

OUTAGAMIE COUNTY

UNIVERSITY OF WISCONSIN-EXTENSION

COOPERATIVE EXTENSION SERVICE

1994 ANNUAL REPORT



AGRICULTURE

FAMILY LIVING

4-H YOUTH DEVELOPMENT

COMMUNITY RESOURCE DEVELOPMENT

CONTINUING EDUCATION

1994 COOPERATIVE EXTENSION SERVICE OUTAGAMIE COUNTY STAFF

Department Head/4-H Youth Agent - William D. Shaw
Agriculture Agent/Crops & Soils - John Biese, Jr.
Agriculture Agent/Dairy & Livestock - John Roach
Community Resource Development Agent - David Muench
Family Living Agent - Karen Dickrell
4-H Youth Development Agent - Jeanne Baum
4-H Program Assistant - Marcia Spaulding
Family Nutrition Educator - Kalia Lo
Family Nutrition Program Teaching Asst. - Joan Cusac, Mayya Lor
Administrative/Family Living Secretary - Rhonda Steingraber
Agriculture Secretary - Denise Vander Zanden
4-H Secretary - Vicki Magolski
Resource Development/Youth Secretaries - Mary Garvey/Joan Behle
Continuing Education/Special Projects - Judy Asman

COUNTY AGRICULTURE AND EXTENSION EDUCATION COMMITTEE

Chair - Supervisor Marvin J. Fox
Vice-Chair - Supervisor Larry Kiel
Secretary - Supervisor Robert Paltzer, Jr.
Member - Supervisor Dale Nichols, Sr.
Member - Supervisor Jim Pleuss

COUNTY EXTENSION SERVICE CITIZEN ADVISORY COMMITTEE

Chair - Faye Marks, Hortonville	Ruth Luedtke, Medina
Vice-Chair - Martin Birschbach, Kaukauna	Mike Maass, Seymour
Sec. - Marcella Koleske, Hortonville	Lois Mossholder, Appleton
Cliff Conradt, Shiocton	Judy Olson, Appleton
Tom Cooke, Seymour	Shirley Richardson, Seymour
Bonnie Fischer, Shiocton	Robert Schneider, Hortonville
Marvin Fox, Kaukauna	Darlene Schroth, Appleton
Eugene Kropp, Seymour	Willard Schuh, Kaukauna
Dorothy Krull, Nichols	Bonnie Simon, Black Creek
Paul Larson, Freedom	Randy Tenpas, Appleton
Brenda Long, Bear Creek	Joanne Wussow, Black Creek

1994 DEPARTMENT FINANCIAL REPORT

<u>Item</u>	<u>Amount Spent</u>
Salaries	\$ 186,599
Fringe Benefits	52,087
Travel/Professional Development	10,428
Supplies	9,055
Purchased Services	58,228
Total Expenditures	316,397
Less Revenues Received	<u>4,327</u>
Net Department Cost	\$ 312,070

1994 DEPARTMENT STATISTICAL

Consultations, Telephone Calls
Office & Residence Conferences

11,847

Committee Meetings
Number Attendance

470 3,842

Publications Distributed

13,751

News Releases,
Radio and TV Programs

381

Educational Meetings
Number Attendance

552 25,292

Newsletters
Number Distributed

39 11,954

Instructional Letters
Number Prepared Number Distributed

2,346 60,712

FEDERAL/STATE SUPPORT

The federal USDA and state University of Wisconsin-Extension supported the Outagamie County Cooperative Extension Service in 1994 in the amount of \$628,582.

This includes 60% of extension agent salaries & fringe benefits; campus specialist support for the various program units; penalty mail & bulletins; WISPLAN and ETN; satellite program support; management and personnel service support; professional improvement for extension faculty and clerical staff.

AGRICULTURE EDUCATION

PROGRAM MISSION

The mission of the UW-Cooperative Extension Service Agriculture program in Outagamie County is to provide producers and related agriculture businesses with research based information that will allow them to make environmentally sound and economically feasible production decisions.

YOUR EXTENSION AGRICULTURE AGENT IS

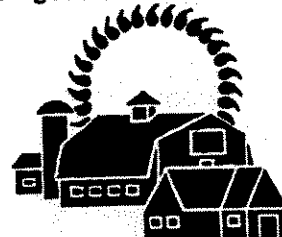
A University of Wisconsin faculty member, part of a county based UW-Extension team putting knowledge to work for you, an Educator for Agriculture and Agri-Business. In Outagamie County one agriculture agent is responsible for crops and soils, the other for dairy and livestock.

AREAS OF ASSISTANCE

Direct on-farm assistance is available in the areas of dairy, livestock production, agriculture engineering, forage crops, pest management, soil and water, and farm business management. Assistance in other areas is also available. No request for information goes unanswered.

1994 PROGRAM HIGHLIGHTS AND RESULTS

Reducing the effects of agriculture on water quality was the focus of the Crops & Soils agent. Workshops, demonstrations, field days and production analysis systems were used to present this research based information.



Efficient use of 'On Farm Sources of Nutrients' was the topic of seven workshops conducted in March. Four months after the workshops, a survey of 13 farmers who attended the workshops revealed average savings of \$13.57 per acre using techniques they learned during the workshops.

Farmers using weed control techniques taught by the crops and soils agent during meetings, field days and in newsletters, realized a savings of \$11.42 per acre in 1995. Reduced use of commercial fertilizer and herbicides not only cuts expenses but greatly reduces the chances of groundwater contamination from over-application of either product.

On farm productions demonstrations using the nutrient management techniques described above resulted in corn, soybean and alfalfa yields that ranked among the best in Wisconsin. In field trials conducted by the University of Wisconsin, five of the top 15 alfalfa yields in the state were from Outagamie County; the same was true for corn with yields frequently exceeding 160 bushels/acre.

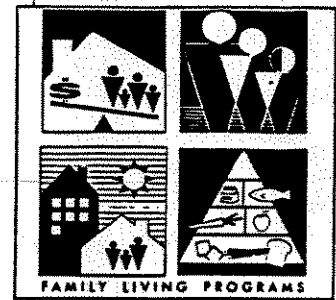
Thirteen new Master Gardeners joined the 20 already serving UWEX in Outagamie County. In 1994, MGs had information booths at four Downtown Farmer's Markets, conducted a Composting Workshop and a Tree and Shrub Pruning Clinic. More community service is planned for 1995.

The production of quality milk continues to be a major focus of the Dairy/Livestock agent. If dairying is to remain a viable enterprise, it is critical that dairy producers provide a pure and wholesome product to the consumer. In this effort the Dairy/Livestock agent provides a mixture of group and one-on-one educational experiences to the dairy producers of Outagamie County.

The dairy industry of Wisconsin is in a period of transition. In the next 5 years a large number of dairy producers will make the switch from our traditional housing systems to free stalls and milking parlors. The Dairy & Livestock agent will provide educational programs that will aid county dairy producers as they adapt new production systems.

The Dairy/Livestock agent is active in the Ag Engineering area as facilities are expanded or modified to meet the requirements of a modern dairy production facility.

The world is on the threshold of dramatic changes as new technologies such as genetic engineering come on line. Public fear and will be wide spread until the technologies are understood. Agriculture is in the forefront of this revolution. The Dairy/Livestock agent is developing educational programs aimed at helping the consumer objectively evaluate and understand the new technologies.



FAMILY LIVING EDUCATION

Major Family Living program efforts in 1994 were given to Family Financial Management, Building Family Strengths and Family Public Policy.

A variety of methods are used to get the Extension information to individuals and families such as workshops, seminars, newsletters, train the trainer sessions, leader trainings, collaborative network meetings and one-on-one phone consultations.

FAMILY FINANCIAL MANAGEMENT

Winnebago and Outagamie counties were awarded a second year grant of Cross-Divisional funding, working with U.W. Center Fox Valley. The program includes financial education for professionals, volunteers and general public. Taught and trained 74 professionals in the Family Financial Management Program which includes topics such as, spending plans, managing credit, determining wants and needs and purchasing power. Twenty-four volunteer Master Financial Consultants were trained to provide financial counseling to interested families in Winnebago and Outagamie counties. Families have been matched with volunteers and the program reached approximately 15 families/individuals in 1994. More matches are anticipated in 1995. Fifty-five women participated in a seven week "Women Financial Information Programs" offered both in the spring and the fall.

BUILDING FAMILY STRENGTHS

Parent/grandparent programs were provided to interested civic and church groups. Have worked with several collaborative group efforts such as "Healthy Habit, Healthy Babies"; The Early Childhood Alliance; KIDS*First; and the Blueprint Committee of the Child Care Initiative. The Parenting the First Year Newsletter continues to be distributed by St. Elizabeth's Hospital and Children's Health Specialists.

PUBLIC POLICY EDUCATION

A public policy forum on health care concerns was offered in the fall of 1994 as a collaborative effort with state health care specialist Roberta Riportella-Muller and Family Living Agents in Calumet, Winnebago, and Outagamie counties. A steering committee was formulated with membership representing both city and county public health, refugee health, hospital personnel, legislators, and consumer groups. The program was held in September and was broadcast live for one hour on radio station, WHBY and included panelists from local hospitals, insurers, physicians and consumer groups. Audience members were encouraged to ask questions and add comments.

One hundred fourteen educational meetings were conducted in 1994, reaching 2,589 individuals. Besides major programs, 1,982 individuals consulted the Family Living Educator with questions regarding food safety, family finances, housing issues, parenting and public policy issues.

