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Details: Informational hearing (3/10/2009)

(FORM UPDATED: 08/11/2010)

WISCONSIN STATE LEGISLATURE ... PUBLIC HEARING - COMMITTEE RECORDS

2009-10

(session year)

Senate

(Assembly, Senate or Joint)

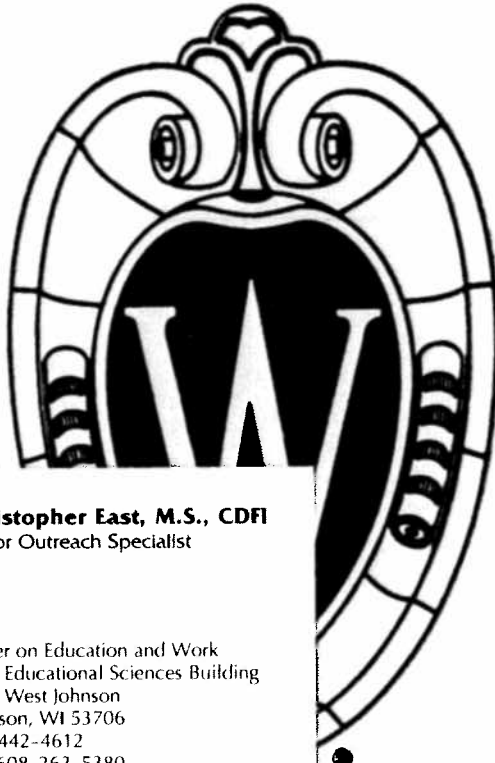
Committee on ... Economic Development (SC-ED)

COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)
(**ab** = Assembly Bill) (**ar** = Assembly Resolution) (**ajr** = Assembly Joint Resolution)
(**sb** = Senate Bill) (**sr** = Senate Resolution) (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**



Christopher East, M.S., CDFI
Senior Outreach Specialist

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Madison, WI 53706
800-442-4612
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THE UNIVERSITY
of
WISCONSIN
MADISON



V. Scott Solberg, Ph. D.
Associate Director of Research
Center on Education and Work

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MADISON

WISCareersTM

An engaging approach to career development and job seeking

Offering students and clients...

- Self-assessments
- Over 1,100 occupations aligned with 16 Career Clusters and their 81 Pathways
- More than 800 programs of study
- Over 3,400 schools, colleges and universities
- Practice tests for PSAT, SAT, ACT, GED and more (additional fee)
- Budget Builder
- Resumé and Cover Letter programs
- Links to job openings
- ILP/ePortfolio
- In English and Spanish
- Free Guest Tour

wiscareers.wisc.edu



WISCareers Engage students. Expand awareness. Get results.

Why choose the WISCareers web portal?

At Wisconsin Careers, we have been developing career information systems since 1975, longer than any company or organization in the world. Most career information systems have a number of common features – information on and searches for occupations, schools, programs of study/majors and financial aid. **WISCareers goes above and beyond.**

WISCareers offers these unique features:

- Middle school and high school versions for age-appropriate career development
- Two reading levels that support a wide range of users
- In English and Spanish
- More than 1,000 occupations – double the amount of most other systems
- Detailed information on 16 career clusters and their 81 pathways
- Six career assessments that focus on interests, work values and career skills
- Links occupations to results for many popular paper and pencil assessments including CAI, CDM, COPES, COPS, Holland Code, IDEAS, OVIS, SDI, SDS, Strong Interest Inventory and VPI
- Occupational compare feature helps users to easily compare the information for two occupations at a time
- Detailed regional salary information
- Wisconsin employer data
- Wisconsin technical college placement data
- Adult apprenticeship information
- Military occupational information
- Detailed information on more than 900 majors
- Detailed information on Wisconsin colleges
- School compare feature helps users to easily compare the information for 2 or 3 schools at a time
- Information on Wisconsin cooperative education and youth apprenticeship programs
- Customizable Individualized Learning Plan with ePortfolio
- Job seeking tools – resume writer, cover letter writer, and job seeking/keeping skills activities
- Budget Builder helps users understand the relationships between life choices, financial needs, education level, salary level and occupations
- Unlimited online academic test prep for GED, ACT, SAT, CLEP, ASVAB, TOEFL, SAT II, AP and Civil Service (available as an add-on for an additional fee)
- Online demonstrations

For Professionals

- Free regional training at locations around the state
- Online career development workbooks
- 390 classroom activities coded to State, National, and Workforce Development Standards (SCANS, Wisconsin Developmental Guidance Model, National Career Development Guidelines, National Standards for School Counseling Programs and Wisconsin Learning Standards)
- Database of local employer volunteers
- Extensive customizable reports to evaluate usage and match students to college recruits, advanced courses and specific career development opportunities
- Message Center for posting assignments and communicating with students
- Friendly and knowledgeable staff based in Wisconsin

**WISCONSIN
careers**


"WISCareers connects our students to jobs, colleges, and life planning in a way they find relevant, easy to navigate, and fun. WISCareers has become an essential tool for our developmental guidance program."

*Len Mormino
School Counselor*



THE CENTER ON
EDUCATION AND WORK
University of Wisconsin-Madison


THE CENTER ON
EDUCATION AND WORK



WISCareers

*Committee on Economic
Development*


March 10, 2009



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Partnerships


- **Wisconsin Department of Public Instruction**
Career and Technical Education
Services/Prevention & Wellness
- **Wisconsin Department of Workforce Development**
Vocational Rehabilitation
Wisconsin Job Centers
Youth Apprenticeship
- **Cooperative Educational Service Agency**
WIRED Innovation Fund grant
- **Wisconsin Department of Commerce**
Information Technology Association of Wisconsin
Wisconsin's Biotechnology & Medical Device Association



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Partnerships

- **Chambers of Commerce**
Green Bay Area
Fox Valley Area
- **Wisconsin Technical College System**
Tech Prep
Career Counseling and Academic Advising
- **University of Wisconsin System**
KnowHow2Go
Career Counseling and Academic Advising
- **Wisconsin STEM Equity Pipeline**
- **Wisconsin Department of Corrections**



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University of Wisconsin-Madison

Organizations we serve in Wisconsin

- Public School Districts
- Private Secondary Schools
- Technical Colleges
- University System
- Private Colleges
- Job Centers
- Public Libraries
- Non-profit agencies
- Individual subscribers



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Program Statistics

- 947,000 accounts created since 2000
- 2,000 logins and 10,000 pages a day
- 70% public school participation rate
- Offered in every UW and Job Center
- 14 of 16 Technical Colleges
- 973 Active organizational accounts
- Total logins for 2008: 617,622
- Life time account



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WISCareers Public Schools

- Milwaukee Public Schools
Caroline Williams (414) 475-8174
Ellen Latorraca (414) 902-8335
- Washington Island Schools
Missy Livingston (920) 847-2507
- Stevens Point Area Schools
Diane Kolodziej (715) 345-5468
- Racine Unified Schools
Susan Margraff (262) 619-4315



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WISCareers Public Schools

- Manitowoc Public Schools
Duane Simmons (920) 283-6111
- Tomah Area Schools
Gloria Kelbel (608) 374-7997
- Elmbrook Schools
Shannon Bauer (262) 785-3990
- Chippewa Falls Area
Sally Holldorf (715) 726-2406 x1173



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WISCareers in the 24th District

- Adams-Friendship School District
- Almond-Bancroft School District
- Amherst School District
- Marshfield School District
- Nekoosa School District
- Pittsville School District
- Port Edwards School District
- Stevens Point Area School District
- Westfield School District
- Wisconsin Rapids School District
- Mid State Technical College



THE CENTER ON
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University of Wisconsin-Madison

TO: Wisconsin Committee on Economic Development
Senators Julie Lassa, John Lehman, Kathleen Vinehout
Pat Kreitlow, Ted Kanavas, Alberta Darling, and Joseph Leibham

FROM: Wisconsin Career Pathways Web Site Project Executive Committee
Marge Rubin, Project Coordinator, Fox Valley Technical College
Susan Maresh, Waukesha County Technical College
Lora Schultz, Mid-State Technical College
Jennifer Wagner, Moraine Park Technical College
Steve Wilkes, Gateway Technical College

DATE: March 6, 2009

The Wisconsin Career Pathways Web Site Project team respectfully requests funding of WisCareers through the state budget. The project team has been meeting regularly during the 2008-09 academic year to fulfill its mission:

The mission of the Wisconsin Career Pathways Web Site Project is to partner with educational organizations, government, and business & industry to develop a feasibility analysis report with recommendations to create a statewide Career Pathways Web Site to be accessed by Wisconsin citizens in the pursuit of career planning and pathway sharing.

The Wisconsin Career Pathways Web Site project team proposes organizing career development, educational programs and labor data resources around the national career clusters model (www.careerclusters.org) developed by the States' Career Cluster Initiative in a consistent and user-friendly format through a central Web site, free and accessible to all constituents.

In addition to reviewing other states' career pathway Web sites, the project team sought out WisCareers, long considered the premier online tool for career development in Wisconsin. Many Wisconsin school districts, technical colleges and workforce agencies financially support WisCareers.

The project team concluded that numerous components of WisCareers are in alignment with the Career Pathways Web site project. With legislative and state budget support, WisCareers could become the free and accessible Wisconsin Career Pathways Web site for our state. Multiple parties replicating efforts across the state would be eliminated with this single Web-based resource. Financial support through the state budget would provide free access to all Wisconsin constituents (students, parents, K-12 schools and postsecondary educators, adult learners and employers).

We wholeheartedly support WisCareers being funded through the state budget. We ask for your most serious consideration.

For additional information regarding the Wisconsin Careers Pathways Web Site Project, please contact Marge Rubin, Project Coordinator, by telephone at 920-7202-6811 or by email at rubin@fvtc.edu.

