

**Systemwide Extension Council**  
**Wednesday, March 2, 2016**  
**Lowell Center**  
**Madison**

**Present:**

Tiffani Taggart, Dan Kursevski, Dan Hill, Judy Ballweg, Sarah Smith, Kari Borne, Kerie Wedige, Phil Huelsbeck, Barb Larson, Marty Havlovic, Kathy Eisenmann, Holly Wehrhahn, Anna Haines, Stacey Binder, Erik Ernst, Molly Vidal, Aaron Brower, Robert Toomey, Pam Nellen, Jason Hubbard, Lori Laboree, Esther Gieschen, Lyn Fleming, Pam Bowen, Ken Rosen, Crista Kruse, Dan Ervin, Libby Bestul

**Called meeting to order at 10:02am and certified open meetings requirement – Tiffani Taggart, Chair**

- Tiffani started the meeting by thanking members and others for completing the recent survey -- “Shaping the Future of the Systemwide Extension Council”. The number of surveys completed was lower than expected. However, the results contain very good information as we move forward in exploring the Council’s purpose.

**Welcome and Introductions – all**

**Chancellor and Provost Dialogue – Molly Vidal, Chief of Staff (on behalf of Chancellor Sandeen) and Provost Aaron Brower**

- UW-Ext Themes Survey Results – Molly distributed and discussed a document that provides background information and the five themes. These themes will be used to tell our story to legislators and others. This effort will be led by Lindon (Lin) Larson, Associate Vice Chancellor for Communications and Marketing.
- Coop Ext nEXT Generation Recommendations – individuals assisting with this initiative include the sponsor team (Provost Aaron Brower, Vice Chancellor for Admin and Finance Steve Wildeck, Coop Ext Dean and Director Klemme) along with Jay Rowan, nEXT Generation Project Manager (Huron Consulting Group), David Berard, nEXT Generation Project Leader (internal administrator and specialist), Pamela Seelman, Coop Ext Communication Director. The multi-member steering committee was announced on Jan 26. The steering committee will be charged with developing 10-12 workgroups focused on how to implement the budget reduction plan.
- UW Colleges Restructuring Update – the implementation stage will be completed in March 2016. A taskforce has been named to help track all the changes, evaluate how things are going, and determine ways to fill in gaps that are discovered along the way.
- UW-Ext Policy on Campus Taxing Continuing Education Units – taxing is occurring with money being reinvested in high revenue programs. Members expressed frustration with inconsistency. It was suggested that individuals take the lead in gaining a better understanding of areas of concern and discussing solutions with their individual campus administration.

Discussion followed.

**Discussion: “Shaping the Future of the Systemwide Extension Council” survey results**

- The Provost along with the Council are exploring the purpose of SEC. Questions asked include:
  - ✓ What would be missed if SEC discontinued?
  - ✓ What are the actions/take-a-ways from each meeting?
  - ✓ What’s valuable ... sharing amongst colleagues, support travel for members
  - ✓ Invite other Chancellor’s?

- ✓ Can this information be shared with the Provost in another setting? Yes, CEEC (unit directors) meeting, SBDC advisory group, public broadcasting board, county visits, governance group meetings.
- ✓ What is SEC's niche?
- ✓ UW-Ext governance group members place value on being a SEC rep and very much interested in what's happening on various campuses.
- ✓ Campus-specific frustration exists ... how else do these challenges get shared and identified along with brainstorming next steps?
- ✓ Need help identifying what is a "system" rule vs a campus-specific decision/rule.

### **Top 3 "take-a-ways" from the Survey Results**

- Tiffani Taggart
  - ✓ Due to low participation, the survey didn't produce as much information as hoped.
  - ✓ Communication/information needs to flow two-ways.
  - ✓ Information doesn't seem to be shared as a way to prepare for meetings.
- Phil Huelsbeck
  - ✓ Dissolving the Council wouldn't negatively impact. However, these things would be lost: --UW-Ext information sharing, hearing directly information/updates, leadership hearing directly our concerns, colleague networking, broader understanding of UW-Ext
  - ✓ If the Council continues, the charge should be changed to more accurately reflect relevance and usefulness.
- Libby Bestul
  - ✓ Good comments that support peer learning and networking.
  - ✓ Dissolving the Council ... the information shared at these meeting can be obtained by other means/groups.
  - ✓ Overall ... this is a divided group. However, there is strong support for peer learning and networking.

### **Working Lunch / Chancellor's Town Hall via Google Hangout**

#### **Regrouped for Small Group Discussions**

- Dan Hill thanked the Council for all they do for the state. Dan also announced his resignation from the role as Interim Secretary of the Faculty and Staff. The plan is to recruit an interim (~6 months) as the Provost determines next steps.
- Dan Hill provided background on small group discussions. This information will be used to provide direct feedback to the Provost and help reshape the role/purpose of the Council.