The Outagamie County Family Living Agent is an educator who holds rank of Associate Professor with the University of Wisconsin Extension. As a faculty member, responsibilities include teaching educational programs, networking with community and county agencies, conducting community needs assessment, and serving as a resource bringing university research to families of Outagamie County.

4-H YOUTH DEVELOPMENT



PROGRAM MISSION

4-H Youth Development Education Program creates supportive environments for culturally diverse youth and adults to reach their fullest potential. In support of this mission, we will:

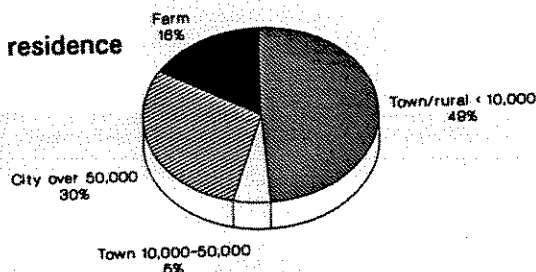
- provide formal and non-formal community-focused experiential learning;
- develop skills that benefit youth throughout life;
- foster leadership and volunteerism in youth and adults;
- build internal and external partnerships for programming and funding;
- strengthen families and communities, and
- use research-based knowledge and the land grant university system.

Achievement of this mission will result in capable, competent, and caring citizens.

1994 PROGRAM HIGHLIGHTS AND RESULTS

- A total of 2,658 youth participated in UW-Extension 4-H Youth Programs.
 - 177 youth in cloverbuds (kindergarten - 2nd grade)
 - 932 youth in community clubs (3rd - 12th grade)
 - 26 youth in tractor safety certification
 - 1047 youth in Adventures in Dairyland
 - 476 youth in other special emphasis

- Youth participation by residence



- Strong volunteer leadership in Outagamie County continues with 642 adult volunteers and 140 youth volunteers.

The 4-H curriculum consisted of different projects in the subject matter areas of animal sciences, cultural and communication arts, health sciences, home and family, mechanical sciences, natural sciences, plant and soil sciences, leadership development.

4-H curriculum is real life based ... things done with projects come primarily out of personal interests or needs. A youth living in town who has a pet, and one living on a farm who has a pig, both learn about responsibility, nutrition or housing needs, and financial realities. A youth with a home garden or field crops learns to deal with planning and risk. A young person with a sewing or foods project increases home management and decision making skills. Rocketry, small engines, bicycle, models and woodworking encourage use of science and technology. Visual and performing arts projects and youth leadership increase communication and relationship skills. Natural science studies of fishing, trees, wild flowers, and recycling lead to awareness of resource use and environmental appreciation. 4-H curriculum focus is on the child, with each project as a method to achieve youth development.

COMMUNITY RESOURCE DEVELOPMENT

OUR MISSION

Our mission is to strengthen people's ability to identify and solve community problems through education, citizen participation, group process, and unbiased information - allowing residents to make informed decisions resulting in better communities.



1994 PROGRAM HIGHLIGHTS

If one needed to put together a statement describing 1994 from the standpoint of the community development program area, it might be "it was a year of new ideas." Some examples of this involving this UWEX Community Development Educator include the trail and green space planning activities in Outagamie County and Appleton; town meetings in Little Chute and Nichols; the new concept of nature based tourism to northwest Outagamie County around the new "watchable wildlife area;" the visual impact of outdoor advertising signs; and the awareness of wetlands.

At the community level, Nichols felt it needed to make something happen, while Little Chute wanted direction to possibly change its marketing and village programs. To do this, Extension was called upon to teach how this could be done and then leading a session with local officials and residents to identify the communities strengths and needs. Nichols now uses a newsletter to keep its residents informed, while Little Chute looks to establishing a business improvement district.

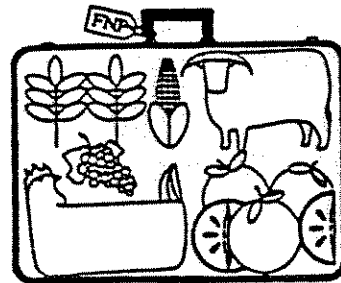
Expansion of the Fox Cities has spurred interest in planning for trails and open space, and Extension has again been involved, providing research on trail use, funding, security, and the impacts of trails on neighbors as well as the benefits to the community. These have been used in the preparation of the plan and presentations to the public.

A new concept which may provide some change in the rural economy is nature based tourism, which, by definition, is participation in outdoor recreation which does not consume natural resources. Precipitating this was the pending opening of the new watchable wildlife area between Shiocton and Black Creek. That area, in addition to the 10,000 acres of state owned public lands, several rivers, and an abundance of migratory wildlife. The Extension Community Development Educator introduced the economic concept to business organizations and village officials in Shiocton, Black Creek, and Nichols, the towns association, and readers of this educator's newsletter.

Travelers may see less, or at least a more orderly development of outdoor advertising signs as a result of one of the several government management education programs put on by this office. Besides the regular quarterly mini-conferences with East Central Wisconsin Regional Planning Commission, which was attended by over two hundred officials, this office also shared information with town officials at their regular meetings and hosted ETN and Satellite programs for local officials. In addition, six issues of the CD Update newsletter all provided some government management information.

Finally, this office continues to serve as an information and data center, having provided census and other data to businesses and governmental bodies.

FAMILY NUTRITION PROGRAM



The goal of the Family Nutrition Program (FNP) is:

"to provide practical, reliable foods, nutrition, and budgeting information to food stamp recipients and limited income families."

The Family Nutrition Program began in Outagamie County in February of 1993. The program is a joint effort with Winnebago County. The program is funded by the Food and Nutrition Service of the United States Department of Agriculture with matching funds provided by the University of Wisconsin-Extension and the Cooperative Extension Service in Outagamie and Winnebago Counties.

The Family Nutrition Program works cooperatively with a number of agencies offering programs at WIC sites (Women, Infant and Children), Salvation Army, Fox Valley Technical College-- English as Second Language Classes, Headstart, St. Joseph's Food Pantry, JOBS, and ACTION Employment and Training. You will find staff at various locations throughout the county, such as the Kaukauna Municipal Building, Seymour Community Center, Hortonville Community Hall, County Administration Building, Cablevision in Kimberly, and St. Joe's Food Pantry.

The concepts the Family Nutrition Program teaches ranges from a few key points covered in a walk-by presentation to a more involved classes. The program's purpose is to make small changes in individual food spending patterns, nutritious choices and budgeting.

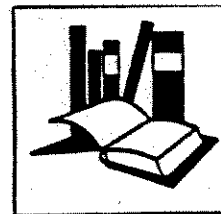
1994 Program Topics included:

- Healthy Snacks
- Choosing Food With Less Fat
- Food Safety
- Fruits and Vegetables
- Food Preservation
- Lunches
- Turkey

The above programs topics include a display, fact sheet, evaluation and recipes provided for clientele at sites.

Programs are written in both English and Hmong. Approximately 30% of the clientele are Hmong individuals. In 1994, a Hmong teaching assistant was hired who can present programs in both English and Hmong at sites.

The FNP program employs a full-time Family Nutrition Coordinator-- who works in the two county areas. Three part-time teaching assistants are employed, they work in both Winnebago and Outagamie County. Current staff time may be increased if additional in-kind sites are found for the 1995-1996 year. Because all funding for this project is handled through Cooperative Extension, the staff is paid by the state and are not considered county employees.



CONTINUING EDUCATION PROGRAM

The mission of this program unit is to meet Outagamie County residents' needs for information in subject matters not covered by other county extension faculty. Instruction is delivered through distance learning systems such as the Educational Telephone Network, the WisView system for Engineering education, and satellite, plus a local program of short courses and workshops. Both are administered by the Continuing Education Agent at the UW Center-Fox Valley.

Administration of the distance learning systems involves scheduling space, promotion, responding to telephone inquiries, light maintenance, downloading of computer files, satellite reception set-up and taking roll for CEU programs and other credit bearing programs requiring attendance records.

1994 Enrollment Totals for the ETN, WisView, and Satellite System were more than 350 citizens. Distance programming met a broad array of needs with programs designed for: Local Government Officials, Nurses, Social Workers, Counselors, Police, Teachers, Engineers, Nurses, Accountants, Lawyers, Librarians, Musicians, Emergency Medical Technicians, and many others. An additional 186 citizens participated in UW Extension independent study courses.

The Continuing Education Agent develops and maintains a non-credit educational program in the four priority theme areas of Continuing Education Extension. These include Intellectual, Cultural, and Social Development; Public Policy Education and Issues Awareness; Professional Development, Renewal, and Enhancement; and Economic Development. The existence of this program makes possible the administration of ETN, Audio-Graphics, and satellite offerings at UW Center-Fox Valley.

AREA BUSINESS MANAGEMENT AGENT PROGRAM

Ken Huddleston, Area Business Agent

The Area Business Management position was initiated August 15, 1986, and serves the counties of Fond du Lac, Green Lake, Outagamie and Winnebago Counties. This position is funded one hundred percent by the State. Its primary responsibility is to help business owners improve the profitability of their business and to assist prospective business owners in the start-up of new businesses. Clients are typically in the retail or service sector. The Agent provides instruction through one-on-one business counseling sessions and through workshops. During the past year the Business Management Agent has increasingly placed emphasis on helping owners of small manufacturing firms in smaller communities improve their quality, productivity, customer satisfaction and employee participation.

COUNSELING

In Outagamie County, 20 one on one counseling sessions were held with owners and perspective business owners at sites in New London, Kaukauna, and Seymour. Twenty in-depth telephone sessions were also held.