Wisconsin Technical College System Perkins Reserve Grant

Wisconsin Career Pathways Web Site Project Membership

Grant Membership Requirements

Career Pathways Web Site Work Group (approximately 20 members including the following):

- An "Executive Committee" consisting of Tech Prep consortia leaders
- WTCS Tech Prep Education Director
- Secondary educators involved in Career & Technical Education
- A representative from Wisconsin Department of Public Instruction
- Representatives from the University of Wisconsin System
- Representatives from business and industry

Current Membership

Project Coordinator Marge Rubin	Director-Articulated Programs, Fox Valley Technical College
Project Assistant Karen Clarke	Tech Prep Specialist, Fox Valley Technical College
Executive Committee Sue Maresh	School-to-Work Coordinator, Waukesha County Technical College
Lora Schultz	High School Relations Coordinator, Mid-State Technical College
Jennifer Wagner	School-to-Work/Tech Prep Associate, Moraine Park Technical College
Steve Wilkes	Director, Pk-16 Relations, Gateway Technical College
WTCS Representatives Ann Westrich	Education Director – Tech Prep
Sandy Schmitt	Education Director – Electronics, Transportation and Automotive
Karen Showers	Education Director – Counseling and Student Services

Current Membership	
UW Representative Juli Hastings Taylor	Assistant Professor, BS Career, Technical Education and Training University of Wisconsin-Stout
UW System Representative Linda Barrett	UW HELP (Higher Education Location Program) Continuing Education, Outreach & E-Learning
Wisconsin Private Colleges Brooke Konopacki	Vice President for Student Access Wisconsin Association of Independent Colleges & Universities (WAICU)
Wisconsin Technical College Representatives: Kay Chitwood John Cooney Kristin Long John Pritchett	Director of Learning Innovations & Wisc-Online Resource Center, Fox Valley Technical College Education Consultant and Grant Developer Waukesha County Technical College Retiree Tech Prep Coordinator, Madison Area Technical College Career Counselor, Waukesha County Technical College
Department of Public Instruction Jeff Hicken	Education Consultant/State FFA Advisor Agriculture and Natural Resources
CESA Representatives Kathy Eidsmoe Tom Martin Tania Kilpatrick	Educational Consultant, CESA 1 School to Work Coordinator, CESA 3 Coordinator-Career & Technical Education, CESA 6
Chamber of Commerce Representative Sue Doell	Director-Career Connection, Fox Cities Chamber of Commerce

Current Membership	
<p>High School Representatives Gabrielle Banick</p> <p>Dale Hanson <i>or</i></p> <p>Rita O'Brien</p>	<p>Coordinator of Career & Technical Education Madison Metropolitan School District</p> <p>Director of Instructional Technology, Career and Technical Education Career & Technical Education Program Leader Appleton Area School District</p>
<p>Department of Workforce Development Linda Preysz</p> <p>Grant Westfall</p>	<p>Special Assignments</p> <p>IS Business Automation Analyst</p>
<p>Workforce Development Board of South Central Wisconsin Seth Lentz</p>	<p>Deputy Director</p>
<p>Business & Industry Representatives Mabel Berzins</p>	<p>Recruiting and Staffing Manager, Roehl Transport</p>

Revised: 12/19/08

March 6, 2009

TO: Wisconsin Committee on Economic Development
Senators Julie Lassa, John Lehman, Kathleen Vinehout
Pat Kreitlow, Ted Kanavas, Alberta Darling, and Joseph Leibham

Waukesha County Technical College respectfully requests your support for funding of WISCareers through the state budget. In WCTC's Career Center, located in a Workforce Development Center, a variety of populations are served. WISCareers is a vital component of the services we provide for youth and adults as they prepare to enter or return to Wisconsin's workforce.

Many Wisconsin school districts, technical colleges and workforce agencies utilize WISCareers and find it an invaluable source for Wisconsin career and occupational information. However, many potential users find the annual site license fee to be prohibitive.

Much work is already going on across the state to develop Career Pathways that will align with the national Career Clusters initiative. WISCareers has already aligned with the national initiative. With legislative and state budget support, WISCareers could become the free and accessible career information delivery system for our state. Multiple parties replicating efforts across the state would be eliminated with this single Web-based resource. Financial support through the state budget would provide free access to all Wisconsin constituents (dislocated workers, students, parents, K-12 schools and postsecondary educators, adult learners and employers).

We wholeheartedly support WISCareers being funded through the state budget. We ask for your most serious consideration.

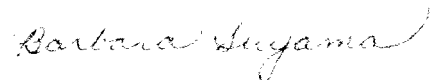
Sincerely,



Susan Maresh
School to Work Coordinator



John Pritchett
Career Counselor



Barbara Suyama
Career Services Manager

Board of Directors

Laurie Benson
Inacom Information Systems

Marc Blazich
Tushaus Computer Services

Brian Brylow
Robert W. Baird & Co.

Scott Converse
University of Wisc. - Madison

Rick Fessenbecker
Northwoods Software

John Gee
WI Charter Schools Assoc.

Carl Helle
Cisco

Robert Horton
University of WI - Whitewater

James Jackson
Cisco

Kate Kaiser
Marquette University

William Mortimore
Keystone Insights, LLC

Jim Rice
Telco Broadband Forum

Corky Seeber
Small Tree Communications

Kelley Starr
Thin Air Software, LLC

John Steindorf
Capital Data, Inc.

Jeff Stroud
Miller Brewing Co.

Al Thornberry
Merge Healthcare

Walt Wojcik
Northwestern Mutual

Peter Zaballos
Frazier Technology Ventures

Phil Zweig
Z-Sharp, LLC

Anne Ross
Foley & Lardner
Ex Officio & Counsel

March 6, 2009

To: Committee on Economic Development of the Wisconsin State
Legislature

I am communicating to you on behalf of the IT Association of Wisconsin to let you know our opinion about the importance of WISCareers to the future of the citizens of the State of Wisconsin.

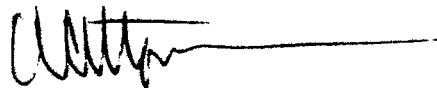
Our industry, which currently employs over 50,000 in Wisconsin is facing massive shortages in qualified candidates for our well-paying IT positions because of an aging workforce and a large drop in people choosing these careers.

Starting in early 2008, our association has taken several steps to address this issue, including developing strong ties with WISCareers. We have together augmented their technology to create the first Wisconsin on-line career "dating service" for linking post-secondary students to internship opportunities. We are co-sponsors with WISCareers in the new Wisconsin STEM Portal project to support science, technology, engineering and math education in middle and high schools.

With the pressing need to retool part of our workforce to meet the 21st Century economic opportunities, we believe WISCareers is vital tool to help adults with "mid-course corrections". It is our hope that some of the looming shortfall in available IT personnel can be met by helping displaced workers find new careers.

WISCareers is a vital resource for the economic vitality of Wisconsin. And, if Singapore has chosen them a chief resource for its citizens' career development, then ITAWi believes Wisconsin should do so for its citizens as well.

Sincerely yours,



William Mortimore
Chairman of the Board, ITAWi

March 5, 2009

Committee on Economic Development of the Wisconsin State Legislature

Honorable Senators Julie Lassa, John Lehman, Kathleen Vinehout, Pat Kreitlow, Ted Kanavas, Alberta Darling and Joseph Leibham:

Dear Senators:

I am writing you on behalf of the Center on Education and Work at the University of Wisconsin, Madison and its career information system WISCareers. For the past 39 years I have worked for the Wisconsin Department of Workforce Development as a Professional Counselor and the past 20 years as Director of Counseling and Testing.

Not only have I used the system as a Professional Counselor but as Director of Counseling and Testing, I was responsible for implementing WISCareers into all Job Centers statewide along with Community Based Organizations. Three years ago I got WISCareers implemented into the Unemployment Insurance (UI) system for users applying Unemployment Insurance. Following their application for UI, individuals could get up to date career information to help them in their search for employment or different careers.

In the Job Centers, WISCareers went from a little used system to one that has helped thousands of individuals find and get employment and employment information about different careers, get educational information, take assessment instruments, write resumes, develop personal budgets and develop an e portfolio.

The WISCareers system has become an essential part of the service delivery system of all Job Centers. It is highly praised by Counselors and staff working in these Job Centers as well as individuals who use the system.

WISCareers is a very user friendly system and if it were not available in our Job Centers the individuals looking to better themselves and find employment would have an even greater hardship doing so.

Over the years I have looked at other Career Information Systems but keep coming back to WISCareers. It is the most complete system out there. With today's economic situation and the many individuals out of work and looking to make better career decisions, WISCareers is the program to help do this.

The Wisconsin Department of Workforce Development is looking towards WISCareers to incorporate several of their programs into it. This would be a big asset to the unemployed and to individuals looking to make good career choices.

I know what this system can do for the individuals of Wisconsin and would look forward to speaking to you in more detail about WISCareers.

I recently polled several Job Centers and asked staff and individuals what their thoughts of WISCareers were. I have included them in this letter for your review.

I truly believe WISCareers is a system that can help all individuals in Wisconsin make better career choices. With the economy the way it is individuals need all the help they can get to make better choices and get back to work.

Sincerely,

Roger H. Gantzarow LPC, NCC, MCC, DCC
Retired Director of Counseling and Testing
Wisconsin Department of Workforce Development



Appleton Area School District

120 E. Harris Street – P.O. Box 2019 – Appleton, WI 54912-2019 – 920-832-6141
Assessment, Curriculum & Instruction – FAX: 920-832-6359

March 9, 2009

TO: Wisconsin Committee on Economic Development

The Appleton Area School District gives full endorsement to our State for the WisCareers professional web-site. We have been very fortunate thus far to be able to provide our students, parents, teachers, and school counselors with this comprehensive career development web-site. The multi-level integration of many programs within our district utilizes this great web-site.

Our district has demonstrated a variety of career development programs and WisCareers far surpasses them all when it comes to a comprehensive, integrated, web-based, up-to-date program. We utilize WisCareers within our district in many ways; our middle school uses it for career exploration and planning by completing the interest profilers and then exploring various careers and the educational pathway to take for the careers of interest. The school counselors use it for individual student career counseling, their student/parent conferencing and Individual Learning Plans, and our required Personal Financial Management course uses it for their Careers and Budgeting units. Our students become aware of the relevance of how their current educational experiences are serving as a foundation for their future career choices and educational path.

Each year we find additional ways to utilize the site. Next year we will be more fully utilizing the E-portfolio in their Communications Arts classes as well as our Career and Technical Education courses. The Classroom Activities the site offers are relevant and align with the Career Pathways that we have implemented in our district.

Probably the best feature and what makes it so successful is the free trainings, webinars, online demos and tech support that is given. It is not often you get such educational support and assistance. The staff at WisCareers has been so helpful in getting us to better utilize the site and we are continually finding new ways to incorporate the activities into our Core and CTE programs.

It is without hesitation I would recommend providing all school districts in Wisconsin with a license to be able to utilize the WisCareers website. This would be excellent educational benefit for all of our students.

Sincerely,

Rita O'Brien
Career and Technical Education
Program Leader
Appleton Area School District

Subject: FW: WISCareers Successes
From: "Roger H. Gantzarow" <gantzarowh@att.net>
Date: Thu, 05 Mar 2009 18:16:31 -0600
To: 'Scott Solberg' <ssolberg@education.wisc.edu>

From: Puetz, Judith - DWD [mailto:Judith.Puetz@dwd.wisconsin.gov]
Sent: Tuesday, November 25, 2008 4:06 PM
To: 'gantzarowh@att.net'
Subject: WISCareers Successes

Roger,

Thanks to WISCareers, I've assisted many customers with successful career decision making.

Last week, in the Fond du Lac Office, a newly divorced mother of 5 came in. She just relocated from Gary, IN and wanted to finish her sociology degree w/Moraine Park Technical College. Explained that sociology was a 4-year degree and that Moraine Park Technical College did not have 4 year degrees. Questioned what she intended to do with a sociology degree. Sounded more like social work that she was interested in. I suggested that we consult WISCareers. Demonstrated usage of WISCareers and provided access code. Compared sociologist, social worker, and registered nurse occupational info: required education, outlook, salary, potential employers in Fond du Lac County, and the work setting on the video. Also informed that Marian University had a tuition free program for single mothers and that they had bachelor's degrees in all 3 areas. Customer called me the next day and said she met w/Marian personnel and that she was attending Marian for nursing. She made her decision based on the info on WISCareers. I suggested we finish career counseling to support her decision.

I have stories like this every week. Customers are those who have narrowed their occupational fields to 3 with the use of various assessments, including WISCareers. Together we access WISCareers and the customer makes an occupational decision based the info provided. The other type of customers are the ones who come in with a degree which is not very practical and they are not finding employment in their fields. I will make some suggestions on more practical, related fields and then we consult WISCareers for further ideas of related occupations and research those related occupations to see if additional training is needed, outlook, salary, potential employers, and work setting (video.) The video and audio is so helpful because I can place the customer right in the work setting and they usually, instinctively know if that is a work setting for them or not.