#### **Work Group 1 – facilitator Libby Bestul**

##### **What we currently have or think we have:**

- Information TO us: report to us by leadership
- Leaders not present for afternoon discussion
- Afternoon could be more impactful
- Quarterly meetings
- Connection to Coop Ext staff especially with regions for UW Colleges ... experts together
- Resource (want this to continue).
- Transitions ... value reduced by predecessors (both those in leadership and local predecessor)

##### **Going Forward:**

- Location and Travel Expenses: Is there money to cover travel to meetings? Meetings outside of Madison have lower attendance.
- ROI ... way to keep continuing education viable for the future
- Engagement ... two-way advocacy

- Focus
- Circle / small group collaborations
- Formalize collective presentations on topics of interest to the group
- Feed afternoon information back to leadership
- Follow up one meeting to next / post minutes or notice of link / to ease forwarding to others
- Can we give our topics to leadership in advance so prepared before meeting?

### **Work Group 2 – facilitator: Phil Huelsbeck**

#### **How Should Meetings Be Framed:**

- SEC members solicit issues, concerns from campus/offices
- Send those issues to SEC executive committee
- SEC executive committee then consolidates topics
- During first 2 hours with UW-Ext administration/Aaron Brower, these topics are actively discussed
- Administration could provide reports in different way (email?)
- Meet quarterly ... maybe in person and/or videoconference?
- Should we rotate geographically?
- After UW-Ext administration leaves, the rest of the time should be devoted to:
  - ✓ Networking opportunities
  - ✓ Collaboration opportunities
  - ✓ Campus/unit updates

### **Work Group 3 – facilitator: Lyn Fleming**

#### **How Should Meetings Be Framed:**

- Identify issues
- Topics for presentations shared with Chancellor
- Offering solutions to problems/issues
- Better topics
- More preparation work
- Use the powers and authority given us by Board of Regents

#### **How Should Meetings be Organized/Planned:**

- Orientation for new members
- Assign topics for each meeting involving the Chancellor and Provost
- We need to identify issues with Chancellor and SEC members
- Involve Chancellor and Provost in our group discussions/listening
- Task groups within the council to identify topics for discussion and research
- Professional development component within our meetings for our members (i.e., managing change)
- Well-structured council meetings
- Are Wednesdays the best day / perhaps videoconferencing

### **Work Group 4 – facilitator: Tiffani Taggart**

#### **How Should Meetings Be Framed:**

- Time for updates from UW-Ext leadership
- Opportunity for communication/networking ... currently it seems to be of more value to continuing education units
- Should UW-Ext governance groups have influence/should influence administration (currently does not)
- Have action items ... what information should

- Actually fulfill original charge ... input direct to leadership during/prior to decision making process
- Program coordination / elimination of redundancies ... i.e., continuing education units all need registration system and we were all left to purchase on own. HUGE investment of money that could have been avoided.
- Advocacy group for Extension-wide issues
- Orientation of new members

### **How Should Meetings be Organized/Planned:**

- Agenda creation:
  - ✓ Dealing with actual issues (BIG issues)
  - ✓ Update/follow up from prior meetings
  - ✓ Leadership and members involved in planning
  - ✓ One meeting ahead on agenda items ... provide opportunity for feedback/input well ahead of each meeting
  - ✓ Stay ahead of the issue
- Actual meeting:
  - ✓ Issues for next meeting (20-30 min)
  - ✓ Budget reports
  - ✓ Bring decision makers to the table
  - ✓ Quarterly meetings
  - ✓ Planned topic meetings ... i.e., meeting 1: budget / meeting 2: marketing / etc.
  - ✓ Leadership present
- Preplanning (members)
  - ✓ Ask campus leadership
  - ✓ Others in division for issues/concerns
  - ✓ Process for systematic readiness to present to leadership
  - ✓ Workgroups for topics ... what we want help with / what they want help with
- Preplanning (leadership)
  - ✓ UW-Ext provide current initiatives
  - ✓ If coordinating with campus or others ... what are those messages/conversations?

### **Future Meetings:**

- Who ... Chancellor
- Content ...current topics, what do Chancellor and Provost want? "mix up"/engaging for all, Need network? Need to add value, want from leadership more info than talking points, preparation for conversations with colleagues and public (i.e., constituents)
- Workgroup participation including policy level (ex: overload)
- Agenda ... leadership preparation
- Issues from SEC
- In the afternoon ... our own workgroups: what topics? Similar work places together.
- Info ... we should make effort to gather questions in advance / who is UW-Ext on each campus?
- Where ... in Madison?

### **Thoughts / Next Steps – Executive Committee**

- Positive feelings about the conversation/ideas sharing of this meeting versus what the survey results revealed. To reshape and change our charge it will take workgroups populated with interested people.
- It will take a lot of work, great work, hard work and we will be proud of the final product.
- Hang in there as a Council for the next year or two ... lots of changes and shifting all around us.
- Let's keep the line of communication open with Provost Aaron Brower.
- Tiffani will take the lead in communicating the outcomes of this meeting with UW-Ext

administration.

**REMINDER: Future Meeting Topics (white board) Generated at the December 2 meeting:**

- 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
- 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)

**Approval of December 2015 meeting minutes**

- Minutes approved.

**Future Meeting:**

- Wednesday, June 1, UW-Stout

Adjourned at 2:50pm.

~minutes submitted by Judy Ballweg~