WORKSHOPS

Ken Huddleston conducts workshops regularly throughout the region on such topics as: How to Start Your own Business; Improving Quality, Productivity, Customer Satisfaction; and Improving Results and Competitiveness in Small Manufacturing Firms.

DEPARTMENT MISSION

The UW-Extension (UWEX) Cooperative Extension Service through its county agents makes the research, education, and general information of the Land-Grant University and the United States Department of Agriculture available to the citizens of Outagamie County. Program units include Agriculture, Family Living, 4-H Youth Development, Community Resource Development and Continuing Education.

LEGISLATION

The university extension program shall be a department of county government and the committee on Agriculture and Extension Education shall be the committee which is hereby delegated the authority under Wisconsin statute 59.87 to direct and supervise such department. In cooperation with university extension of the University of Wisconsin, the committee on agriculture and extension education shall have the responsibility for the formulation and execution of the Cooperative Extension Service program for Outagamie County.

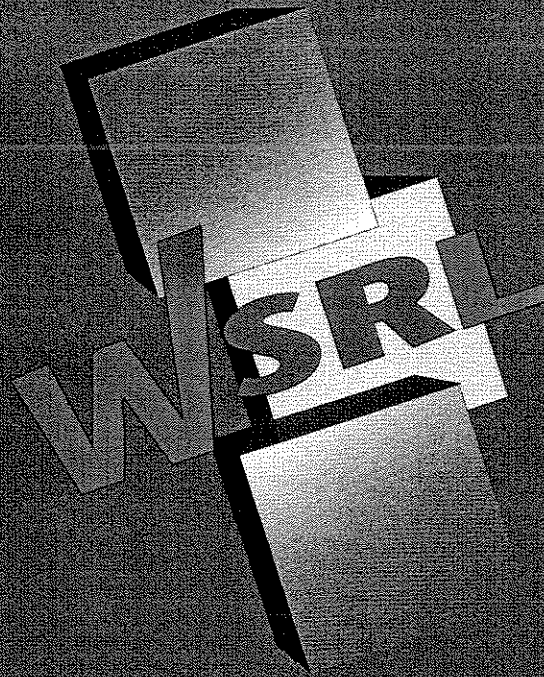
SPECIAL ACKNOWLEDGEMENTS

The department would like to extend its appreciation to Ron Van De Hey, Outagamie County Executive, and Eugene Lillge, Executive Coordinator, for their excellent leadership and support to the mission of the Cooperative Extension Service. Both Ron and Gene have given excellent administrative leadership to providing an adequate budget to support both our department goals and our county fair program needs. Their support has been most appreciated.

The UW-Extension department was given excellent leadership and support from our 1994 Agriculture & Extension Education Committee that consisted of Supervisors Marvin Fox, Lawrence Kiel, Robert Paltzer Jr., Dale Nichols, Sr., and Jim Pleuss. Both the committee and the entire County Board of Supervisors provided excellent support to each program unit of your Cooperative Extension Service.

We would also like to acknowledge Eugene Gibas, UW-Fox Valley General Extension Agent; Kenneth Huddleston, UWEX Area Business Agent; and David Running, UW-Extension Northeast District Director, for their excellent assistance and support to the educational program efforts for the citizens of Outagamie County. These individuals were truly a part of the team effort.

Last, but not least, a special thank you to the County Extension Service Citizen Advisory Committee for their dedicated participation and support in working with your county extension agents to determine the needs and program focus for the individuals and families of Outagamie County.



**Wisconsin
Survey
Research
Laboratory**

**ANNUAL REPORT
1994**



**Division of Continuing
Education Extension**



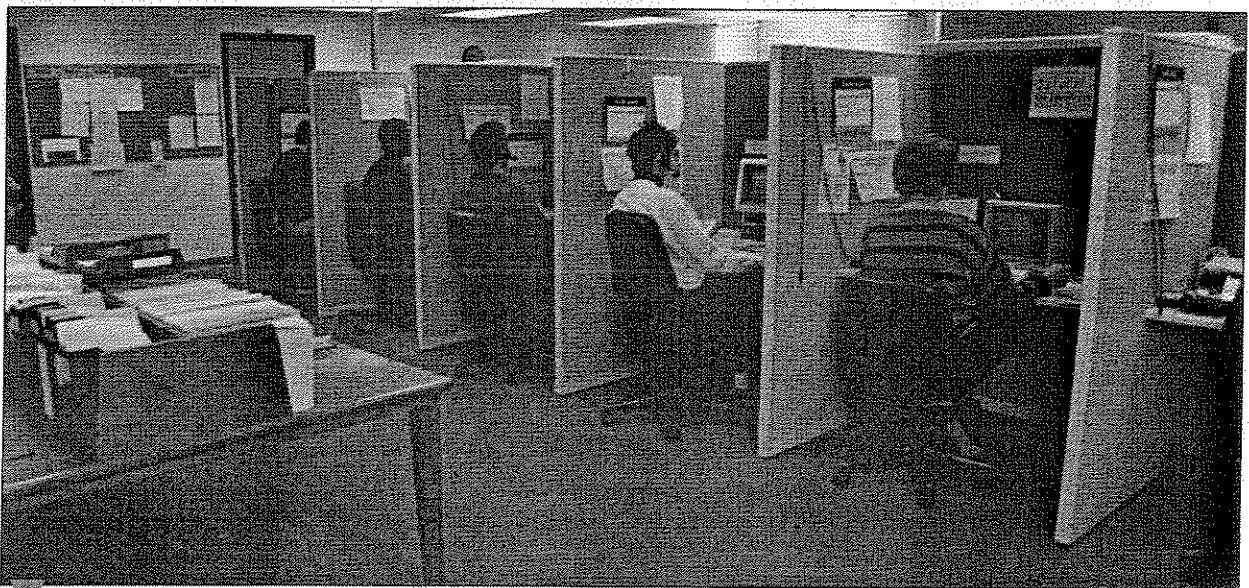
1993-94 Annual Report of the WSRL

The Wisconsin Survey Research Laboratory (WSRL) is a full-service survey research facility with staff and resources to complete any size project, large or small, using methods and techniques appropriate to the client's needs.

Established in 1960 by the University of Wisconsin in Madison, the lab has been part of the University of Wisconsin-Extension since 1965. It conducts basic and applied research that contributes to the knowledge and understanding of important social, economic, and health issues. A major portion of this work assists university scholars whose interests include survey research. The lab also conducts research that supports policy-related activity in government and in not-for-profit agencies. Because of the lab's dedication to quality research, it strives for the highest possible response rate appropriate to study design and methodology.

*Let me express my appreciation and gratitude to all your staff for a first-rate job.—
Patrick C. Runde, Associate
Dean of UW-Madison
Division of Continuing Studies*

The survey lab's services are tailored to clients' needs and can include construction of survey design, interview schedules, and questionnaires; selection of probability samples from relevant populations; collection of data through interviews, focus groups, telephone calls, and mail questionnaires; data processing; and written analysis of study results.



WSRL's new Phone Center has 40 computer-assisted telephone interview stations.



Wisconsin Survey Research Laboratory

JUN 09 1995

June 1995

Dear Friends and Colleagues,

The Wisconsin Survey Research Laboratory's Annual Report for 1994 is enclosed. It provides a brief overview of the Lab's activities. It was a pleasure to serve the survey research needs of more than one hundred clients during the year.

The year was eventful for WSRL. Moving into new expanded facilities was one of several highlights. Other highlights included the growth in customer satisfaction research and improvements in both on-site and off-site monitoring of live telephone interviews.

Survey research, as an element of the information society, is an area of expansion -- in the university and in the public and private sectors as well. We look forward to continuing our work with the survey research community.

Most sincerely,

Dolores H. Niles, Ph.D.
Director



▼ Dolores Niles, Director

Director's Report

In 1993-94, our 33rd year of operation, the Wisconsin Survey Research Laboratory continued at a record-setting pace of research projects. It was our fourth consecutive year at or above \$1 million in sponsored research activity, something we believe to be a milestone in growth. Sponsored research in the previous 12 years exceeded \$800,000 only twice, once in 1980-81 and again in 1989-90. Advancing to this level of activity has resulted in restructuring some of our methods and procedures and in upgrading computer capability. We also developed a formal feedback method to learn how well we have met our clients' goals. And we began discussions regarding expanded facilities, resulting in a recent move to 1930 Monroe Street in Madison.

The Wisconsin Survey Research Laboratory has a distinguished history of quality work and is among the top academic survey research facilities in the country. Our computer-assisted telephone interviewing system was one of the first in the nation and we were a pioneer in the use of enhanced random digit dialing sampling procedures.

Some of our major clients continue to be university faculty. These faculty members come from the University of Wisconsin and other institutions such as Marquette University, Cornell University, Virginia Tech, Pennsylvania State, and the University of Pennsylvania. Faculty research covers a broad range of topics such as business issues, health issues, sleep, chronic mental illness in the family, and dairy farm profitability. University administrators are also frequent clients, requesting studies to assist in policy decisions. Topics here have included student transfer policies, computer technology expectations of students, campus day care needs, bicycle safety, and quality improvement.

Outside the university community, our services are requested by federal, state and local agencies that often need to test public opinion while creating or changing programs and policies that affect public constituencies. Transportation, rural land values, land use, health, employee needs, and client satisfaction are among these studies. We have served these agencies and private non-profit groups for many years.