As a career counselor, I highly value my access to WISCareers.

Judy Puetz, M.S.Ed., LPC, DCC, Job Service Employment & Training Counselor 4



University of Wisconsin-Stevens Point

Career Services

Stevens Point, WI 54481-3897

Telephone (715) 346-3226

FAX (715) 346-3724

TO: Committee on Economic Development
Senators Julie Lassa, John Lehman, Kathleen Vinehout, Pat Kreitlow, Ted Kanavas, Alberta Darling, and Joseph Leibham

FROM: John Zach, Career Development Specialist and Adjunct Faculty

DATE: March 4, 2009

RE: IN SUPPORT OF WISCAREER

Some days I wish that I was not old enough to have been using the WISCareer system for 30 years, but I am! During the past 30 years, over half of those years volunteering as a member of the WISCareer Advisory Board, I have witnessed not only the growth of this program to be able to technologically reach any WI student 24/7, any place in the world, but I have also seen time and again how effectively the WISCareers has been in assisting our students in gaining perspective, ideas, and direction into their world of work.

As you know only too well, during these hard financial times, perhaps one the most important factors of remaining successful and economically viable as a state is to have a well prepared and flexible workforce. With the WISCareer system, I am able to assist college students, who might not be able to list or understand 25 viable careers options, into an awareness of nearly a thousand career areas and connect them with nearly every employer throughout the state. Students are able to learn about the shortages, and hot and upcoming occupations, within our state. With WISCareers, students have an effective way to learn about many different opportunities such as health care and energy development. Two of the most vital areas I believe we need our citizens to better understand and to move into for our state to remain competitive and successful in this world market.

We must continue, and enhance, our strong state's commitment to building jobs and training a highly skilled workforce. I believe this is more important than at any other time in our state's history. The WISCareers can greatly assist our state with this mission. We need to provide knowledge about the types of jobs, education programs, and job opportunities within our state. WISCareers is, and has been, one of the only viable and inexpensive methods I have experienced in effectively and economically educating our children about Wisconsin employment needs and opportunities.

Although the education of our students is mainly a local responsibility, I fear with the financial issues facing our local school districts that programs such as career exploration, and WISCareers, may well be threatened in order to deal with temporary funding shortfalls. School districts will not be able to afford everything and a very plausible scenario will be to cut the "non basic curricular areas" in order to survive. Our state's workforce development must not be threatened by districts that may be forced to cut such important programs in order to stay afloat. Our need to grow and train our young people into careers that the state must

have is too important and the consequences too great to have them unfunded. They must not be cut, but built stronger.

I strongly urge you to consider helping in this effort by doing everything in your power to both financially and legislatively support WISCareers. The evidence I find from our UWSP annual employment reports on our graduates suggests that most of our students stay in Wisconsin, but they often do not live in the same cities they were raised. The career preparation they learn as they go through their K-12 schools supports our state's prosperity and success as a whole and therefore the success of career exploration and preparation need to be assured as a priority of the state.

I have worked with many organizations through the years and I am sincere when I say that the people who work in the development and maintaining of the WISCareers system are outstanding. One of the reasons I enjoy being part of the Advisory Board is that I get to see and understand the constant improvements to this program and hear the wonderful benefits that our WI students receive from their involvement with this program. Please take the time to learn more about this program and I know that even during this time of financial restraints that your investment and support will provide for a more prosperous and secure future for the citizens of this great state of Wisconsin.

Thank you for your consideration and all that you do through your service to Wisconsin citizens.



Winneconne Community School District

233 South Third Avenue

P.O. Box 5000

Winneconne, Wisconsin 54986-5000

DISTRICT ADMINISTRATOR
& BUSINESS OFFICE

SPECIAL EDUCATION
(920) 582-5804

HIGH SCHOOL
(920) 582-5610

MIDDLE SCHOOL
(920) 582-5800

ELEMENTARY SCHOOL
(920) 582-5803
Winchester (920) 836-2864

(920) 582-5802

March 6, 2009

Committee on Economic Development
Wisconsin State Legislature

Senator Julie Lassa
Senator John Lehman
Senator Kathleen Vinehout
Senator Pat Kreitlow
Senator Ted Kanavas
Senator Alberta Darling
Senator Joseph Leibham

Dear Senators:

At a time more than ever when we at the middle / high school level are focusing our efforts to direct students to a viable career, education necessary and options available, we encourage you as state representatives to consider mandating a resource to be used statewide. WisCareers has been the focal point of our Career Center at Winneconne High School. Winneconne has been a forerunner in career exploration through our Career Center of 15 plus years along with the Career Specialist that not only utilizes the WisCareers resource but educates students daily with the resource.

It's not only about educating the students but the parents who are now taking a more active role (as they should be) in the students' post high school plans and goals. A resource utilized state wide allows accessibility for all students and their parents.

It would be hard to focus on one feature of Wiscareers and how it helps student other than the fact that it is available at any point in a student's career exploring "frame-of-mind." Whether they are amazed by the college search, the career comparisons, the choices they never thought of or the high school classes they should be taking to prepare them for the career, it is the location that "has it all".

I was amazed recently when one of our autistic students did his own college search for a location where he could get an education in prosthetics and he in fact found a local community college with that specialty. It was exciting to see that not only the specific information was available, but that the student was able to navigate and research the career on his own and was successful in this process through WisCareers.

Please consider making WisCareers available to all high school students across the state.

Sincerely,

Denise D. Feavel / Career Specialist
Winneconne High School



Forest County Potawatomi Economic Support

PO Box 340 • Crandon, WI 54520

Toll Free: 1-800-960-5479 • Ext. 478-7292 • Fax: (715) 478-7294

Memo

Date: March 6, 2009

To: Committee on Economic Development of WI

From: Christie Schmidt-Forest County Potawatomi Community

RE: WISCareers Website

I work for Forest County Potawatomi Community which is located in Northeast Wisconsin in Forest County. The county seat is Crandon with a population of approximately 9,000 for the whole county. We are in a rural area and the resources are limited. The WISCareers website has given us a valuable resource for participants on our programs. This website has helped us to better assess individuals on what career path would be best for that individual.

Our office assists individuals in achieving their employment and/or educational goals by supporting and encouraging individuals to see their employable talents. The WisCareers has been a valuable tool by providing resume options, cover letters, by showing the hot careers and options to explore their field of choice. We have helped about 22 individuals so far with this website and we will continue to provide this website. With the current economy, it is very important to provide good tools for individuals to be successful and educated to become self-reliant.

Thank you for allowing us to utilize this website and please continue to update and improve this valuable resource. Thanks for your time.

cjs

March 6, 2009

1



Corporate Office:
402 North 8th Street
PO Box 2908
La Crosse, Wisconsin 54602-2908

608-789-5620 *phone*
800-742-JOBS *toll-free*
608-785-9939 *fax*
www.workforceconnections.org *web site*

To: Committee on Economic Development of Wisconsin State Legislature

From: Chris Magnuson, Workforce Connections, Inc.

Date: 3-6-09

Re: WISCareers

I want to voice my opinion that WISCareers is a great website and many of us working here in Wisconsin's job centers really appreciate being able to use this as a resource for our many job center customers whether they are youth or adults.

Sincerely,

A handwritten signature in cursive script that reads "Chris Magnuson".

Chris Magnuson
Employment Coordinator

CMM/cmm

**PRESS-GAZETTE FOCUS:
RETAINING THE YOUNG**

Schools, businesses try to develop, keep talent

Efforts today embrace more postsecondary options

BY KELLY MCBRIDE
kmcbride@greenbaypressgazette.com

Mining local talent early and creating a strong sense of community can not only enhance work force development in our area, but also give young people a strong and vibrant community they'll want to remain a part of, experts say.

And while the so-called "brain drain" here may not be as severe as elsewhere in the state and nation, officials say giving young people reasons to stay — or return — before they hit college should remain a priority.

"We have a large percentage of our population who have not gone on to baccalaureate education," said University of Wisconsin-Green Bay Chancellor Bruce Shepard. "The businesses in the area, the enterprises all want to have talented and well-trained employees. We have a real resource here but we have to encourage these young people."

Efforts to do so include area colleges and businesses reaching out to schools to talk about career development and aspirations for postsecondary education. A big part of that, particularly in recent years, has been the effort to recruit so-called first-generation college students; that is, those for whom neither parent went to college.

The tenor of the talk also has shifted, from encouraging students to attend four-year colleges to urging them to explore the best postsecondary option for their potential career. Proponents say partnerships between local postsecondary schools — be they two- or four-year — are aimed at ensuring students have myriad options for preparing for their future.

"I think we know that kids are going to have to have some education beyond high school," said Nancy Schopf, vice president of



Shepard



Schopf



KaIn Zimmerman left, a junior at Northeastern Wisconsin Lutheran High School, listens to Jaimie Henechel, a student ambassador at the University of Wisconsin-Green Bay, during a tour Friday of the university campus. *Even Stagle/Press-Gazette*

Get connected

The WC-Connection is designed to make information about local businesses and organizations available to youth and adults through the WISCareers Web site. Follow these instructions to create a business account:

- Go to <http://wc-connection.org>. Click on "Get Started."
- On the right side of the screen, click the "Begin" button. No need to enter a code.
- Select "Green Bay Chamber of Commerce" under Cooperating Organization. Fill in the name of the business, city, state and password. Click the "Continue" link on the next section.
- Go through the five information sections. Click "Submit" when done.
- Edit your information or finish the submission at any time.
- If you have questions, contact Brian Johnson at (920) 593-3408 or bjohnson@tittletown.org.

Talent/ Community approach favored

On E-1

"Brain drain" isn't a big concern, but region still has some worker shortages.

education and leadership for the Green Bay Area Chamber of Commerce. "But the thing is, we always were promoting four years. ... and I think we've turned some kids off because of that. ... We just want kids to look at options — that there are other roads to success."

Enriching experiences

Tapping into the area's pool of talented young people — whether they attend college here or elsewhere — should involve a community approach to navigating those roads, educators say.

That includes efforts like UWGB's Phuture Phoenix program, which seeks to boost college aspirations for students from lower-income schools, beginning in fifth grade.

The program is designed in part as a pipeline to the university's growth agenda. But more than that, it's about supporting an educated work force and future community leaders — no matter where students attend school, said Cyndie Shepard, Phuture Phoenix director and wife of Bruce Shepard.

"I don't care," she said. "Get them in there, get them excited about doing something they're interested in."

Reaching out to diverse populations is an important component, educators say, as employers tout the value of a diverse work force.

"Employers are looking for a diverse work staff, not just in terms of ethnicity but ... all the different forms that exist," said John Grant, manager of academic advising, recruitment and career services at Northeast Wisconsin Technical College. "That diversity provides enriching experiences for all employees."

Toward that end, NWTC holds several events aimed at engaging minority students and explaining their options for postsecondary education, be it at NWTC or elsewhere.

I just wanted to stay

Concerns about the brain drain issue in the Green Bay area differ from those elsewhere in the state and country, Bruce Shepard said.

