

Systemwide Extension Council
Wednesday, March 4, 2015
Pyle Center, Madison

Present:

Linda Fleming, Stacy Randall, Sage Goellner, Kerie Wedige, Matt Calvert, Aaron Brower, Greg Hutchins, Dan Hill, Judy Ballweg, Barb Larson, Clif Barber, Kathy Eisenmann, Esther Gieschen, Donna McLaughlin, Joni Geroux, Eric Olson, Erik Ernst, Greg Wise, Phil O'Leary, Tom Culviner, Phil Huelsbeck, Eric Carver, Stacey Binder, Crista Kruse, Sarah Smith, Susan Adams, Ryan Callahan, Barry Orton,

Tiffani Taggart, chair, was unable to attend the meeting. Joni Geroux agreed to chair the meeting.

Called meeting to order at 10:02am and certified open meetings requirement – Joni Geroux

Welcome and Introductions – All

Provost Dialogue -- Aaron Brower

- Governor's proposed budget is still being discussed, no specifics have been shared, UW System joint finance committee briefing statements are scheduled for today. President Ray Cross and Chancellor James Schmidt (UW-Eau Claire) were in attendance.
- A 1-day Board of Regents meeting is scheduled for Thursday, March 5 to talk about the proposed budget.
- Please stay connected and current by visiting the Chancellor [Budget Blog](#)
- Four UW System hearings will be scheduled in the near future. Be sure to check the Chancellor Blog for up to date information.

Action Steps

- Deans and Directors are going through a budget reduction exercise in an effort to determine how best to incorporate the anticipated budget cuts.
- Divisional recommendations are due to the Provost by March 20.
- Once recommendations are received, an inclusive institutional process will be used to study and advise the Chancellor on next steps.
- Academic Information Series (ACIS) – Programming for the Non-Traditional Market in the UW System.
<https://www.wisconsin.edu/program-planning/download/Programming%20for%20the%20Non-Traditional%20Market%20in%20the%20UW%20System.pdf>

Discussion included the need to revise this document. Revisit this topic at a future meeting.

Approval of December Meeting Minutes

Minutes Approved

Role of SEC in Reimagining UW-Extension – Greg Hutchins, Associate Vice Chancellor

- Distributed and discussed the Issue Guide. Additional resources can be found on the website -- <http://www.uwex.edu/academic-affairs/reimagining.html>

- Forums are scheduled through mid-May with a report to be presented to the Chancellor.
- SEC members broke into two groups to discuss the Issue Guide.

Chancellor Dialogue – Cathy Sandeen

- Vision for continuing education
 - Certificate degree programs were discussed and emphasized that the doors are open and wide and for more people.
- Continuing Education's role in UW Flex Option
 - More structured communication is needed with the Provost including how to prep for competencies, degrees and competency sets. More info can be found at the website -- http://flex.wisconsin.edu/?utm_expid=71681423-27.JSj1436hRBCDRvopaCu1zq.0
- Beyond Workforce Development and Economic Development
 - grant funding, subsidies
 - health and aging programs
 - CEUs to human resources professionals
 - Coop Ext / core issues that come to us

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

- *Salary Fairness by Institutions:* Eric Olson, UW-Stevens Point

Equity issue ... "campus" salary scale vs "other institution" salary scale. There is a difference and awareness is needed.

- *Program Revenue "tax"* – Eric Olson, UW-Stevens Point

5% of revenue goes to a campus "reserve" not back into UW-Extension. There has been no conversation about the process. A better understanding and communication about the use of this money is needed along with a dialogue regarding boundaries.

- *Board of Regents: Importance They Place on UW-Ext* -- Dan Hill, Secretary of the Faculty & Staff

Appreciated Cathy Cramer, UW-Madison professor, in helping us better understand that the future of the UW System is in being relevant. We need to remind end-users to advocate/market and measure impact.

- *Focused Learning: no one else offers (ex: ammonia refrigeration)* -- Murali Vedula, UW-Milwaukee

Dan Hill reported on behalf of Murali Vedula. There are a range of unique programs offered. It was suggested that we generate a list of these unique programs.

After much discussion, it was suggested that a future agenda include the following:

- How do you measure the social impact of your programming ... what are the pieces and what is the time frame?
- How do we measure what matters to stakeholders?
- How are we perceived?
- How do we support each other as we tell our story?

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

Conversation included: Chancellors are doing a good job keeping employees informed, blogs have been created as a way to communicate broadly, real concerns about the impact of the proposed budget cuts, travel has been suspended, re-evaluating programming, trying to eliminate job cuts through retirements/open positions, it's a difficult time, low morale, concern for closing campuses.

Future Meetings:

- Wednesday, June 3, 2015
10am-3pm
Markee Pioneer Student Center 1313
1 University Plaza
Platteville, WI

Future Meeting Topics:

It was suggested that a future agenda include the following discussion:

- How do you measure the social impact of your programming ... what are the pieces and what is the time frame?
- How do we measure what matters to stakeholders?
- How are we perceived?
- How do we support each other as we tell our story?

It was suggested that a future agenda include a more structured conversation around Continuing Education's role in UW Flex Option

2015-2016 Meeting Schedule

Approval of September 3 meeting minutes

- minutes approved

~minutes submitted by Judy Ballweg~