We have added a new client group in response to requests for collaborative relationships with small business and other segments of the business community. Extending the research expertise of the lab to the private sector enhances Wisconsin citizens' access to the resources of the university and acknowledges that many private sector clients require the same standards



I have had nothing but positive experiences working with WSRL staff. They have been very pleasant, helpful and personable. The projects have been handled professionally with high quality.—Al Marco, Laureate Group, Waukesha



Mail surveys represent almost 30% of WSRL projects.

and quality for their research as found in academic survey research practice. This activity will include studies of organization, quality improvement, community service, and general consumer behavior.

"Wisconsin Opinions," our monthly poll of citizens throughout the state, continued to attract clients in 1993-94. The poll contains a core set of questions, plus a varying number of add-on questions for clients concerning current events and trends or social issues that have an impact on Wisconsin's population. We publish a newsletter at least quarterly based on our core data from this survey.

Staff members Linda Penalosa, Nancy Davenport-Sis, Charles Palit, and Barbara Burrell have participated in professional activities, delivering papers at national conferences. Over 100 full- and part-time staff members contributed to the continued growth and success of the lab in conducting mail, phone, face-to-face, and focus group studies for over 100 clients in 1993-94.

*Dolores Niles
Director*

*Thanks for a job well done. I can and will be recommending your service to others.—Stephen Root,
Town of Oregon*

Distinguished Staff

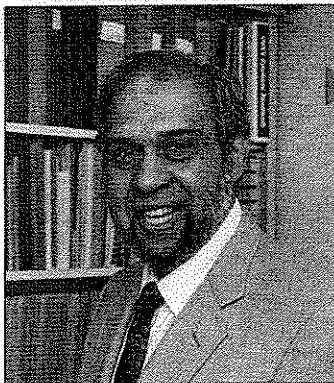


Key to the high quality of research conducted by the WSRL is the high quality of the staff. Representative of those staff members are these four who have distinguished themselves both in Wisconsin and at a national level.

Linda Penalzo, associate director and head of field operations, has expertise in social science and public opinion polling. She researches survey design and construction, supervises data collection, conducts focus group interviews, and prepares analysis reports and presentations. She also edits the *Wisconsin Opinions* newsletter. Penalzo has degrees in sociology with graduate work in business and is currently completing work on a Ph.D. in journalism and mass communication. She has been with the lab for four years.



Barbara Burrell, head of survey design, is responsible for questionnaire design, data analysis, and report preparation. She holds a Ph.D. in political science and has authored a number of publications in that area including her recent book, *A Woman's Place is in the House: Campaigning for Congress in the Feminist Era*. Burrell has been with WSRL for four years.



Charlie Palit, associate director and head of sampling, is also professor of educational communications. His expertise is in statistics and sampling human populations, and he designs data collection systems particular to each client. Palit holds a Ph.D. in math statistics and has been with WSRL for 29 years. He has provided consultation to the National Cancer Institute, the Centers for Disease Control, the National Center for Health Statistics, the U.S. Department of Agriculture, and the U.S. Department of Justice.



Nancy Davenport-Sis is associate head of the field unit, and phone center manager. She oversees data collection from the telephone facilities, works with study sponsors, and assists with questionnaire design. She frequently is called upon to consult with academic survey centers around the country and conducts workshops on interviewing. She has been with the lab for four years.

Wisconsin Opinions: Poll and Newsletter

The Wisconsin Survey Research Laboratory conducts a monthly poll of Wisconsin citizens, querying them on a wide range of topics. Each poll contains a core set of questions that measure the quality of life, the most important problems facing Wisconsin today, and continuing education and job training needs. Each poll also includes a number of add-on questions about current events, trends, or social issues that affect the state. Demographic descriptions of the respondents are also gathered.

The poll is conducted as a random digit dialing telephone survey of 200 households around the state. Each call lasts from seven to 12 minutes. Results of the core questions are compiled and published quarterly in a newsletter also entitled *Wisconsin Opinions*. Organizations or individuals interested in becoming part of this monthly poll may contact the lab.

You might be interested in the customer's perception of value (i.e., price vs. service received). For us at DoIT this service rated very high in value. We were short on time and resources and it was wonderful to have you available. Thanks!—Kathi Dwelle, UW-Madison



Conducting a computer-assisted telephone interview.

In 1993-94...

MAIL SURVEYS

23,761 combined samples

14,761 responses

CATI SURVEYS

404,899 total calls

32,226 respondents

average of 12.6 calls per respondent

DATA ENTRY

26,996 questionnaires

56,135 records processed

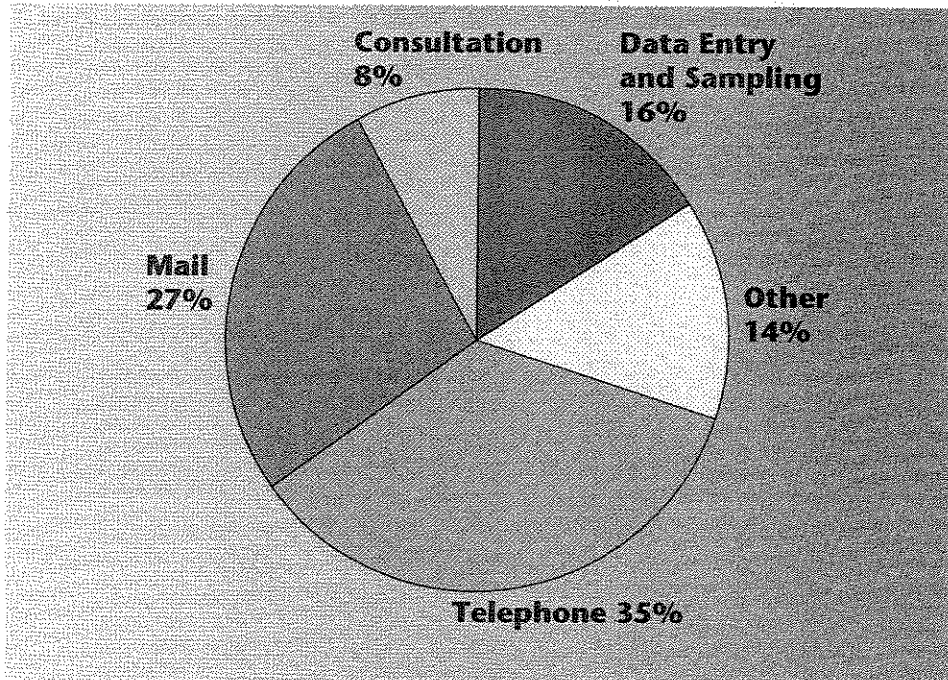
Interviewer Training

Interviewers are selected and trained periodically during the year. Many are university students enrolled in related fields of study. Trainees participate in 15 hours of classroom training followed by two one-on-one sessions, doing practice interviews with a senior interviewer. New interviewers are closely monitored and evaluated for the first three months of employment. Training continues throughout employment with briefings on new projects. In addition, training on refusal avoidance and refusal conversion is ongoing. Many interviewers continue with the lab for several years. Bilingual interviewing capability is maintained in Spanish, French, Italian, Portuguese, and German.

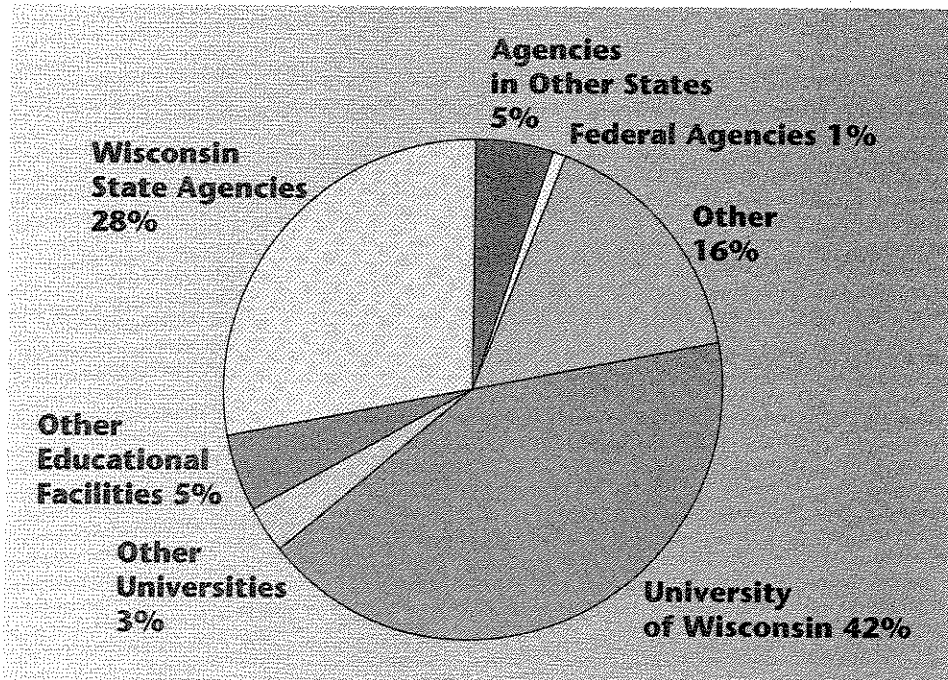
Quality Control

Quality is very important in the lab. Efforts to attain high quality include technological improvements, sampling design, and procedures to insure high response rates. The number of calls made to each sample point is higher than the industry standard. Methods to obtain high mail response are also followed. The quality of coding of open-ended questions is assured by extensive expertise. In addition, both on-site and off-site monitoring is available to telephone survey sponsors. These measures are all part of the lab's commitment to quality. WSRL is a member of the American Association of Public Opinion Research (AAPOR), and the National Network of State Polls, and subscribes to the industry standards as defined by AAPOR, the Council of American Survey Research Organizations, and the Research Industry Coalition.