UWGB doesn't experience a large-scale flight of college graduates — more than 70 percent of its graduates stay within a 50-mile radius of Green Bay, while nearly 90 percent stay in Wisconsin — but struggles exist in the area of "brain gain," that is, bringing talented young people in, Bruce Shepard said.

He hopes the school's growth agenda — which seeks to grow the university from 6,100 to 7,500 students — will be a key part of the solution.

Encouraging young people to explore career options early also is part of the picture, Schopf said. Partners in Education, a program of the chamber, has helped facilitate and encourage the local use of the online WISCareers program, which helps youths track career options.

Partners in Education hopes to build awareness for young people, especially about area career and job options that may not be on their radar.

For Drew Kopitzke, those options include remaining local — for now. The soon-to-be UWGB alum from Elkhart Lake is sticking around for several reasons — his girlfriend, new job and desire to stay out of the big city among them.

"A lot of my contemporaries are kind of staying around the city for awhile," he said. "In the whole scheme of things, I just wanted to stay here."



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MOE launches online portal for students

By 938LIVE | Posted: 24 February 2009 0650 hrs

SINGAPORE: The Education Ministry has unveiled its first interactive Web-based Education and Career Guidance portal, ecareers.sg, for students.

Besides online assessment tools which generate career profiles, the portal aims to give students a head start with training modules to sharpen resume-writing, interview and decision-making skills.

There are also occupation and education databases to help students make career and education choices – such as the qualifications for certain jobs, career paths and salary ranges.

The portal has been pilot-tested in about 20 institutions and is now in the final stage of development. It will be available to secondary and post-secondary schools by August and to primary schools by early next year.

- 938LIVE/so



Photos 1 of 1 Students in Singapore

E-mail this page Print this page

**News @ AsiaOne**

Students' online guide to right job

Tool helps them pick careers suited to their interests and offers educational advice. -ST

Thu, Feb 26, 2009
The Straits Times

WHEN Millennia Institute student Siti Soleha Noorhisham, 17, was wondering what career she could get into in future, she found some answers in a new tool offered by her school.

The Web-based ecareers.sg, which required her to answer questions about her personality and interests, told her she could become a journalist or an anthropologist, and that she needed a diploma or degree in mass communications or the arts to get on either of those career tracks.

Armed with this information, she has now set a target for herself: She aims to do well enough in her A levels so that she can earn a degree in sociology at the National University of Singapore.

The education and career guidance programme, which was run as a pilot project in 23 schools early this year, will be made available to all secondary and junior college students by August.

Primary school pupils will be on the programme by early next year.

The programme finds out a student's strengths and interests via profiling tests, and then lists the suitable jobs and the relevant study or training courses.

Students will also be able to pick up interview and resume-writing skills from the website.

The nationwide roll-out of the programme, unveiled at a conference held for principals, teachers, school counsellors and career-guidance coordinators, follows the success of the pilot project.

Mrs Tan Ching Yee, permanent secretary in the Ministry of Education, said education and career guidance will raise students' awareness of their potential and help them 'understand the possibilities available and guide them in developing plans to realise their aspirations'.

She added, however, that for education and career guidance programmes to be effective, they have to be supported by school leaders. Time must also be put into carrying out these programmes, which should be introduced to students early on.

School administrators said career and education guidance initiatives motivate students to work harder, as they can map out tangible goals and be guided towards them.

At St Hilda's Secondary School, one of the 23 schools in the pilot programme, the ecareers.sg website was used to motivate 19 students at risk of dropping out.

With the website giving them a focus and goals to aim for, the 19 have either decided to complete their secondary education or have decided to go further.

Said school principal Ong Kim Soon: 'We cannot avoid the mundane routine of school, but sometimes, it is the reason many students don't want to attend it. However, when students see that they need to attend school to achieve a future job they like, they are motivated to come to school and work harder.'

Anderson Junior College student Teng Yi Feng, 17, can see the benefit of such guidance. He knows of students who got onto university courses only because their grades qualified them, not because they truly enjoyed those fields of study.

'They find out later that they have no interest in the subject. I want to avoid this as I want to enjoy what I study.'

This article was first published in [The Straits Times](#).

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WISCareers Testimonials

One:

A Transition Specialist, working in a school for students with disabilities, called asking if someone could meet a high school student for career exploration. We arranged a meeting, at the school, where I demonstrated a WISCareers overview using a screen reader. When the student arrived, we focused on the Interest Profiler assessment. The student took the assessment and we discussed the results, identifying several career options for him to consider. Using the Occupations menu, he did further research studying the details of his occupations of interest. In the next few weeks, the student completed the Skills assessment, choosing skills he most wanted to use in the future. The specialist and he used the Combined Test Results to narrow options further for additional research.

Several months later, the specialist asked for the WISCareers professional code. He uses WISCareers with students, as needed to help narrow down their interests. He is satisfied with the WISCareers web application and that it is accessible. It is quick and students are able to use it independently. He finds that it provides a starting point for their conversations with career exploration and planning. The school has been using MECA and now has added WISCareers.

To further use WISCareers, the specialist uses the Professional Development page to keep current with training options.

Two:

Looking for a better job after being twice employed and laid-off, a 43 year old man came to the Rock County Job Center looking for a job where 'he could make a difference' in people's lives, by helping. He had been a delivery technician for a healthcare agency and recognized a large need with homebound people managing chronic health conditions. With WISCareers, he was able to confirm his choice of career field, Healthcare. Further, he identified Nursing as his goal occupation using the Occupations menu in WISCareers.

Starting the process with WISCareers Interest Profiler, because he was curious to learn what other options might be interesting to him, led him to ask questions about how he might get help with the education to become a Nurse. Directed to the Workforce Investment Act (WIA) program which assists with education and training funds, he is now enrolled as a student in his chosen career pathway, Certified Nursing Assistant to Registered Nurse, over a period of two years.

He also used WISCareers while searching for jobs after his lay offs and found it effective to find out what jobs are available in the area. By using the Occupation menu's Outlook section, he did research to find out what jobs and careers were growing in his part of Wisconsin. Finding that Nursing is a growing need and hoping not to have to relocate to work, he felt more certain that his choice of Nursing was the right one.

Three:

At a workshop designed for people laid-off and considering re-training or education to improve their work options based upon the high wage, high need occupations in the state, a 31 year old woman said that she had been looking for work in social services.

Through a series of discussions with a career counselor, she explained that she has several hurdles to employment. We worked to find appropriate referrals for support and to further clarify her career plan. She plans to relocate as part of her life plan. She wanted to learn a process to change and update her career and job search plans, while learning resources, here and in other states, to continue her job search. We used the Job Seeking menu in WISCareers to identify national and local job opportunities.

She first took the Interest Profiler in WISCareers to understand how her interests matched to a variety of related occupation titles. Exploring the WISCareers web site, she got more information than she realized and found the career tests in WISCareers really helped her learn what skills and qualities she's able to offer employers and their related job titles.

Believing that job seekers must be armed with information about employers; she then used WISCareers to do employer research. She was able to identify and find out more about employers including their contact information used to send a cover letter and resume. She also found employer contact information in areas she plans to relocate.

She was pleased to find employers that she didn't know about. She discovered that would-be employees [job seekers] need to be educated about employers - what they do, their products, what they look for in employees, who their customers are, and their contact information. She found the web addresses and phone numbers very useful for that research. At interviews employers ask, what do you know about our company? Armed with her research information, she felt much better prepared.

Using the best words to describe her skills and qualities as well as the employer information, she was able to broaden her job search. She has also revised her job tools - the cover letter and resume - and prepares for interviews using WISCareers Occupations. She plans to do some additional career counseling while learning different management skills to reduce employment hurdles.

Four:

As a dislocated worker, laid off from the General Motors, Janesville plant, a 36 year old woman revealed, in career counseling, that she was really surprised she needed to look for new work and figure out what to do next. As an assembler at General Motors, she thought she would always work there and retire from that job. She came to the Rock County Job Center to take advantage of retraining services and to change careers.

In her first career, she worked as a Social Worker for several years. She decided to do a career change and began at General Motors. The lay-off provided the incentive to re-use her career transition exploration skills. She used the WISCareers interest test to get her thinking about other possibilities and to narrow down different options. Using the local labor market information in the Outlook section of WISCareers, she discovered that teaching is a high need job in the Rock County area.

Elementary Education is her newly chosen career pathway. She found that because of her previous degree, the teaching degree was attainable. This time she wants a career that she really wants to do. Confidence in her choice is a result of WISCareers and her career decision-making process.

Five:

In Janesville, a 45 year old woman came to a career counseling workshop at the Rock County Job Center. As a life-long Homemaker, she wanted information about how to connect into a satisfying job. Just after high school, she attended Blackhawk Technical College to earn a Medical Secretary certificate. Work was put aside during the years her children were growing up. Then, due to an accident, and the aging of her parents, she was needed to coordinate medical care for several family members over many years.

Through a combination of career counseling and WISCareers assessments, she discovered that her interest in the medical field continued and that she had many valuable skills to offer an employer. Over the years, she had developed a large network of professional contacts and a deep understanding of medical and insurance procedures.

She learned to use new parts of WISCareers, like the Job Seeking menu, to create resumes and cover letters. Then, she identified resource people in her network who would help with job leads and serve as references. She was hired as a receptionist in a local medical facility, her dream job.

However, she quickly realized that the demands of the full-time position conflicted with the medical needs of her family. As a result, she made the decision to seek a part-time job. Again using WISCareers, the "Finding A Job" guide, we focused on techniques to identify job leads and networks. In addition, she added her recent work experience to demonstrate work values, current knowledge for the workplace - receptionist, computer, multi-line phone - and high traffic multi-taking abilities. She increased her resources to find job listings by returning to her network of contacts, using WISCareers, online, and newspaper ads to find a wide-range of part-time job openings. She found a job as a receptionist with a busy local employer and a work schedule that suits her, and her family's, needs.

Now, being familiar with WISCareers, and able to use it, she feels ready for another career transition whenever her family situation allows. She has a process and the tool to move along her career path at her own pace.

Six:

In Monroe, Green County, a 57 year old man found himself between jobs. He wants to work and, at this stage, wants something he enjoys. His job as a route driver ended when the company downsized and he was laid-off. He used the WISCareers career tests and looked at the lists of jobs that match his interests. It made him aware of other areas that he hadn't thought of and he expanded his job search options.

In working on his job search plan, WISCareers has helped him to refine his resume and add online job search. Before, he was using only the newspaper ads. Now, he does searches by looking for employers in Green County and surrounding areas using the Occupations and Job Seekers menus in WISCareers. He is able to look up and learn about related fields, training needs, labor market outlook, salary, pros and cons, and work environment by using the day-in-the-life occupational video. The video gives a more realistic view of the job. It is a great first step to think about the work setting. It is also helpful for developing more realistic questions to prepare for informational interviewing.

Green County is a largely rural area and plant closings have made it very difficult for job-seekers to find work. The limited opportunities cause many to look for work outside of the area. We continue to work on his job search plan and use WISCareers to add employer research, networking, and other methods, including those in "Finding A Job" activities, to find opportunities in the "hidden" job market.

Seven:

Working on a career change, brought a 24 year old woman to the Rock County Job Center. At an earlier age, she first, earned her GED, then an occupational skills certificate through the W-2 program and found work as an administrative assistant. She held two jobs for a time as a child care assistant and an early childhood teaching assistant. Her goal is to continue her education and training in Business Management at Blackhawk Technical College. She may, someday, own her own business.

