



SYSTEMWIDE EXTENSION COUNCIL MEETING

September 7, 2011

10:00 a.m. – 3:00 p.m.

Pyle Center
702 Langdon Street
Madison, WI

Minutes

Present: Julie Aminpour, Clif Barber, Joe Way, Dan Hill, Katy Duren, Barry Orton, Matt Calvert (in place of Barb Barker), Karen Dickrell, Keri Wedige, Bunny Hansen, Allisanne Apple, Greg Hutchins, Ray Cross, Catherine Neiswender, Tom Culviner, Mike Ballweg, Tracy Schroepfer, Paulette Bangura, Pa Vang (in place of Yolanda White), Anne O'Meara, Tracy Chynoweth, Judy Ballweg

Call to order at 10:05am and certify open meetings requirements – Julie Aminpour, Chair

Welcome and Introductions

Chancellor Ray Cross provided an update on:

- UW-Extension Strategic Plan which will include the operations of both the central office as well as each division. Greg Hutchins and Marv Van Kekerix will take the lead in working with divisional leadership and moving the plan forward.
- Questions, brainstorming and discussion followed.

How might we use technology to enhance educational programming and outreach?

Amy Pikalek, Director of Marketing & Communications, CEO-EL

- Some examples where technology is being used include student engagement, marketing, recruitment through social media, video, online newsroom, email, texting, broadcast, and printing.
- Some additional examples include student services through online chat, skype, social media, and email.

Discussion followed.

Jackie Askins, University Relations Specialist, Cooperative Extension

- Some examples of Social Media include facebook, blogs, twitter.
- Some examples of Dynamic Content include video and podcasts.
- Some examples of newer technologies include ipads, webinars

Discussion followed.

Erik Ernst, Promotion Manager-WPT, Broadcasting and Media Innovations

- Some examples where technology is being used include broadcasting, mobile production truck, online technology, social media, facebook, twitter, youtube, email.
- Emphasized that staff members know and understand the expectations, rights and responsibilities of social media within the profession.

Discussion followed.

Executive Committee Election Process

- Nominations to the Executive Committee include – Mike Ballweg, Bunny Hansen, Julie Aminpour, Pamela Seelman
- Attendance at this meeting was low and, therefore, no quorum. Voting will take place at December meeting.
- It was suggested that we solicit the Council for topics of interest for future agendas.

Review current membership and terms

- Dan and Judy will work with campus Provosts to confirm Council representation.

2011-2012 Meeting Schedule and Location

Wednesday, December 7

10am-3pm

Location: Oshkosh (including WisLine option)

Wednesday, March 7, 2012

10am-3pm

Location: Pyle Center, Madison

Wednesday, June 6, 2012

10am-3pm

Location: Stevens Point

Approval of June 8 meeting minutes

- Catherine Neiswender motioned to approve, Bunny seconded, minutes approved.

Meeting Adjourned

- Barry Orton motioned to adjourn, Allisanne Apple seconded, meeting adjourned at 2:30pm

~minutes submitted by Judy Ballweg~