New and Continued Studies in Fiscal Year 1993-94



Study Sponsors in Fiscal Year 1993-94



Representative Projects

The Wisconsin Survey Research Laboratory carried out 110 studies during the year. These are examples of those projects:

Wisconsin Entrepreneurial Climate Study

Client: Paul D. Reynolds, Marquette University and Sammis B. White, UW-Milwaukee

This computer-assisted telephone survey involved locating and interviewing individuals who were trying to start new businesses. The finding that four percent of all Wisconsin adults were involved in the start-up of a new firm (later confirmed by the principal investigator in a national sample) was an important contribution to understanding the significance of entrepreneurial career options to the average person. Based on a multi-stage probability sample, a total of 885 respondents were interviewed at different stages of the study. Dr. Reynolds obtained funding for this study from the Wisconsin Housing and Economic Development Administration.

Governor's Task Force on the Glass Ceiling Initiative Surveys

Client: Carol Skornicka, Secretary, Wisconsin Department of Industry, Labor and Human Relations, and Eileen D. Mershart, Executive Director, Wisconsin Women's Council

The purpose of the task force was to determine if artificial barriers, also known as the glass ceiling, prevent Wisconsin's minorities and women from advancing into middle and upper management positions. The WSRL conducted two surveys to provide findings related to this purpose. The first survey, mailed to personnel directors at Wisconsin businesses, collected data on the numbers of women and minorities in supervisory and management positions. This survey included the initial and one follow-up mailing; 887 businesses responded for a 44 percent response rate. The second survey was a telephone survey of women managers and executives about their management experiences and problems they may have faced that might be indicative of artificial barriers to advancement; the 332 respondents represented an 81 percent response rate. The research surveys and printing of the report were underwritten in part by Blue Cross & Blue Shield United of Wisconsin and United Wisconsin Services, Inc.

Wisconsin Behavioral Risk Factor Surveillance Survey

*Client: Eleanor Cautley, Center for Health Statistics,
Department of Health and Social Services, Division of Health*

The BRFSS is a monthly telephone survey of Wisconsin adults. Each respondent is randomly-selected, age 18 or older, and living in a household selected by disproportionate stratified random sampling. The survey is designed and funded by the U.S. Centers for Disease Control and Prevention. The survey gathers data about respondents' health-risking behavior such as use of tobacco, alcohol consumption, seat belt use, obesity, level of exercise, and some chronic disease factors. One hundred twenty-five respondents are interviewed each month; 1,562 interviews were completed from January through December 1994 with a CASRO response rate of 74.7 percent. The Division of Health publishes several reports each year based on data obtained in this study.

Pennsylvania Behavioral Risk Factor Surveillance Survey

Client: Catherine J. Becker, Pennsylvania Department of Health

The Behavioral Risk Factor Surveillance Survey is conducted monthly for Pennsylvania. At least three hundred respondents are interviewed each month; actually 3,640 respondents were interviewed during the twelve months from January through December 1994. The Pennsylvania BRFSS has the same core questions as the survey for Wisconsin, with each state adding some questions specific to its own needs. The CASRO response rate for the year was 66 percent. The Department of Health releases an annual report based on this data.

Perceived Health Status and Access to Health Services within Milwaukee's Mexican and Puerto Rican Communities

Client: John Bartkowski, Director, 16th Street Community Health Center

The data gathered in this study assisted the researcher in analyzing and comparing the perceived health status of Milwaukee's Mexican and Puerto Rican populations and also determining the barriers to accessing health services within these communities. Households were selected for this survey by a multi-stage area probability sample. Most of the data was collected through telephone interviews which were supplemented by a sample of personal interviews. There were 397 interviews in the computer-assisted telephone portion of the survey and 25 interviews in the computer-assisted personal interview portion, the latter to reduce non-telephone bias. Respondents were the most knowledgeable persons about the health of the household members and provided the information about the other members of the household. This study was sponsored by the Milwaukee 16th Street Community Health Center with funding from public and private grants.

South Central Wisconsin Employment Survey

Client: William Mears, Director, Forward Janesville

The purpose of this survey was to measure employment patterns, under-employment, and computer skills among the adult population in south central Wisconsin in order to provide businesses with information about the labor market in their area. This computer-assisted telephone survey found that 71 percent of respondents were employed either full or part time; only two percent reported being unemployed; and a pool of 20 percent of the work force were either interested in finding a job or, even though employed, possibly changing their job. Job training was the major barrier job seekers and job changers saw to obtaining the type of employment they wanted. Transportation and child care were also cited as barriers. Respondents were adults with knowledge about the employment of all those over 18 residing in the household; a total of 852 completed interviews were obtained, providing data on 1,656 individuals. The weighted response rate was at least 73 percent (lower bound). Forward Janesville funded this study.

*All communications and survey activities were done professionally and with courtesy.
I am much impressed with WSRL.—Professor Larry Hutchinson, Pennsylvania State University*



Focus groups provide lively discussion and understanding of research issues.

The Wisconsin Sleep Cohort Study

*Client: Terry Young, Ph.D., Dept. of Preventive Medicine,
University of Wisconsin School of Medicine*

The WSRL conducted the first stage of this study, sampling employees of four large state agencies. In this stage, employees 30 to 60 years of age were surveyed about their sleep patterns and other characteristics by a mailed questionnaire. Completed questionnaires were returned by 5,029 respondents; the response rate was 72 percent. Over a three-year period, Dr. Young and her associates recruited subjects by phone from among respondents; 1,046 subjects were then studied clinically for sleep-disordered breathing. This year WSRL contacted all respondents again in a follow-up mail survey to determine changes in sleep patterns. Dr. Young's study was supported by grants from the National Institutes of Health, and preliminary results on 602 subjects were reported in the *New England Journal of Medicine*.

The Report of the Governor's Task Force on the Glass Ceiling and the Profile of Wisconsin Women, researched by the WSRL, serve as a catalyst for action on a wide range of economic and social issues... Their excellent work reflects a thorough understanding of complex issues.—Eileen Mershart, Wisconsin Women's Council

Please convey to all those involved (in my project) my personal thanks. The WSRL showed itself to be a highly professional organization. I enjoyed working with you and hope we can work together in the future.—Neil Hoxie, Wisconsin Department of Health and Social Services, Division of Health



The sampling and interview procedures developed (to implement my survey) required a great deal of skill and imagination. These advances reflected the professionalism and client responsiveness of the Lab personnel.—Professor Paul Reynolds, Marquette University



You folks are outstanding! Timelines and project are just what we requested!—Jeffrey Bentz, CESA 8



Photos by Jay Salvo, Photographic Media Center

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Division of Continuing Education Extension
University of Wisconsin—Extension
1930 Monroe Street
Madison, WI 53711-2036
Phone: (608) 262-3122
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UNIVERSITY OF WISCONSIN-LA CROSSE
CONTINUING EDUCATION & EXTENSION
ANNUAL REPORT 1993

“EDUCATION
IS NOT
PREPARATION
FOR LIFE;
IT IS
LIFE ITSELF.”

C O N T E N T S

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<i>Excellent Schools</i>	5
<i>Healthy Society</i>	6
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<i>A Strong Economy</i>	8
<i>Effective Government</i>	8
<i>Success for Our Youth</i>	9
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Cover quote by John Dewey (1859-1952.)

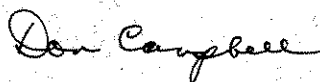
For information about programs in the following areas, contact:

Business Outreach	George Weyer	608/785-8781
Community Health	Gary D. Gilmore	608/785-8163
Human Services	Donell Kerns	608/785-6509
Liberal Studies	Kay Robinson	608/785-6510
Physical Education/Youth Fitness	Maurita Robarge	608/785-8178
Summencamps/Conferences	Penny Tiedt	608/785-6503
Teacher Education	Barbara Manthei	608/785-6511

We are pleased to share with you this summary of Continuing Education & Extension activity from the University of Wisconsin-La Crosse. Working with the University of Wisconsin-Extension, we extend university resources to the people of Wisconsin to promote lifelong learning and enhance the quality of life in our communities.

During 1992-93, the university offered 500 credit outreach courses and non-credit programs, often in partnership with schools, health care organizations, chambers of commerce, and other community agencies. These programs, resulting in more than 13,500 enrollments, served teachers, health and human service professionals, small business managers, various other professionals, community adults of all ages, and preschool, elementary, middle and senior high school students.

We hope you enjoy reading this brief report and wish you success in your continued learning. Lifelong learning is both a joy and a necessity in this age of rapid technological change, global interdependence, and an increasingly diverse society.



M. Donald Campbell
Director

CONTINUING EDUCATION & EXTENSION AIMS TO HELP PEOPLE IMPROVE THE QUALITY OF THEIR LIVES, INCLUDING health, family, work, career, culture and leisure. Frequently that goal is accomplished best by working in partnership with other agencies. According to UW-Extension Chancellor Donald Hanna, "We are living in an increasingly complex and interdependent world...(We) will need to bring together diverse groups for problem-solving to explore what we can do together more effectively and better than we

could do individually. Partnerships are the key."

By sharing resources and working with our colleagues, we can meet the continuing education needs of our region more effectively.

