



## SYSTEMWIDE EXTENSION COUNCIL MEETING

June 8, 2011

10:00 a.m. – 3:00 p.m.

Pyle Center  
702 Langdon Street  
Madison, WI

### Minutes

Present:

Cindy McVenes, Julie Aminpour, Tracy Noyes, Bunny Hansen, Shannon McGuire, Rick Morgan, Maud LaMarche, Chris Smith, Marna Banks, Yolanda White, Donna Shepard, Anne O'Meara, Ann Whitaker, James Campbell, Katy Duren, Barry Orton, Gary Henderson, Barb Barker, Armando Ibarra, Pamela Seelman, Connie Eisch, Linda Fleming, Catherine Neiswender, Mike Ballweg, Tom Culviner, Allisanne Apple, Karen Dickrell, Judy Ballweg, Greg Hutchins, Ray Cross

1. Call to order at 10:10am and certify open meetings requirements – Julie Aminpour
2. Welcome and Introductions
3. Chancellor Ray Cross provided an update:
  - The proposed budget provides the following flexibilities:
    - Budget: ability to move money between silos (operational expenses, debt services)
    - Tuition: 5.5% increase in each biennium
    - HR/personnel: personnel system for UW-Madison and UW System colleges and university, fund salary increases beyond standard compensation plan
    - Capitol: no building commission approval for gift/grant funded projects less than \$500,000
    - Develop segregated revenue fund for all program revenues
  - The proposed budget prohibits the Board of Regents from accepting federal dollars for our Broadband grants as well as imperiling WiscNet (a cost recovery, not-for-profit research organization and education collaborative that benefits Wisconsin). This item is likely to be taken up on June 14 and your help is needed in advocating for our grants. Contact information and talking points will be sent to you.
  - Ray asked, "How can UW-Extension be (or be perceived as) more relevant?"

Comments:

- Within communities, tech schools seem to be getting more attention over UW-Extension.
- How can we be more nimble ... what are our barriers?
- What is our role / mission ... have we lost sight of this?
- How is the message of relevance being framed?

ISSUES:

- perception in business community
- perception in urban community (is our heritage/history getting in our way?)

Thoughts:

- Is marketing (more/differently) the answer?
- Research → Reality?
- Being part of UW
- Education = Jobs
- Short-term education vs long-term education

4. Review current membership and terms

- If your first term is up, and you are interested in a consecutive 3-year term, we don't need to hear from you. Your new term will be 7/1/11-6/30/14.
- If your first term is up, and you are not interested in a consecutive 3-year term, please talk with your colleagues in an effort to find a replacement. Please forward that information to Judy Ballweg.
- If your term is up after having served two consecutive 3-year terms, please talk with your colleagues in an effort to find a replacement. Please forward that information to Judy Ballweg.

5. Presentation of Certificate of Appreciation to Outgoing Member

- Thank you to Rick Morgan who has served two consecutive 3-year terms (2005-2011) and has been a member of the Executive Committee.

6. 2011-2012 Meeting Schedule and Location

Wednesday, September 7

10am-3pm

Location: Pyle Center, Madison

Wednesday, December 7

10am-3pm

Location: Oshkosh (include teleconferencing/video conferencing option)

Wednesday, March 7, 2012

10am-3pm

Location: Pyle Center, Madison

Wednesday, June 6, 2012

10am-3pm

Location: Stevens Point

7. Approval of September 8, 2010 meeting minutes

- Rick moved to approve, Katy seconded, minutes approved.

8. Meeting adjourned at 1:15pm

~minutes submitted by Judy Ballweg~