At each stage of her career path, she has used WISCareers and has found it effective at providing a lot of information, and help, about where she wants to go with her career. She really likes the e-Portfolio. Because she had developed a binder portfolio, she found it very easy to transfer materials to the e-Portfolio. Then, she took the keywords from the WISCareers assessments to describe her experience in each of the different e-Portfolio sections. The e-Portfolio guide made the process easy.

She has used WISCareers for 3 to 4 years through different job searches and job changes. Finding herself laid-off and unemployed again, she turned to WISCareers. By using the Work Values assessment she chose proper words and ideas to update her resume with new skills. She used WISCareers to

explore different occupations related to her skills, to learn about the salary, a description of the work, and the future outlook. With that information, she narrowed her options and felt comfortable making the decision to continue her education. She has found WISCareers to be effective, more user-friendly than O*NET, colorful, and interesting. In her experience, WISCareers keeps you interested.

Personal comments:

In all 6 counties, in which I serve as a Career Counselor for the state of Wisconsin, WISCareers is a well known and respected resource for career development with our partners - schools, libraries, job centers, and agencies. In addition, at professional conferences WISCareers is discussed as a commonly used tool for career development. When trained as a Career Development Facilitator, I learned that WISCareers is the state of Wisconsin's Career Information Delivery System (CIDS). As such, it is listed on the Department of Labor's website. As our state's CIDS, Job Center's must have it available. It connects us to our partners. It is a critical, current, comprehensive, and easy-to-use career development tool.

In my daily work with job-seekers, it is an essential tool. With students and when I'm invited to consult with teachers, counselors or to train agency staff it provides a breadth of resources, founded in respected career, education and human development theory.

When working in Higher Education, academic advisors were all trained in WISCareers and we taught students to use it for making decisions and to design career plans. Undecided students used WISCareers labor market information to identify jobs and careers, growing for the future, to make choices about their majors. The cover letter and resume templates, with examples, were a favorite with students looking for jobs or completing assignments for class. The Education menu links to financial aid information and scholarship leads that are fresh and reliable. I believe WISCareers staff take the time to research and find respected information and resources, not scams or poorly researched instruments.

WISCareers has proved invaluable with job seekers who are undecided about what work they want to do. Many life-time factory employees, who planned to work in the same place until retirement, and mature workers, who have unique needs and hurdles to re-employment, need help learning to name their skills, use them to identify jobs and learn how to do a career plan. The WISCareers career development system works for them. It has never been more useful than with the population of dislocated workers in southwest Wisconsin many of whom never used a process like this before and don't know how to start.

We use the WISCareers menus in a variety of ways, for example

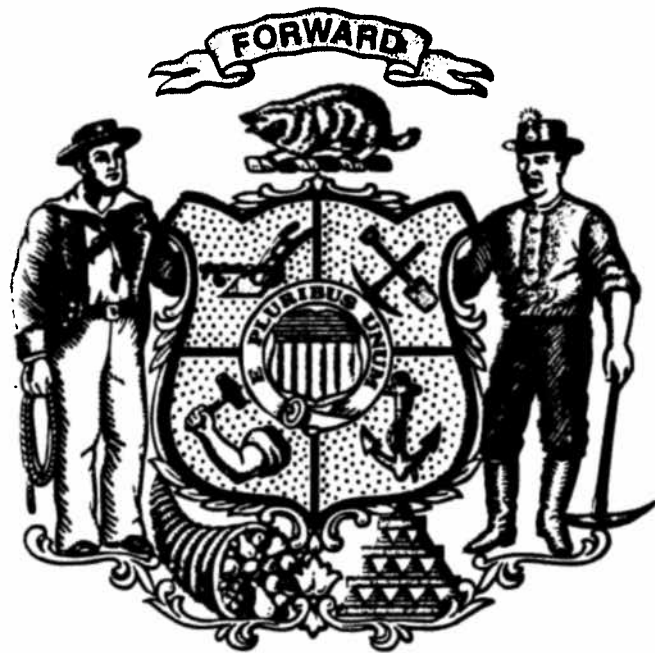
- Assessments help customers to identify their skills, name and define them.
- The Work values assessment is wonderful for identifying values that inform a fitting work environment.
- Job-seeking is so helpful for customers who need to write a cover letter or resume, even those with no experience.
- The e-Portfolio template provides a unique way to demonstrate application of skills in a work setting.
- Education helps customers find schools that offer the programs they need, with links to financial aid information.
- Occupations helps with job descriptions, salary, employers, labor market information, work videos, job openings, and my favorite, Career Clusters and Career Pathways.

Career Clusters, I use to help dislocated workers and job seekers think about how their skills sets apply across the 16 industry sectors. Career Pathways is useful to help customers identify a broader range of job titles to consider. Together these two broaden a job search and define an education or training program.

- Career Planning 1-2-3 is a great way to prepare a customer for career counseling. It guides them through those first steps to define goals and priorities related to career choices and decisions.
- There is so much more in WISCareers, the Professional page, the career activities, and the index that lead to so many resources.

Every day I use WISCareers within career counseling to help customers, to educate Employment & Training staff, in workshops, and to find information or activities that I need to teach workshops or define a particular method for a client. I've used it for years, in Higher Education and in the public-exchange. It is always current, often cutting-edge, and trust-worthy. A one-stop resource, available at my fingertips, and the first resource I turn to and trust for reliable, well-researched tools and information.

Amber Culver, WDA 11 Employment & Training Counselor



University of Wisconsin Colleges
and University of Wisconsin-Extension
ANNUAL REPORT 2008

**CREATING RETURNS
ON INVESTMENTS**



Providing Maximum Access to Education

Responding to Natural Disasters

Managing Economic Challenges

Supporting Families

Safeguarding the Environment

UNIVERSITY  WISCONSIN
COLLEGES

**UW
Extension**

Chancellor's Message

Demonstrating returns on your investments in us

During the fiscal year spanning July 1, 2007 - June 30, 2008, counties, cities, the state of Wisconsin, private entities and other partners made investments in the University of Wisconsin Colleges and University of Wisconsin-Extension. In these pages, I am happy to share some examples of the many resounding returns on these investments.

For instance:

Investing in access: The UW Board of Regents invested in our mission of expanding access to higher education when it agreed to freeze the UW Colleges tuition for the 2007-08 academic year at 2006 rates.

The return: The tuition freeze contributed to the largest enrollment of students

in the history of the UW Colleges. Simultaneously, the UW Colleges retains its reputation as the most affordable entry point to the UW.

County and state investments:

All 72 Wisconsin counties invest dollars in UW-Extension's Cooperative Extension delivery of programs and services that counties deem important in areas such as agriculture and natural resources, community and economic development, family living and 4-H youth development.

The return: More than 3,000 contacts are made every day by Wisconsin residents with Cooperative Extension educators. Our Program Impacts Web site (<http://www.uwex.uwc.edu/impacts/>) outlines the significant returns our programs provide.

In the 13 communities with UW Colleges campuses, counties are investing in our continual effort to produce more degree holders by providing the land, buildings and maintenance where we deliver the high-quality academic instruction for which the UW is so well-known. The state also provides dollars that help support the instruction on the campuses.

The return: Students who start with the UW Colleges and then go on to transfer to the other UW four-year schools persist (83%) and graduate with baccalaureate degrees at higher rates (70%) than students who transfer from technical colleges or other four-year or private colleges.

Increasing access to associate and baccalaureate degrees has resulted in more students earning degrees than ever before in the UW System. In fact, UW-Extension's division of Continuing Education, Outreach and E-Learning supported, in collaboration with all the UW campuses, more than 186,000 enrollments in undergraduate and graduate credit and noncredit programs this year.

Investing in science, technology, engineering and math (STEM): At a time when our state and nation need people who excel in science, technology, engineering and math (STEM), we're grateful that the state has continued to invest in UW-Platteville engineering degrees offered at our campuses including UW-Fox Valley (Menasha), UW-Marathon (Wausau), UW-Marinette and UW-Rock County (Janesville).

The return: In the Fox Valley area, thanks to the UW-Platteville engineering degree, working adults who want to stay in their communities have gone from being auto technicians, sales clerks



▲ Governor James Doyle visits with students at the UW-Fox Valley campus in Menasha.

Photo by Wm. Glasheen

and laborers to becoming engineers in design, manufacturing and mechanical areas. The 35 graduates are now locally employed, while almost 300 other "place-bound" adults are working toward their engineering degrees across the four UW Colleges campuses.

We've also been fortunate to have a private partner invest in our STEM education efforts. In 2008, the Kern Family Foundation of Waukesha started investing in 4-H Gateway Academies. This partnership leverages the existing Cooperative Extension 4-H network to deliver STEM curriculum in summer camps.

The return: Through this partnership, more than 140 youth in grades seven, eight and nine in mostly rural communities experienced the fun and excitement of hands-on learning in science, technology and engineering.

Investing in diversity: Our institutions also invest in our commitment to diversity.

The returns: Consider these examples from the efforts of our faculty and staff:

- Cooperative Extension offered its Dairy Workers' Training program in Spanish and English in six counties in 2007-08. Since the program's inception in 2004 more than 500 Spanish-speaking dairy workers have learned about milk quality, reproduction, calf care and calving.
- Wisconsin Public Television's "Way of the Warrior" documentary examined the warrior ethic in American Indian communities and its relation to military service. The documentary is so compelling that 70% of PBS stations carried it, nine film festivals selected it for screening, and it won three prestigious awards. Public



▲ Chancellor David Wilson (left) visits the Living Classroom at the Brown County Agriculture and Extension Service Center.

Photo by Karen Early

television is part of UW-Extension's division of Broadcasting and Media Innovations.

- UW Colleges enrollment of students of color was up 11.6% in fall 2007.
- Almost 200 staff and faculty participated in our multicultural awareness trainings.
- Cooperative Extension hosted two summits on immigration, which attracted 400 attendees.

Investments related to the economy:

Because of the ongoing investment of our many partners, our faculty and staff are ready to assist in economic areas and when unforeseen challenges arise.

The returns:

- More than 120 new businesses were created in Wisconsin as a result of business guidance provided by the Small Business Development Centers (SBDC) and the Wisconsin Entrepreneurs' Network, programs of our Division of Entrepreneurship and Economic Development (DEED).
- DEED's Wisconsin Business Answer-Line [(800) 940-7232] provided free business consulting to more than 4,000 current and future business owners and won the SBDC Service Excellence Award.

- When General Motors (GM) announced in spring 2008 the closing of its Janesville plant, UW-Rock County leaders met with UAW union and GM representatives to discuss potential needs of laid-off employees. As a result, thousands of GM and other affected employees received information about their options for going to college.

I am very proud of the hard work of our faculty and staff in carrying out their responsibilities while meeting new challenges. And, all of us appreciate the trust our partners place in us to provide maximum access to the teaching, research and resources of UW-Extension and UW Colleges.

If you have questions or suggestions after sharing in our annual report, please feel free to contact me.

Sincerely,

David Wilson
Chancellor
University of Wisconsin Colleges
University of Wisconsin-Extension
david.wilson@uwex.uwc.edu
(608) 262-3786

Providing Maximum Access to Education

More college grads

A bachelor's degree can mean a better job, a higher income, and an increased contribution to Wisconsin's economy.