This report is organized around the challenges identified in the Extension statewide strategic plan. It highlights a few of the UW-La Crosse Continuing Education & Extension programs offered and partnerships formed during this past year.



A CULTURALLY ENRICHED SOCIETY

THE LIBERAL ARTS PLAY AN IMPORTANT ROLE IN CONFRONTING TIMELESS QUESTIONS, EXAMINING WHAT IT MEANS to be human, studying our society's values and preserving and exploring our cultural heritages. Our role is to enable as many citizens as possible to experience the arts and humanities- which leads to both personal and public enrichment. The La Crosse area is not one in isolation, but a region that is rich with cultures, and one that is concerned about its connection to the global society. Continuing Education joined with other agencies to provide opportunities to examine life and make connections.

During a three-day national Asian American conference, co-sponsored by the University of Wisconsin System and planned by a campus-wide committee, participants from across the country exchanged views on Asian American issues of local, regional, national and international interest. Speakers included the nation's first Vietnamese-born space shuttle astronaut, a Hmong refugee, the co-founders of Bamboo Ridge Press, writers and university faculty.

Twenty-seven Gays Mills area residents studied **Readings in the Confucian Classics** with independent scholar Robert Wolf. They compared the violent times of Confucius with the violence in contemporary America, as well as the belief that one must bring order to one's own life before bringing order to society at

large. This program was funded by the Wisconsin Humanities Committee.



EXCELLENT SCHOOLS

MAINTAINING AND ENHANCING WISCONSIN'S NATIONAL REPUTATION FOR EXCELLENT SCHOOLS REQUIRES A commitment to continuous improvement. Parents, educators, elected officials, business people and the public must join together to assure quality schools. Schools face complex challenges at the same time that we expect them to address many needs. Teachers must have access to continuing education that is convenient and relevant, and that enhances their professional competencies. UW-La Crosse Continuing Education offered more than 200 credit courses for teachers in 45 locations around the state last year. Our colleagues in the schools and other agencies worked with us to develop courses on cutting edge topics.

A consortium of six rural school districts worked with Continuing Education & Extension and the

Teachers' comments:

"I appreciate how all assignments enabled me to conceptualize what I want to do in the classroom and the district."

"The course was a hands-on approach. We put our learning into action."

"The techniques I learned will help greatly with kids, parents and staff."

"The instructor was knowledgeable, explained things well and provided wonderful resources."

"I am excited to try these things in my classroom."

"Excellent ideas to incorporate into the classroom."

"It's great to take a class that is so applicable to my teaching. Went out of way to accommodate students' individual needs."

"I found this course incredibly stimulating and thought-provoking."

College of Education to plan a multicultural education course for 69 of their teachers. During the three-day residential institute, participants studied African American, Amish, Asian American, Hispanic and Native American cultures, and how to incorporate multiculturalism into the curriculum. The program was funded in part by a grant from the Department of Public Instruction.

Strategies for Preparing Students for the Future Workworld featured seven days of classroom sessions with business and industry resource people, three days of site visits to 18 area businesses and two days of jobshadow experiences with 30 area businesses. This course, a result of Forward America 2000, was developed by UW-La Crosse, Western Wisconsin Technical College, Viterbo College, CESA #4, La Crosse and Holmen school districts and the Greater La Crosse Area Chamber of Commerce.



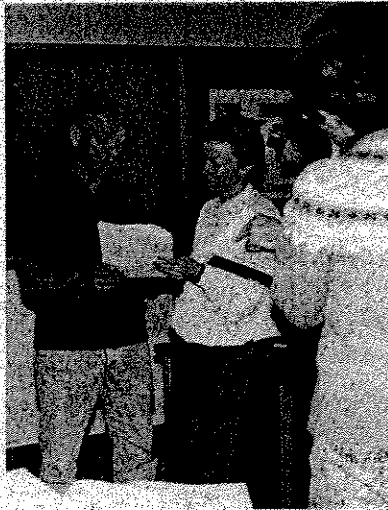
HEALTHY SOCIETY

BY DEFINITION, A HEALTHY SOCIETY OFFERS AN OPPORTUNITY FOR ALL CITIZENS TO ACHIEVE A LEVEL OF TOTAL wellness. We rely on individual decisions, family nurturing, health and human service professionals and volunteers to help realize a healthy society. UW-La Crosse Continuing Education & Extension's role is to help these groups address health and wellness issues in an informed

"Good information to use in our daily work with men and women."

manner that accounts for the complexities in today's world.

Author and advocate Susan Schechter shared her expertise with human service professionals in a program titled **Effective Intervention with Battered Women and Their Abused Children**. She also spoke with the public in an evening lecture on how to survive when love goes wrong. This program was planned with the Domestic Violence Intervention Project and Western Wisconsin Legal Services.



Continuing Education & Extension professor Gary Gilmore was invited to participate in a Robert Wood Foundation grant awarded to Vernon Community Health Intervention Partnership Council. Dr. Gilmore served in a consulting role to collect data about the health and human service needs of Vernon County residents, categorized by farm families, Amish, elderly, youth and unemployed/disadvantaged persons.

Continuing Education & Extension works with many other partners, including Lutheran Hospital-La

Crosse and St. Francis Medical Center. Congratulations to both hospitals for receiving state *Friend of the Extension Awards* this past year.

● ● ● ●
**THE LENGTHENING
 LIFESPAN**

THE INCREASING POPULATION OF OLDER ADULTS IS MORE HEALTHY, VIGOROUS AND AFFLUENT THAN PREVIOUS GENERATIONS. They have time and interest in educational programs and cultural performances that enrich their lives. At the same time, there is also a growing group of older adults struggling with daily needs. We must consider the changing expectations and needs of this population, as well as the new educational needs of health care providers, families and caregivers when we plan programs in this area.

Together with the Alzheimer's Association-Riverland Chapter, Western Wisconsin Technical College-Human Services Division, Bethany Hearten House and the UW-La Crosse Recreation Management and Therapeutic Recreation department, we offered **Activities for Persons with Alzheimer's Disease**. More than 150 people spent the day learning skills to improve the quality of life for caregivers and persons with the disease -- the fourth major cause of death in the over-age-65 population.

"Sharing real life stories was most helpful."

"I learned many new things; pertinent information, clear and concise."

This spring 33 older adults from 12 states joined UW-La Crosse professor

Fred Leshner in an intensive week of birding along the Mississippi River. The group began each day at 5 a.m., searching for yet another species. Many nights ran long, looking for nocturnal varieties. This program was a collaborative effort with the national Elderhostel program and the Marynook Retreat Center in Galesville, the participants' home for the week.

● ● ● ● ●
A STRONG ECONOMY

A STRONG SOCIETY—ONE THAT IS ABLE TO OFFER SUPPORT AND ENRICHMENT TO ITS CITIZENS—MUST HAVE A STRONG economy. In Wisconsin, and the La Crosse region, an essential element of a strong economy is to work with small business owners and managers. UW-La Crosse Business Outreach offered more than 50 programs to more than 600 people last year, not only in La Crosse, but in 8 other communities as well.

Family Business Day was a cooperative effort of Franciscan Health Systems, North Central Trust Company, Financial Planning Services of La Crosse and Business Outreach. The day's focus was wellness in the family business. The president of the Alfred Adler Institute of Minnesota gave the keynote address.

Business Outreach teamed up with the Internal Revenue Service, County Cooperative Extension agents and UW Center-Richland, to offer tax workshops to 125 people in Richland Center, Galesville, Fennimore and Prairie du Chien, as well as La Crosse. Five other programs were offered in Galesville on various financial topics.

Believing that knowledge is critical to a strong economy, the Bank of Galesville funded these programs as a community service for area residents.



● ● ● ● ● ● ● ● ● ●
EFFECTIVE GOVERNMENT

AS OUR PROBLEMS IN COMMUNITIES OF ALL SIZES HAVE INCREASED IN COMPLEXITY, SO HAS THE ACT OF governing. Complex social, economic, political, cultural and technological changes, combined with shrinking resources, require that government evaluates priorities. Government workers and elected officials must approach their jobs in innovative ways, to cooperate with both the public and private sectors.

In response to a recent community concern, **Gangs: The Myths and Realities of Adolescence** was offered with the Hmong Mutual Assistance Association and La Crosse School District. Professionals from law enforcement, schools and human services learned about successful approaches in the Milwaukee area from workshop leaders Derek Brewer and Maureen Theiler.

Continuing Education & Extension worked with the Wisconsin State Patrol to assist supervisors approach their roles in new ways. Faculty members Sandra Price and Maurita Robarge led three weeks of management inservice education, focusing on principle-centered leadership, based on Steven Covey's *"Seven Habits of Highly Effective People."*



SUCCESS FOR OUR YOUTH

YOUNG PEOPLE HAVE EXTRAORDINARY CHALLENGES AND OPPORTUNITIES TODAY. THEY FACE PRESSURES IN SCHOOL, WITH their peers and often at home. Continuing Education & Extension's goal is to provide them with information and positive experiences they can use to make responsible choices to benefit them in the future.

Teacher world, a statewide program co-sponsored with the Department of Public Instruction, the Greater La Crosse Area Chamber of Commerce, UW-La Crosse Foundation and the College of Education, introduced high school students to teaching careers. The 100 youth selected for this residential summer program worked with award-winning teachers on education basics and leadership skills.

A joint program between the Wisconsin Winnebago Committee, the Mass Communications department and Continuing Education & Extension allowed 18 Native American high school students from Western Wisconsin to learn about radio and TV-broadcasting. The camp culminated in students sharing their productions with the entire group.



