

SYSTEMWIDE EXTENSION COUNCIL MEETING
Wednesday, March 13, 2013
10:00 a.m. – 3:00 p.m.

Pyle Center, Rm. 325/326
702 Langdon Street
Madison, WI

Minutes

Present: Julie Aminpour, Karen Dickrell, Erin McFarlane, Briena Jacob, Anne O'Meara, Bunny Hansen, Tiffani Taggart, Peter Nordgren, Seth Meisel, Kristine Zaballos, Nancy Anne Miller, Rick Morgan, Tom Culviner, Cindy McVenes, Joe Way, Barry Orton, Ann Whitaker, Armando Ibarra, Judy Ballweg, Dan Hill, Greg Hutchins, Ray Cross

Guest: Teri Venker, University Relations, UW Colleges and UW-Extension

Call to order at 10:10am and certify open meetings requirements – Julie Aminpour

Welcome and Introductions

UW-Extension Marketing/Branding Update

- Distributed and discussed the following handouts:
 - Frequently Asked Questions (FAQ) on UW-Extension Logo
 - Logos, Graphic Standards, and Ordering Information
 - UW-Extension Business Card Examples

Discussion followed.

- Be looking for an email message announcing and sharing the updated logo.

Chancellor Dialogue – Chancellor Ray Cross

- Budget: There is a lot of activity in the Capital as the budget gets finalized. A pay plan component is expected giving Institutions autonomy and flexibility in their distribution decisions. Tuition increase is expected. Chancellor's office is working on bullet points for use in communicating the value of our work.
- Broadband: Continued challenges as the contract is finalized.
- Gannett Newspapers Publishing Salaries: The salary information has been very helpful in support of our need for pay plan money.
- UW Flex Option: Moving along very well. Currently focusing on content development and workload/operations. Exploring an investment model as a way to support this initiative.

Discussion followed.

Associate Vice Chancellor – Greg Hutchins

- Distributed the announcement of the 2013-2014 Program Innovation Fund. There is approximately \$125,000 available. Again this year, there are two tracks ... advancing the UW System Growth Agenda or Innovative Use of Technology (UW-Ext, only). Proposals are due no later than April 29, 2013.
- Highlighted the mid-year work of the 2012-2013 Program Innovation Fund awards.
- Piloting interactive video at four county sites and exploring what's possible through the use of an internet-based delivery system.

Interim Secretary of the Faculty and Academic Staff – Dan Hill

- University Staff Governance Committee (formerly classified staff) is developing operational practices in preparation for an elected council. Human Resource directors are meeting in mid-April and the findings from this meeting will help determine this group's next steps. This committee is interested in inviting a Faculty Senate member to one of their meetings.

Cooperative Extension Regional Changes and Impact – Karen Dickrell

- Distributed and discussed Cooperative Extension Regions map. Previously there were six regions and now there are four. This change has prompted new ways of thinking, planning and programming with natural partnerships occurring.

All SEC members had an opportunity to provide an update on what's currently taking place on their campus and/or in their county or unit.

Approval of September 5 meeting minutes

Motioned by Bunny, seconded by Julie to approve the minutes. Minutes approved.

Next Meeting Date/Location:

Wednesday, June 19, 2013

W.R. Davies Student Center
UW Eau Claire
77 Roosevelt Ave.
Host: Julie Aminpour

Future Meeting Topics:

- Entrepreneurship: What does it look like within different divisions or on different campuses?

Meeting adjourned at 2:10pm.

~minutes submitted by Judy Ballweg~