The Adult Student Initiative (ASI) is a collaborative effort by UW Colleges and UW-Extension Continuing Education, Outreach and E-Learning to increase the number of bachelor's degree holders throughout Wisconsin by reaching out to adults. Through ASI efforts, 3,078 adult and nontraditional students expressed interest in earning a college degree; 1,270 applied to a UW System institution; and 251 enrolled. Nontraditional students are supported in their quest for a degree through accelerated face-to-face, online and hybrid (a combination of face-to-face and online) courses; increased student services; and eight new degrees.

<https://UWin.Wisconsin.edu>

Greater community access

In fall 2007, UW-Sheboygan unveiled its new University Library inside the ACUITY Technology Center. The library offers students, faculty, staff and community residents more than 16,000 square feet of space, complete with a computer lab and research stations. Library usage has tripled, with nearly 85,000 patrons visiting the library in school year 2007-08.

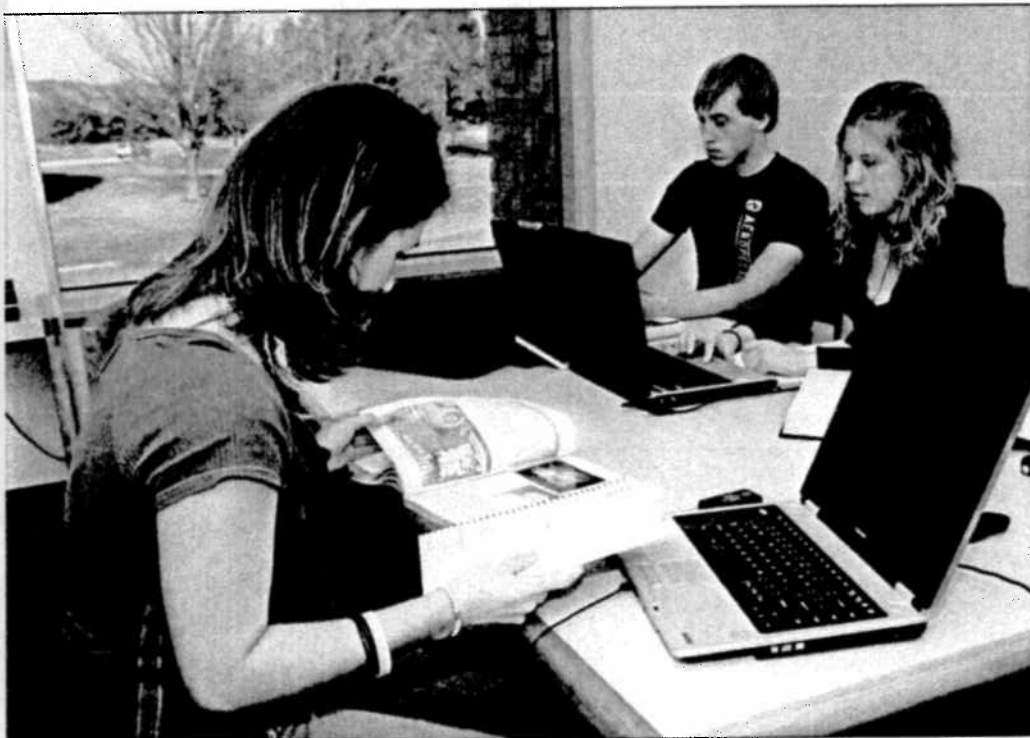
The project was made possible through a \$1.8 million donation from ACUITY of Sheboygan and the support of the Sheboygan County Board and area taxpayers. Since 2005, local counties and cities have invested more than \$40 million (plus \$8 million from the state for equipment and furnishings) in seven UW Colleges construction projects providing greater community access to educational opportunities.

<http://www.sheboygan.uwc.edu/library>



▲ The Adult Student Initiative, a UW Colleges and UW-Extension partnership, encourages adults to start or return to college to earn a bachelor's degree leading to enhanced earning power.

Photo courtesy of UW Colleges



▲ Community members and students enjoy the resources of the new UW-Sheboygan University Library.

Photo by Carrie Hoppe

Heavy spring 2008 flooding resulted in the Federal Emergency Management Agency (FEMA) declaring 30 of Wisconsin's 72 counties disaster areas. The UW-Extension helped residents in these counties get back on their feet through:

News coverage

Wisconsin Public Television (WPT) delivered extensive coverage of the floods that went beyond the daily headlines to the personal, economic and health impacts of the high waters. WPT followed the story from June 2008, when the rains came, through the remainder of the calendar year. Reports were broadcast on WPT's public affairs programs "Here and Now" and "In Wisconsin" and were also posted on the Web with links to related sites.

<http://www.wpt.org/npa/flood.cfm>

Community aid

Cooperative Extension immediately created and launched an "Extension Responds" Web site, which supplied information about flood-related issues such as food and water safety, impacts on crops, and building-damage assessments, to assist families, farmers, business owners and community leaders. County agents provided information about how to access state and federal agency disaster program resources and served as local experts, furnishing information through local radio and newspaper stories.

<http://www.uwex.edu/ces/ag/issues/ExtensionResponds-Flood.html>

Loan assistance

The state's Small Business Development Centers (SBDC), which are part of UW-Extension's Division of Entrepreneurship and Economic Development, worked with the U.S. Small Business Administration to tap into the resources for Wisconsin's disaster-stricken residents to ensure that small businesses could recover quickly, and so families and individuals could return to their homes. More than \$46.7 million in loan assistance was approved.

<http://www.wisconsinsbdc.org>



▲ Rescue workers in a World War II-era amphibious Duck vehicle prepare to launch to reach Baraboo residents trapped in their homes by June floods.

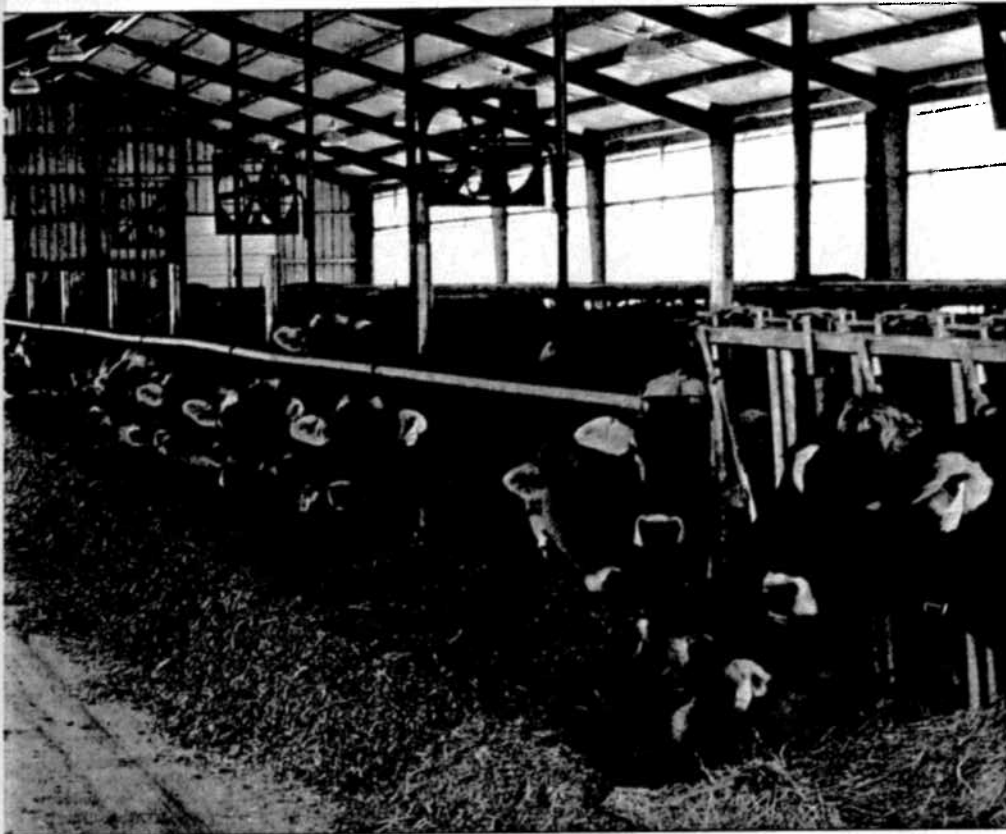
Copyright Wisconsin State Journal. Reprinted with permission. Photo by Steve Apps



▲ Businesses and homes in the southwestern Wisconsin community of Viola are engulfed by spring 2008 flood waters.

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Managing Economic Challenges



▲ Free-stall housing adds to cow comfort, improves labor efficiency and increases profitability.

Photo by Mark Mayer



▲ UW-Extension works with urban, suburban and rural communities affected by the mortgage foreclosure crisis.

Photo courtesy of the Wisconsin Housing and Economic Development Authority (WHEDA)

Dairy profitability

Keeping Wisconsin's \$20.6 billion dairy industry profitable and competitive is critical to economic development in the state. The Cooperative Extension Dairy Team provides research-based advice about modernization options and management practices to approximately 300 dairy farmers annually. A 2008 sample survey of 99 farmers receiving modernization assistance from UW-Extension Cooperative Extension showed a total annual milk income increase of \$45.3 million and an average labor reduction of 2,436 hours per farm each year.

<http://www.uwex.edu/ces/ag/Impactreports>

Strong businesses

Innovation is vital to Wisconsin's economic future. The Wisconsin Entrepreneurs' Network (WEN), a unit of the Division of Entrepreneurship and Economic Development, recognizes this and helps Wisconsin businesses compete for federal research and development funds. From July 1, 2007, through June 30, 2008, WEN clients obtained more than \$7 million in federal grants that will help their businesses bring innovative products to market.

<http://www.wenportal.org>

Viable neighborhoods

The national foreclosure crisis is affecting mortgage holders in urban, suburban and rural areas of Wisconsin. Cooperative Extension educators help communities build an effective response to the problem by conducting outreach education on foreclosure and predatory-lending prevention, collaborating with public and private sectors to organize conferences seeking solutions, and providing essential data that informs state decisions on where to target resources.

<http://www.uwex.edu/ces/flp/demographics/housing.cfm>

<http://www.uwex.edu/ces/cced/>

Healthy families

The Wisconsin Nutrition Education Program (WNEP), a \$7-million, federally funded program led by the Cooperative Extension Family Living Program, provides community-based nutrition education programs in 67 counties. WNEP helps ensure that low-income families and youth have the information they need to make healthy eating choices. WNEP received a 2008 UW Board of Regents Academic Staff Excellence Award, the first program to receive this honor.

<http://www.uwex.edu/ces/flp/impact/nepstate.pdf>

Books for preschoolers

Thanks to Wisconsin Bookworms™, children who would not otherwise have a chance to cherish a book of their own get the tools to learn. And for the adult volunteer readers, the enthusiasm is infectious. This year more than 50,000 books will be distributed to children ages 2 through 5 in families of financial need. Wisconsin Bookworms™ is a partnership of the Wisconsin Association for Home and Community Education, Cooperative Extension Family Living Programs and Wisconsin Public Television.

<http://www.wpt.org/kids/bookworms>



▲ Children of U.S. military personnel stay connected to their deployed loved ones through activities offered by Operation Military Kids.