ENROLLMENT DATA

CONTINUING EDUCATION & EXTENSION ACTIVITY

Credit Summary Statement: In 1992-93 Continuing Education & Extension offered 200 off-campus credit courses in 45 locations around the state, plus two countries, with nearly 2,800 enrollments, 75% of those at the graduate level. Almost 90 percent of the courses were for teachers.

OFF-CAMPUS CREDIT COURSES

	ENROLLMENTS			COURSES	
	u/g	grad	total		
Education	279	1,560	1,839	Education	131
HPER	323	491	814	HPER	57
ALS	71	29	100	ALS	6
International	29	---	29	International	6
Total	702	2,080	2,782	Total	200

	LOCATIONS OF COURSES OFFERED		CITIES OFFERED
	In La Crosse	outside La Crosse	
Education	64	71	26
HPER	27	32	19
ALS	4	2	2
Total	95	103	47

(Figures include one statewide telecourse and one statewide ETN course. Cities outside La Crosse span 21 counties and two other countries.)

UW-LA CROSSE FACULTY INVOLVED

Education	20
HPER	26
ALS	19
Total	65

(15 of the teachers in the ALS category taught courses for teachers.)

(Note: Figures include courses cancelled due to low enrollments; enrollment figures are not unduplicated headcount.)

Non-credit Summary Statement: In 1992-93 Continuing Education & Extension offered 300 non-credit programs, camps, and conferences in 20 cities and nine states and four other countries, with almost 11,000 enrollments.

NON-CREDIT PROGRAMS

	ENROLLMENTS	PROGRAMS
Recreation and Physical Education	923	51
Education	469	5
Health and Human Services	1,688	48
Liberal Studies	277	40
Business	657	54
Subtotal	4,014	198
International Programs	104	4
English as a Second Language Institute	140	16
Youth Programs	2,969	38
Conferences	1,581	23
Hosted groups	2,177	22
Total	10,985	301

LOCATIONS OF PROGRAMS OFFERED		CITIES OFFERED
in La Crosse	outside La Crosse	
260	41	33

UW-LA CROSSE FACULTY INVOLVED

Recreation and Physical Education	9
Education	3
Health and Human Services	10
Liberal Studies	11
Business	9
Subtotal	42
International Programs	3
English as a Second Language Institute	3
Youth Programs	29
Conferences	33
Total	110

Final Combined Activity Statement: In 1992-93 Continuing Education & Extension offered 500 credit and non-credit programs, camps and conferences in 50 cities, nine states, and five countries. The program had more than 13,500 enrollments and involved more than 150 UW-La Crosse faculty.

*UW-La Crosse and UW-Extension --
bringing the resources of the University
to the people of Wisconsin*

◆ *University of Wisconsin-La Crosse*

CONTINUING EDUCATION & EXTENSION

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Office of the Chancellor

February 13, 1995

Senator Joseph Leean
Room 115 S, State Capitol
Madison, WI 53702

Dear Senator Leean:

Enclosed is *Mapping a Course for the Future*, the 1994 annual report of extension programs in the UW System, recently published by the University of Wisconsin-Extension. The few examples in this report demonstrate just some of the impact and value of extension programs to the people of Wisconsin.

These programs reflect UW-Extension's mission and educational partnership with the 26 UW campuses and 72 Wisconsin counties *to bring the research, knowledge, and resources of the total University to all the state's citizens, wherever they live and work*. But the partnerships don't stop there -- they also involve collaboration with many agencies and organizations on issues affecting the state's economy, environment, health care, leadership, schools, infrastructure and quality of life. And they contribute to the most critical element of democracy -- an informed and educated citizenry.

Mapping a Course for the Future also includes annual statistics on extension programs, enrollments and expenditures for the 1994 fiscal year. And the numbers are sizable, amounting to nearly 7,000 programs offered to over 263,000 students in the Continuing Education Extension area alone. For Cooperative Extension, nearly 1.2 million teaching contacts were made last year. In addition, Wisconsin Public Radio and Wisconsin Public Television provided quality educational, informational and cultural programming for hundreds of thousands of listeners and viewers throughout the state. What the numbers don't tell is the multiplier effect of thousands of volunteers and cooperators in helping us meet the lifelong learning needs of professionals, families, youth, individuals, businesses, communities and government.

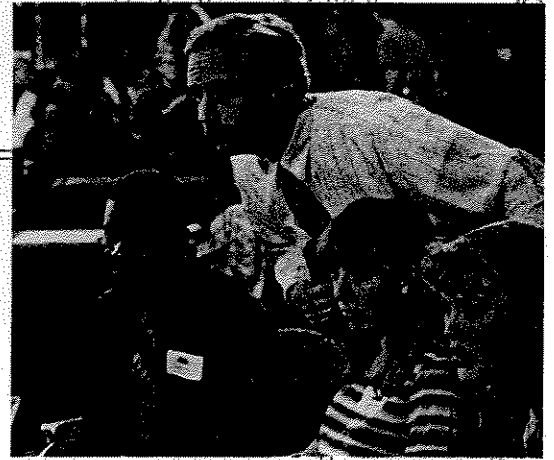
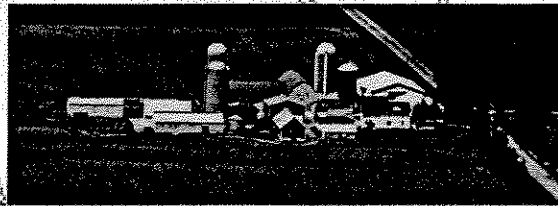
I very much appreciate your strong support for the efforts of our faculty and staff. I am available at any time to discuss any aspect of extension programming that may interest you.

Cordially,

Donald E. Hanna
Chancellor

Enclosure

MAPPING A COURSE FOR THE FUTURE



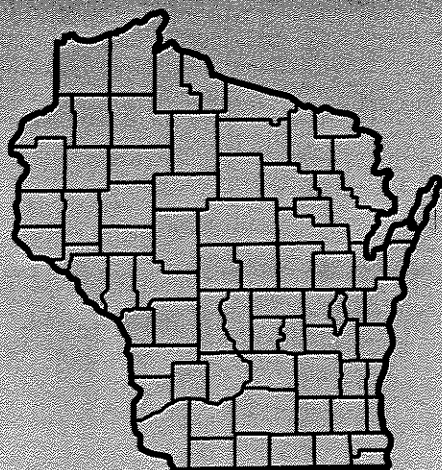
1994 ANNUAL REPORT

MAPPING A COURSE FOR THE FUTURE

1994 ANNUAL REPORT

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FOREWORD

In 1851, Wisconsin Governor Nelson Dewey turned to the University of Wisconsin for assistance in designing the state seal. UW President John Lathrop proposed a seal with the Latin motto "Excelsior" which suggested, to Dewey, the term "forward." Thus, the state motto was born, and the relationship between the state and the University was strengthened.

The motto "Forward" applies to the University of Wisconsin-Extension and the education we provide to the citizens of Wisconsin. That's because, for more than a century, UW-Extension has been extending the campus to the community and providing the state's citizens with access to the latest knowledge and resources of the UW System. Our programs are constantly changing and evolving - moving "forward" - and this vision and foresight has enabled us to remain relevant, efficient and effective.

As you will observe in the following pages of *Mapping a Course for the Future*, our FY 1994 Annual Report, this UW-Extension tradition of quality

and anticipation continues. The report focuses on a few of the many programs, activities and accomplishments that occurred during the past year and forecasts some of the trends, challenges and opportunities we and our students will face in the 21st century.

In this annual report you will find examples and evaluation studies of the impacts of extension programs on Wisconsin citizens in five major areas: *business competitiveness, access through technology, outreach to diverse populations, citizen participation and quality of life.* In addition to these stories, you will see information that takes you beyond these categories - aggregate data on program participation and demonstrations of efficiency and effectiveness through partnerships with state and federal agencies, private sector groups and volunteers to multiply the effectiveness of the state investment. All of these make real the words that describe the mission we share with the 26 UW campuses- to provide *"an extension program designed to apply University research, knowledge, and resources to meet the educational*



Donald E. Hanna

needs of Wisconsin people, wherever they live and work."

Finally, the Annual Report is a testament to the teamwork and effort of the men and women who work in Extension and who strive every day to insure that the Wisconsin Idea remains a viable reality for the citizens of Wisconsin. Their efforts help us to keep our fingers on the pulse of our customers and our eyes on the future.

A handwritten signature of Donald E. Hanna in cursive script.

*Donald E. Hanna, Chancellor
University of Wisconsin-Extension*

The Extension Structure for Statewide Programs

The statewide extension program is directed by the three UW-Extension programming divisions: Cooperative Extension, Continuing Education Extension and Extension Communications.

