

**Systemwide Extension Council
Wednesday, June 3, 2015
UW-Platteville**

Present:

Eric Craver, Kerie Wedige, Marty Havlovic, Dan Wanish, Sage Goellner, Phil O'Leary, Pam Nollen, Lyn Fleming, Stacy Randall, Libby Bestul, Crista Kruse, Erik Ernst, Tom Culviner, Barb Larson, Angie Coenen, Judy Ballweg, Aaron Brower (video conference), Cathy Sandeen (WisLine), Esther Gieschen, Phil Huelsbeck, Ryan Callahan

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

Welcome and Introductions – All

Presentation: The Impact of the 2014 Tornado and the Recovery Process – Rob Cramer, Vice Chancellor for Administrative Services

- Rob provided background on the damage, preparedness, health and safety of students/colleagues, and reopening the campus.

Provost Dialogue -- Aaron Brower

- Proposed UW-Ext Mission Statement Language Change to Provide Degree-Granting Authority -- Aaron provided background on the proposed mission statement change. This change would allow UW-Ext to award credit-bearing degrees and certificates that are professionally focused and cross disciplinary, aimed at adult learners and offered in competency-based formats. The process would include (1) the shared governance groups to formally endorse the language change (this occurred at the June governance meetings), (2) first hearing with the Board of Regents [June 4-5], (3) a public forum is held to provide feedback, (4) the new mission statement is brought before the Board of Regents for a second hearing.
- Budget Update – The Joint Finance Committee has taken up the UW System budget (May 28). Institutional Public Budget Forms have been scheduled for July (see June 4 email).
- Centralization efforts within continuing education – there has been no formal discussion.
- Space Utilization and Business Operations – there has been no recent discussion.
- The Importance of non-credit programming and future support – revisit this topic.

Approval of March Meeting Minutes

Minutes Approved

Chancellor Dialogue – Cathy Sandeen

Cathy introduced the facilitated discussion: Measuring the Impacts of our Programming

All Systemwide Extension Council members provided feedback to these questions.

How do you measure the social impact of your programming ... what are the pieces and what is the time frame?

- Is social value defined by revenue?

- Value of a program and mission-appropriate without making a ton of money?
- Drop programs and competitor picks it up
- Does making money always mean the need to serve?
- Champion programs that may not make a lot of money and have other program revenues support
- College for Kids ... dropped, what's that message to the community? What is the negative social impact?
- How do you launch a program ... measure what? Amount of money it can generate? The number of people who request the curriculum?
- What about high enrollment programs that make no money?
- Mission vs Money
- Survey your audience ... measures social impact and enforces good work
- Pre- and post-questions
- Did audience do something with information gained ... "social"?
- Immediate feedback is better than follow up survey ... ending with question, "What would you like us to offer in the future?"
- Phone calls, referrals to measure need

How do we measure what matters to stakeholders?

- Define stakeholders ... legislators, Board of Regents, community, professional organizations, funders, grant foundations, donors, constituents, program attendees, institution in which we are a part of, employers, workforce, consumers, needs assessments, focus groups
- Develop a system of sharing surveys for language review

How are we perceived?

- Unknown, overall
- Those familiar with our programming have positive perception.
- Need to inform others that Public TV is part of UW-Extension!
- Perception is that programming through UW-Ext is free and supported by the tax dollars citizens pay and don't realize the expenses associated with programming.
- Pricing, Senior Discounts, auditing courses
- Lack of clarity about where we fit
- Lack of understanding of employees/campus to understand continuing ed
- When asked how do you feel about the University or what do you know about the University ... Bucky Badger, Marching Band, UW-Ext (Ag, Master Gardener) – Kathy Cramer research
- UW-Extension is mostly thought of as Ag, Master Gardener, 4-H
- Direct users saved the recent Broadcasting budget cut
- Raising awareness of UW-Extension as a whole vs individual program marketing (lots of marketing / promotion needed)
- Revisit logo / branding / marketing
- How to become the "go to" place for community members?
- Support of public in time of crisis -- *essential and valuable*
- Interviews
- Focus groups
- Research or other needs assessment
- Sharing within
- UW-Ext brand? Unified logo?

How do we support each other as we tell our story?

- Testimonials from students / participants
- Student profiles
- Social media ... YouTube, sharing with each other, rapid sharing
- Mini lessons / content marketing (What can you teach in 2 minutes or less?)
- Simplicity, quality, costly ... social media
- Should the product be polished (implying we have money) or mediocre (to reflect current budget shortfall) ... know your audience
- Press releases
- Blogs / UW HELP (guidance counseling)
- More conversation, sharing is needed to help each other, face to face
- Facebook groups
- Webcasting content from another location to help meet that programmatic need
- Each community is unique and responding to those unique needs
- There is lack of leadership/directives from UW-Ext regarding best practices and a coordinated approach ... in an effort to broaden our reach
- Help from partnering institutions, publicity, associations
- Collaborate / partner within UW-Ext.
- Distance capability
- Programs on the road

What are some of us already doing?

- Hold Association events
- Utilize resources available
- How many people work for UW-Ext?
- It's thought that our programming is super easy to establish working relationships between content and layout

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

Conversation included:

- Better efforts put towards technology (UW-Superior)
- mission-driven vs revenue driven programming ... what should be prescribed? What's the best recipe for success?
- Mission-driven programming to show economic impacts / social impacts ... not easy to do but might be worth it.
- how many people work for UW-Ext / there are a lot of people doing good work
- how do we organize a "sharing" group?
- we are all focused on our own programming and don't immediately think about partnering with others ... directive to partner with a neighbor, good clear model of revenue sharing is needed, a designated distance-education room would be nice (UW-Milwaukee)
- more direction is needed on who we work for ... campus? UW-Ext? Who checks the branding?
- campus is left to do their own thing. Expected to maximize impact and increase revenue and mission of University.
- document economic impact for programs
- answer: Who do you work for?
- what should we be doing ... logo, brand
- direction from UW-Ext in a broad sense ... make suggestions to broaden reach
- better technology to share programs

- recipe of percentages for programming ... revenue vs mission
- UW-Platteville will be celebrating 105th anniversary – September/October 2016
- UW Stout will be hosting the National Science Olympiads: May 2016

Future Meetings:

- Wednesday, September 2, 2015
10am-3pm
Pyle Center, Madison

~minutes submitted by Judy Ballweg~