Directors moved on or interviewed to pursue new role, moving forward to reinvent and grow, new face of continuing education, Barron Co/Tech College collaboration under the leadership of continuing education director Doug Edwardsen is a great example of how this can work well.

UW-Milw there is a new reality of life after budget cuts, loss of staff and GPR money, a committee has been formed to review combining of services, we are being asked to change the way we do business ... to run our units more like a business, however there is no assistance in how we do that. More support is needed ... beyond budget numbers, running our units like a business, and changing the culture

UW-Milw we hope to continue to get UW-Ext dollars next year so we can plan and rescale.

UW-Milw 26 years of service and at the beginning of career it was said that “continuing education was going away”, we survived all the budget reductions in between, this budget reduction was by far the worse.

Coop Ext filling in for another member, conversation/dialogue has been very helpful in understanding needs and building partnerships, my work is focused on 4H/Youth Development, STEM, entrepreneurship, job readiness, building capacity. Volunteers are very important but difficult to recruit, partnering with continuing education/UWC to serve the underserved, educators are now tagged with revenue requirement vs offering free programs.

Erik Ernst	representing Academic Staff Council, division of Coop Ext is undergoing major budget reduction and restructuring, Dean and Director Rick Klemme attended recent council meeting to provide an update but not many details, reinforced the need for governance groups to be involved in the details and information sharing. More details will be shared mid-December.
UW-Oshkosh	first meeting and helpful dialogue around the happenings at UWC and UW-Ext, there are many challenges around centralizing operations (ex: Marketing), losing positions, much longer turn-around time for promotional materials, centralizing IT, turnover is high
UW-Parkside	marketing position and FTE have been cut and workload has been redirected to my position, gaps in work being done, not everyone values the work of continuing education units, budgets are reduced without conversation
UW-Superior	retirements and added workload, restructuring to be more entrepreneurial due to increased revenue requirement, community engagement is a priority along with recruiting/retaining students, youth programming is now under the leadership of continuing education.
UW-Madison	there are new expenditures, new budget reductions, and our department's reserves were redirected to the Dean's office, continually pursuing new revenue streams, appreciate hearing other reports today, if SEC doesn't continue how can we continue networking? Messages that come from the Chancellor need clarity and stability along with maintaining morale
UW-Eau Claire	massive changes, 179 full time people are not returning (voluntary and involuntary), a high number of adjunct appointments are not coming back ... very painful, people want information about the budget reductions going forward and how best to handle, priorities include – growing new audiences, moving to online, consolidation, 1-stop models (not nimble, lack of rapid response, lack of customer service)
UW-Green Bay	we have many of the same challenges reported, we have a high revenue requirement and fighting others for the same money, marketing has become part of job duties, lots of unknowns, the entire administrative cabinet is brand new, not nimble, marketing products need to move quickly and that's in jeopardy, focusing on internal audiences, summer camps are successful, college credits offered in HS are in question, new Chancellor is emphasizing "community engagement", newest collaboration is with the American Red Cross, we will get through this but what will it look like in practice?
Libby Bestul	representing an integrated specialist with Family Living Education, Coop Ext, where does the county extension educator fit into the picture? These educators will partner with any one, we take the ability to partnership very seriously, how do we use each other's expertise? Summer Term courses are being taught under continuing education funding and taught by graduate students ... it's a worry. The focus seems to be on revenue not necessarily the UW-Ext Mission and Wisconsin Idea.

- UW-Parkside faculty and staff have taken an interest in what's happening within continuing education unit, UW Flex is now at UWC, efficiencies are being identified, reorganizing/justifying positions and aligning with strategic goals, still getting 102 funding/GPR – working hard to retain, newest partnership is with DWD-Racine Co which is great (HR workshops granting CEUs)
- Dan Wanish representing University Staff Council (formerly classified staff council), 2015-2016 elections have just taken place and the new chair is Lisa Perkins, Coop Ext, governance is now under the authority of the Board of Regents, policies are being reviewed/rewritten which has been a long process with more to come, currently working on a Merit Compensation Plan with each institution/governance group developing their own plan.

Future Meetings:

- Wednesday, March 2, Madison
- Wednesday, June 1, UW-Stout

Future Meeting Topics (white board):

- Consolidation – marketing, HR, registration (Holly Wehrhahn, UWC rep)
- Barriers to entrepreneurship – HR policies, hiring non-staff (Oni Tate, UW-Milw; Jason Hubbard, UW-Oshkosh)
- Support for culture shift from academia to business model/entrepreneurship (Pam Nellen, UW-Milw)
- Communication of collective vision – divisional, institutional
- What are mini-bills and how can SEC support – identify specific uses for funds (Lyn Fleming, Conf Centers)
- Impact of UW-Ext mission statement change on continuing education units
- Opportunities for other/external funding streams (Dan Ervin, UW-Milw)
- Tax on continuing education programs
- Community engagement and strategic plans – looking for high visibility/program impact
- Review bylaws – follow up on letter to Chancellor (Dan Wanish, USC rep)
- Importance of non-credit programs and their public relations value
- Importance of outreach to non-traditional students – UW-Ext chancellor to other chancellors
- UW-Ext and campuses work to identify new partnerships to offer new, market-driven programs – use of existing expertise, extension as facilitator (Eric Craver, UW-Green Bay)

Adjourned at 3pm.

~minutes submitted by Judy Ballweg~