Photo courtesy of Operation Military Kids

Military kids and families

4-H, a program of Cooperative Extension, is teaming up with community and military partners in Wisconsin to offer Operation Military Kids (OMK), a nationwide initiative that supports the children and families of U.S. military personnel during and after the deployment of a loved one. OMK programs have been offered in more than 155

Wisconsin school districts and have reached close to 7,000 people through presentations and in-services. In 2009, Wisconsin is projected to experience its largest deployment of troops since World War II, affecting more than 7,000 children.

<http://www.uwex.edu/ces/4h/omk/index.cfm>

Safeguarding the Environment

Greener meetings

Many citizens of the earth are more environmentally conscious today. Increasingly, people are saving money, reducing emissions and shrinking their carbon footprint via distance-learning and -meeting technologies. UW-Extension's Instructional Communications Systems (ICS) helps people use audio, video and webconferencing, along with webcasting, to save time, money and the planet. An online savings calculator makes it easy to calculate how much is saved by meeting and learning at a distance instead of face-to-face.

<http://www.uwex.edu/ics/green>

Clean water

With more than 84,000 miles of streams winding their way through the Wisconsin countryside, monitoring water quality is an enormous task. To help the Wisconsin Department of Natural Resources (DNR) meet this responsibility, educators from the Cooperative Extension Environmental Resource Center collaborated with the DNR and local partners to form the Water Action Volunteers (WAV) stream-monitoring program. Trained volunteers recorded information more than 1,100 times from 230 stream sites in 2008.

<http://watermonitoring.uwex.edu/wav/monitoring>



▲ Water Action Volunteer's Jeremy Williamson demonstrates how to collect information on water quality in Burnett County.

Photo by Kris Stepenuck

UW Colleges Student Enrollment Information¹

Campus	Number of students enrolled		Full-time equivalent students ²		New freshmen		Nontraditional students ³		Students of color	
	Fall 06	Fall 07	Fall 06	Fall 07	Fall 06	Fall 07	Fall 06	Fall 07	Fall 06	Fall 07
UW-Baraboo/Sauk County	620	719	443	461	219	232	34%	41%	9%	14%
UW-Barron County	591	615	373	381	181	169	20%	20%	3%	5%
UW-Fond du Lac	767	755	562	571	247	274	27%	28%	5%	6%
UW-Fox Valley	1,731	1,747	1,196	1,209	577	577	32%	31%	6%	7%
UW-Manitowoc	588	596	449	473	217	220	28%	24%	7%	9%
UW-Marathon County	1,320	1,380	948	982	473	540	27%	26%	10%	12%
UW-Marinette	460	462	314	308	154	132	28%	35%	2%	3%
UW-Marshfield/Wood County	594	642	422	449	213	226	31%	26%	3%	3%
UW-Richland	450	452	332	350	204	188	22%	21%	3%	6%
UW-Rock County	930	913	629	637	278	309	39%	35%	10%	10%
UW-Sheboygan	690	728	478	498	246	244	33%	36%	12%	13%
UW-Washington County	967	1,018	725	745	358	354	25%	25%	4%	2%
UW-Waukesha	2,020	2,040	1,418	1,435	671	635	28%	30%	10%	10%
UW Online	973	1,100	300	344	83	94	71%	71%	5%	4%
Total	12,701	13,167	8,589	8,844	4,121	4,194	32%	33%	7%	8%

1. From fall term 1998 through fall term 2007 UW Colleges enrollment increased by approximately 34%.

2. Full-time equivalent student enrollment is computed by adding the sum of all regular credits divided by 15 to the sum of all audit credits divided by 30.

3. Students age 22 or older

UW-Extension Contacts and Enrollments

Division	FY07	FY08
Broadcasting and Media Innovations¹		
Wisconsin Public Radio listeners per week	407,800	424,000
Wisconsin Public Television viewers per week	539,000	527,560
Wisconsin Public Television telecourse hours	477	250
Instructional Communications Systems-supported interactive conferencing hours	194,447	203,766
Continuing Education, Outreach and E-Learning		
Noncredit programs	4,719	5,664
Noncredit enrollments	133,196	146,097
Undergraduate enrollments (campus-based credit activity) ²	29,883	30,494
Graduate enrollments (campus-based credit activity) ²	9,447	10,155
Flexible-access courses and programs		
Online courses	301	301
Online certificate and degree programs	19	16
Online enrollments	4,561	3,891
Independent Learning enrollments ³	2,295	2,551
UW Higher Educational Location Program (HELP) contacts	30,501	32,900
Learner Support Services contacts	99,367	144,929
Online applications to UW System campuses	141,640	151,000
Cooperative Extension		
Teaching contacts		
Agriculture/Agribusiness	240,958	274,013
Community, Natural Resource and Economic Development	83,251	113,856
Family Living Programs	417,484	431,633
4-H and Youth Development ⁴	242,671	274,715
Wisconsin Geological and Natural History Survey	15,178	15,228
Total contacts⁵	999,542	1,109,445
Entrepreneurship and Economic Development		
Counseling and technical assistance clients	3,147	2,951
Wisconsin Business Answerline-assisted clients	3,073	2,668
Counseling and technical assistance hours	21,374	23,942
Training programs	1,239	1,261
Training program participants (noncredit)	20,339	17,337
Extension Conference Centers		
The J.F. Friedrich Center⁶, The Lowell Center, The Pyle Center		
Conference participants	81,512	74,816
Conference days	152,294	139,844
Events	2,058	2,024
Event days	3,854	4,025

1. Wisconsin Public Radio and Wisconsin Public Television are partnership services of UW-Extension and the Wisconsin Educational Communications Board.

2. UW-Extension coordinates off-campus credit courses. Credit is offered by the UW degree-granting institutions.

3. Independent Learning enrollments are adjusted for student withdrawals during FY 2008.

4. 4-H Youth Development participants include both yearlong-enrolled 4-H club members and short-term youth program participants. In addition, 14,000 enrolled adult volunteers provide leadership to youth club members.

5. Cooperative Extension faculty/staff reach the public through publications; exhibits; mass media; satellite videoconferences; phone contacts; letters and Educational Teleconference Network, World Wide Web and

computer/phone networks. Cooperative Extension contacts are for calendar year 2007.

6. The J.F. Friedrich Center closed June 22, 2008.

UW Colleges FY 2008 Budget

The University of Wisconsin Colleges is supported by state and federal governments; by students who pay tuition; and by gifts, grants and auxiliary operations. In fiscal year (FY) 2008 (July 1, 2007 - June 30, 2008), the UW Colleges budget totaled more than \$93 million—\$93,019,951— including \$31.3 million in state general purpose revenue (GPR) and almost \$38 million in tuition and fees from students.

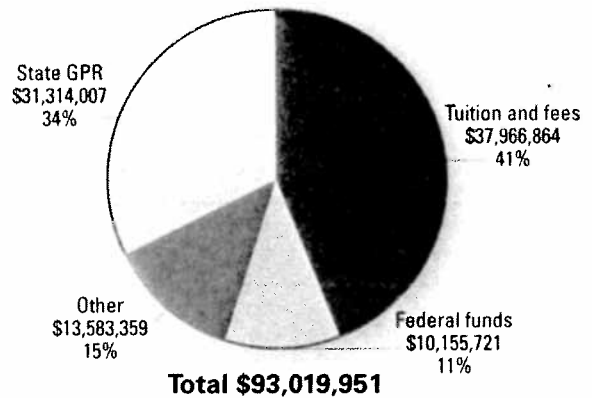
The greatest share of the UW Colleges budget—\$38.7 million—is spent on direct classroom instruction to support 13,167 students. Other expenses include \$12.5 million for academic support, which includes information technology and library services, and \$12.4 million for student services.

During the last six years, state support for instructional programming has decreased from \$32.5 million in FY 2003 to \$28.3 million in FY 2008, whereas support from tuition has increased from \$21.8 million in FY 2003 to \$40.5 million in FY 2008. UW Colleges students now pay, in the form of tuition, 59% of their education cost.

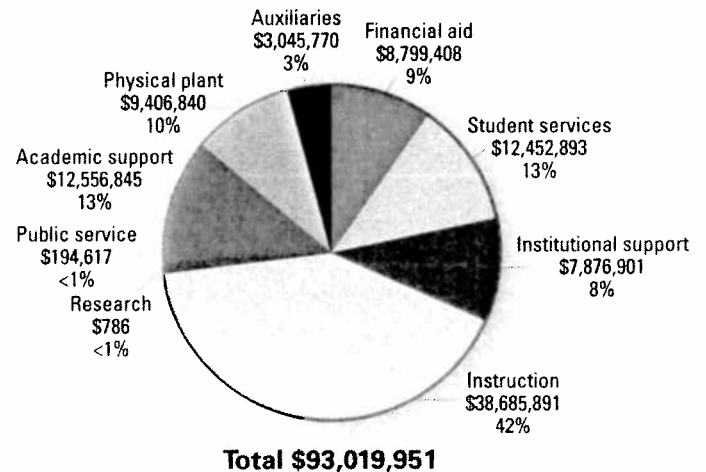
In addition to the budget operated and reported through the state, UW Colleges partners with local city and county governments to support physical buildings. With a combined insured value of \$321,384,446 the 76 buildings on UW Colleges campuses were supported by an additional \$7.9 million from local city and county governments for facilities repair and maintenance. Local governments and private contributions pay for all construction, renovation and remodeling. In calendar year 2008, the outstanding debt carried by these local governments was estimated to be more than \$33.8 million.

UW Colleges

By revenue source

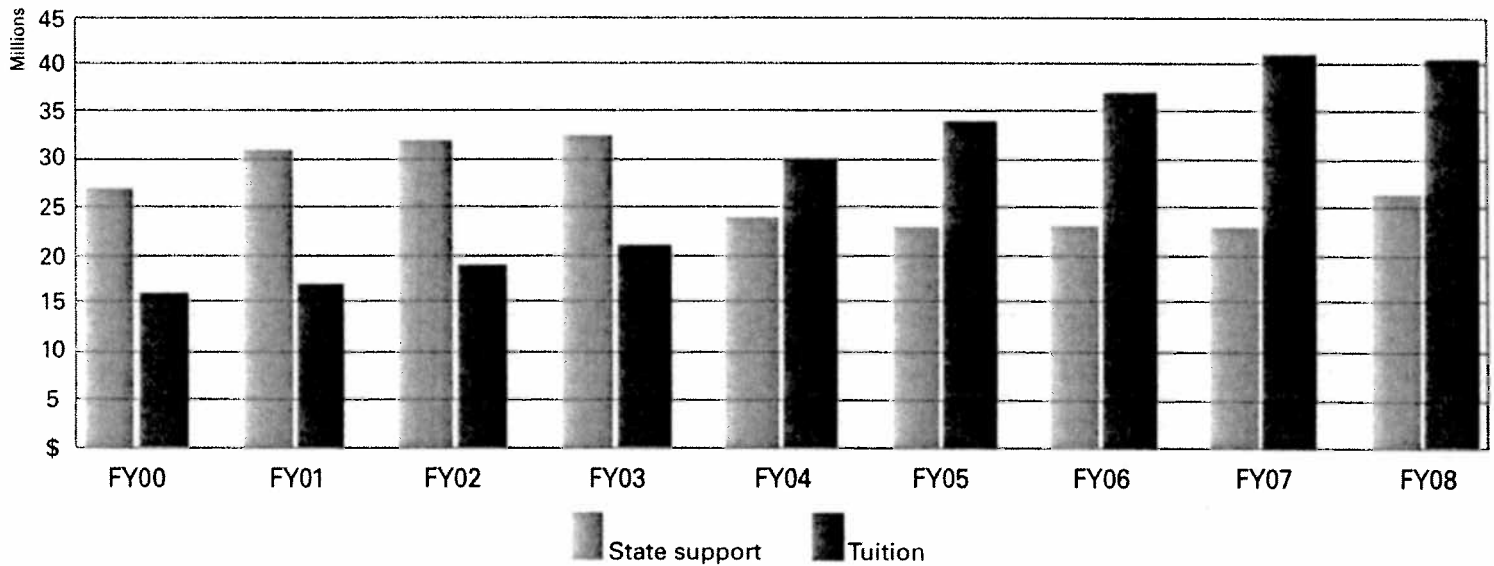


By expense type



UW Colleges FY 2008 Budget

Tuition and state support for the UW Colleges general academic program fiscal years 2000-08



UW Colleges city- and county-budgeted expenditures in calendar year 2008

UW Colleges campus	Debt service ¹	Capital outlay ²	Operations ³	Total
Baraboo/Sauk County	\$135,462	\$77,000	\$76,750	\$289,212
Barron County	\$488,483	\$87,000	\$37,000	\$612,483
Fond du Lac	\$1,155,368	\$8,100	\$65,250	\$1,228,718
Fox Valley	\$295,027	\$151,000	\$188,986	\$635,013
Manitowoc	\$271,689	\$35,000	\$21,100	\$327,789
Marathon County ⁴	—	\$127,941	\$58,651	\$186,592
Marinette	\$612,150	\$18,000	\$43,674	\$673,824
Marshfield/Wood County	\$40,000	\$231,000	\$87,515	\$358,515
Richland	\$41,256	\$33,300	\$22,300	\$96,856
Rock County	\$363,672	\$35,000	\$44,654	\$443,326
Sheboygan	\$1,130,838	—	\$137,777	\$1,268,615
Washington County	\$687,132	\$92,100	\$156,248	\$935,480
Waukesha	\$638,278	\$67,500	\$118,069	\$823,847
Grand Total	\$5,859,355	\$962,941	\$1,057,974	\$7,880,270

1. Debt service:

The interest and principal paid in a given year on outstanding debt incurred by funding major construction and renovation projects

2. Capital outlay:

Minor physical plant remodeling or improvement projects such as roof and

floor replacements, sidewalk repairs and replacement of building systems (such as water heaters)

3. Operations:

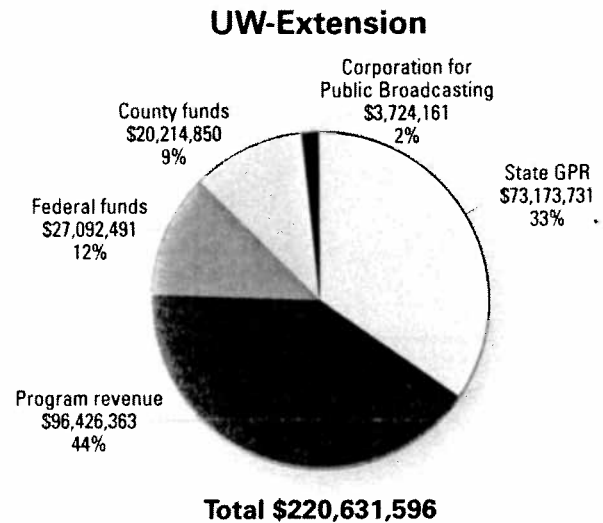
Physical plant operating costs such as insurance of property, maintenance contracts and boiler/chiller chemicals

4. UW-Marathon County pays for all capital projects with cash as part of its long-term financing strategy.

UW-Extension FY 2008 Expenditures

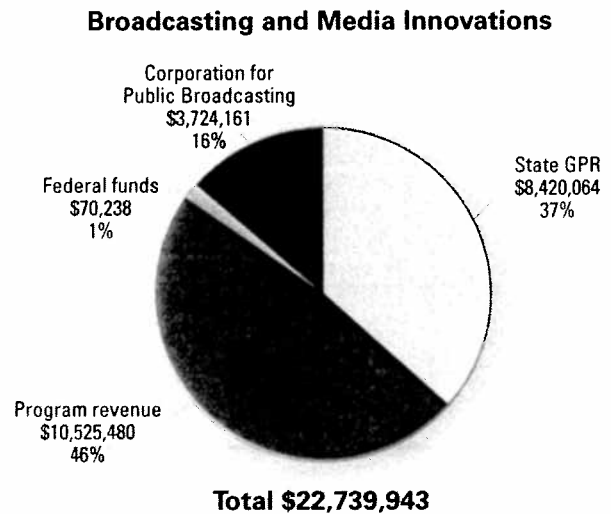
University of Wisconsin-Extension programs are supported by county, tribal, state and federal government; by the students who pay fees to participate; and by gifts, grants and contracts from both the public and private sectors. Expenditures for the extension function statewide during fiscal year (FY) 2008 (July 1, 2007 – June 30, 2008) totaled more than \$220.6 million, including \$27.1 million in federal funds, \$73.2 million in state general purpose revenue (GPR), and \$96.4 million in program revenue (student fees, gifts and contracts). The Corporation for Public Broadcasting (CPB) provided \$3.7 million in funding. In addition, county government units contributed more than \$20.2 million in shared salaries and support for faculty/staff based in the county and area UW-Extension offices.

In addition to the division/unit program budgets, \$13,608,007 was devoted to operating the Extension Conference Centers, Wisconsin Humanities Council, cross-divisional grants, information technology and other support services.



Expenditures by division/unit

The **Broadcasting and Media Innovations** division, which includes Wisconsin Public Television and Wisconsin Public Radio, operated on \$22.7 million in FY 2008. The greatest share of the divisional funds—46%—came from user fees, radio and television production contracts, and gifts from viewers and listeners. The Corporation for Public Broadcasting (CPB) provided an additional 16% of funding. Federal grants made up 1%, and state GPR accounted for 37% of the total.

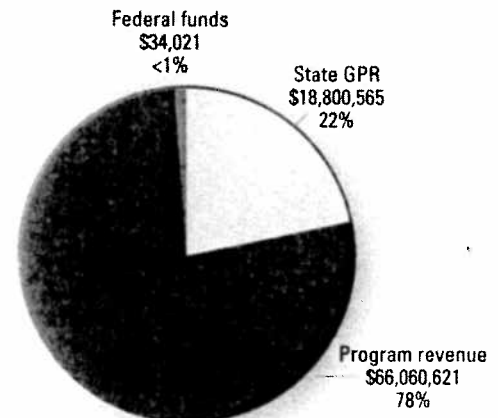


UW-Extension FY 2008 Expenditures

Continuing Education, Outreach and E-Learning

Continuing Education, Outreach and E-Learning programs are supported primarily by student fees, grants and contracts, which made up 78% of the division's \$84.9-million budget in FY 2008. Fees vary for different types of programs, depending on the program costs and the clientele's ability and responsibility to pay. State GPR contributed 22% of the division's funds and federal funds less than 1%.

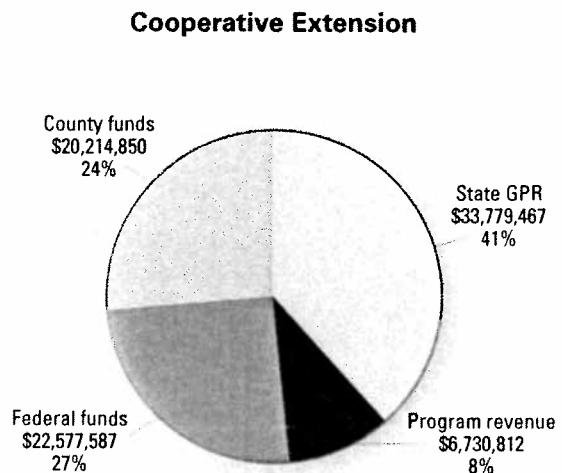
More than \$76.6 million was allocated to other UW institutions to support campus-based continuing education programs.



Total \$84,895,207

Cooperative Extension programs are supported primarily by a funding arrangement among county, tribal, state and federal levels of government. In FY 2008, federal funds provided 27% of the division's \$83.3-million budget, while state general purpose revenues made up 41%. County government units contributed 24% in shared support of county-based faculty/staff. Gifts, contracts and student fees accounted for 8% of Cooperative Extension funding.

Of the total, \$14.6 million was allocated to the other UW institutions to support programming at the local level.

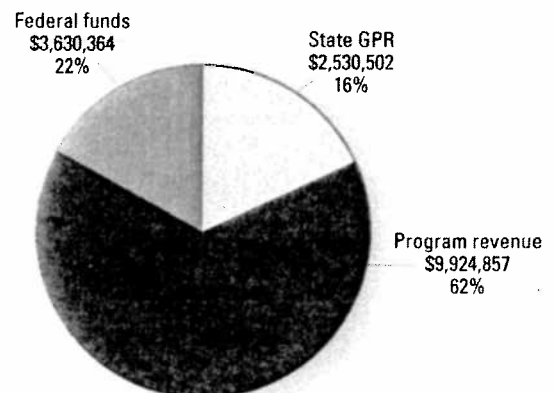


Total \$83,302,716

Entrepreneurship and Economic Development programs are supported primarily by program revenue. Gifts, contracts and student fees accounted for 62% of funding. In FY 2008, federal funds provided 22% of the unit's \$16.1-million budget, while state general purpose revenues made up 16%.

More than \$12.6 million was allocated to other UW institutions to support campus-based business and management programs.

Entrepreneurship and Economic Development



Total \$16,085,723

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UW Colleges

13 campuses located throughout the state and UW Colleges Online. UW Colleges offers the associate of arts and science degree and general education courses, which are the foundation of the bachelor's degree. Campuses are:

- UW-Baraboo/Sauk County
- UW-Barron County
- UW-Fond du Lac
- UW-Fox Valley
- UW-Manitowoc
- UW-Marathon County
- UW-Marinette
- UW-Marshfield/Wood County
- UW-Richland
- UW-Rock County
- UW-Sheboygan
- UW-Washington County
- UW-Waukesha
- UW Colleges Online

UW-Extension

4 divisions; offices located in all 72 Wisconsin counties. Divisions and their major programs include:

- **Broadcasting and Media Innovations**
 - Instructional Communications Systems
 - Wisconsin Public Radio
 - Wisconsin Public Television
- **Continuing Education, Outreach and E-Learning**
 - Continuing education (26 UW campuses)
 - Independent Learning
 - School for Workers
 - UW Higher Education Location Program (HELP)
 - UW Learning Innovations
- **Cooperative Extension**
 - Agriculture and Natural Resources
 - Community, Natural Resource and Economic Development
 - Family Living
 - 4-H and Youth Development
 - Wisconsin Geological and Natural History Survey
 - Wisconsin Rural Leadership Program
- **Entrepreneurship and Economic Development**
 - Center for Advanced Technology and Innovation
 - Center for Innovation and Development
 - Small Business Development Centers (SBDC)
 - Wisconsin Entrepreneurs' Network
 - Wisconsin Innovation Service Center



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