COOPERATIVE EXTENSION

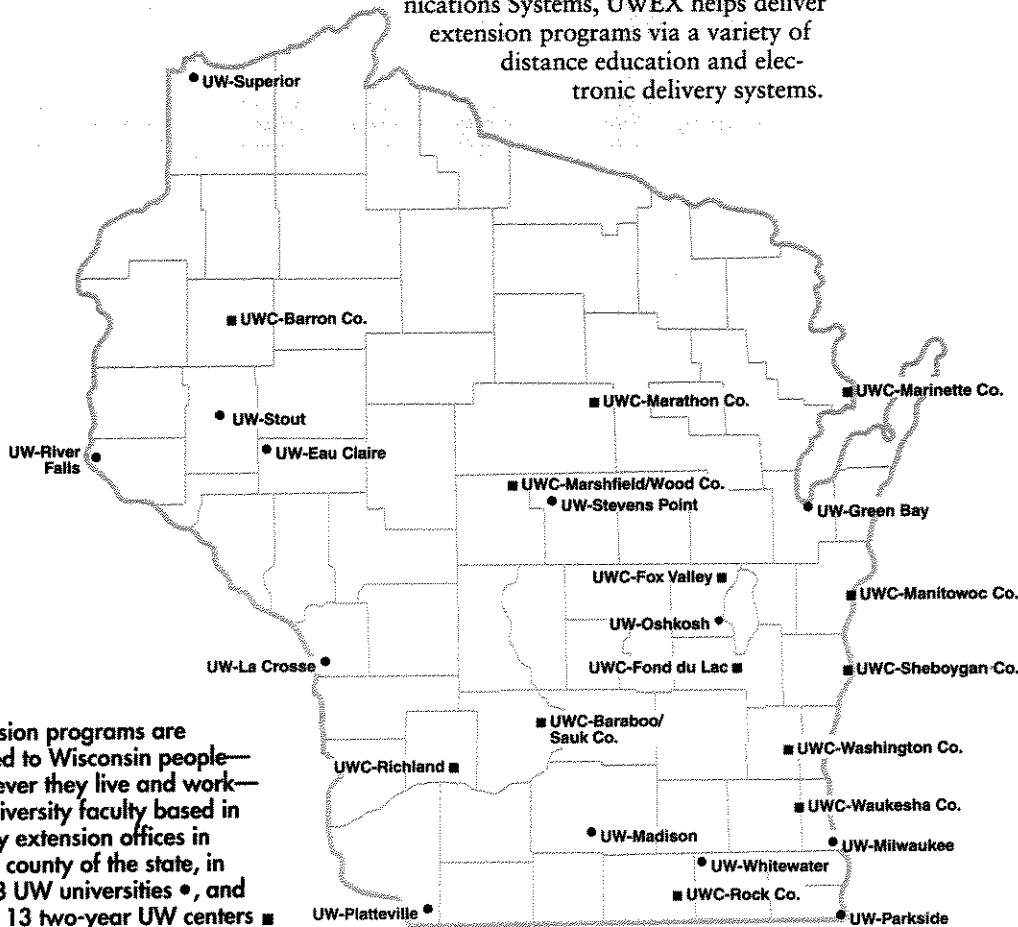
Cooperative Extension faculty, based in the 72 county Extension offices and on seven UW campuses, respond to the needs of farmers, businesses, communities, families and youth. High priority programs focus on water quality, solid and hazardous waste management and recycling, families and youth at risk, profitable and sustainable agriculture and community economic development.

CONTINUING EDUCATION EXTENSION

Continuing Education Extension faculty, based on the 26 UW campuses and in UW-Extension, offer continuing education opportunities for the professions, business and industry, workers and the general public. Small Business Development Center counselors help individuals start new businesses, expand those already in operation, improve profits and provide jobs. Through Instructional Communications Systems, UWEX helps deliver extension programs via a variety of distance education and electronic delivery systems.

EXTENSION COMMUNICATIONS

The Extension Communications division provides educational, informational and cultural programming for people throughout the state via Wisconsin Public Radio and Wisconsin Public Television (in partnership with the state Educational Communications Board).



Extension programs are offered to Wisconsin people—wherever they live and work—by university faculty based in county extension offices in every county of the state, in the 13 UW universities •, and in the 13 two-year UW centers ■

Statewide Industrial Extension Partnership Will Aid Wisconsin Manufacturers



Kristen Berger (left), Northwest Wisconsin Manufacturing Outreach Center based at UW-Stout, and Jeff Moe, Ardisam Company, Cumberland, WI, test machine tool paths in preparation for a production run on the company's newly-installed computer numerical control machine center. Ardisam Company manufactures ice and earth augers, rototillers and riding lawn mowers in northwest Wisconsin. After a year of technical assistance from UW-Stout, in cooperation with UW-Extension, Ardisam has added 12 new jobs, revised plant layout for improved productivity and instituted computer-aided design capabilities to cut lead times significantly. UW-Stout staff and students tested the firm's new riding mower prototype to assure it met safety standards, developed operator manuals, provided human resource and safety training, assessed the feasibility of a waste heat recovery system, and worked with Ardisam employees to develop preventive machine maintenance processes.

UW-Stout and UW-Extension are strong partners in the Stout technology transfer programs and many other services for small and medium-sized manufacturers provided by the partner organizations of WCMP – the Wisconsin Center for Manufacturing and Productivity, Inc. Photo by Naidu Katuri.

Manufacturing modernization and technology transfer are two of the cornerstones of the productivity and competitiveness of U.S. industry. In order for Wisconsin's important manufacturing sector to successfully compete in a global economy, state manufacturers will need to reduce manufacturing costs, meet international standards of quality and make new applications of technology. Meeting these needs while maintaining productivity growth and decreasing the costs of environmental pollution caused by hazardous wastes requires the adoption of new flexible technology as well as improvements in the organization of work and the skills and knowledge of workers.

Many resources exist in the University of Wisconsin System, working in concert with the Wisconsin Technical College System (WTCS), to assist firms in moving from traditional manufacturing practices to focus on high performance, but awareness and accessibility remain key obstacles for smaller operations. To enhance statewide coordination among the many excellent resources and programs that exist in the UW System and elsewhere, UW-Extension has led the formation of a broad-based industrial extension/manufacturing outreach coalition — now a non-profit corporation, the Wisconsin Center for Manufacturing and Productivity, Inc. (WCMP). WCMP partners include representatives of the UW System, the technical colleges, two private colleges of engineering, industry, organized labor and the state Department of Development.

According to UW-Extension Chancellor Donald Hanna, "The WCMP consortium is the big tent for expanding partnerships among Wisconsin industry, labor and institutions of higher education in joint efforts to strengthen the state's manufacturing economy."

"The WCMP consortium is the big tent for expanding partnerships among Wisconsin industry, labor and institutions of higher education in joint efforts to strengthen the state's manufacturing economy."

WCMP is now in the midst of a systematic customer-focused planning process to create a coordinated statewide plan for a manufacturing extension program, after successfully competing for federal planning funds from the National Institute for Standards and Technology (NIST). As part of the planning process, WCMP has set up focus groups with industry and is surveying a representative sample of the state's 9,700 small and medium-sized manufacturers to identify their technology assistance needs and evaluate the relevance of existing resources. UW-Extension's Wisconsin Survey Research Laboratory is conducting the statewide survey.

UW-Extension, UW-Platteville, UW-Madison, UW-Milwaukee and UW-Stout are dedicating additional staff time and resources to the collaborative manufacturing extension initiative. The statewide plan and a track record of successful manufacturing outreach efforts will position Wisconsin for federal funding for a statewide Manufacturing Extension Program.

*Sheila Mulcahy
UW-Extension Chancellor's Office*

Management Programs Help Wisconsin Farms Become Cost-Effective Businesses

After Dean and Barb Weichman of Johnson Creek attended a UW-Extension presentation on costs of production and return on investment, they analyzed their own farm operation and discovered they received a 12.7 percent return on assets and a 17 percent return on equity. Their profit margin was 26.1 percent.

This is the kind of financial information that many businesses expect to have — and more and more farmers are coming to UW-Extension to learn how to keep records, analyze their financial position and make more informed business decisions.

Last year, more than 700 farmers, working with UW-Extension county agents, learned record-keeping techniques using Extension's Agriculture Accounting and Information Management System (AAIMS) computer program. Created by Gary Frank, extension farm management specialist, the program helps producers record financial information so they can calculate profitability and develop reports on profit and loss cash flow, and net worth. The program also is taught by more than 50 farm trainers at Wisconsin Technical College System campuses throughout the state.

"Farmers who use this program have a better handle on their costs and incomes," explains Frank. "They know what kind of return they're getting from their efforts."

A related Extension financial management tool, Dairy PERFORM, allows producers to determine their costs of production and return on investment for a given year. Dave Williams, the

UW-Extension agent in Waukesha County who worked with Dean and Barb Weichman, said return on assets is a good indicator of financial success in farming.

Yet another UW-Extension computer program, FINLRB, lets producers create long-range budgets for projected expansion projects and other major changes to the farm operation and predict future profitability and cash flow, says Stan Schraufnagel, UW-Extension farm management specialist. Last year, more than 800 producers received expansion information and help using the FINLRB program.

"FINLRB helps producers make expansion changes on paper first, before they commit their scarce financial resources," Schraufnagel adds.

Wisconsin farm operators report that these computer programs are making them better managers. In Marinette County, 90 percent of farmers who worked with agriculture agent John Wachholz report feeling more confident about their business decisions because they use computer programs to analyze their farms' financial records. And in St. Croix County, Extension's Lee Milligan works with farmers interested in using the Dairy Farm Data Base (DFBA) to compare their businesses with others and to look for areas where costs can be controlled. Statewide, more than 500 dairy producers increased profits by \$60 a cow last year simply by changing feeding practices.

*Mary Ellen Bell
Cooperative Extension*



UW research and expertise helps Wisconsin farmers remain competitive and profitable. Photo by B-Wolfgang Hoffmann

Technology Access Transforms Small Manufacturer

Jim Billian's 1993 retirement from Hughes Aircraft Company didn't last very long. Within months, his relatives in Wisconsin had talked him into buying the assets of a troubled manufacturing company in Middleton, Wisconsin. Today Billian is president of the Simon Co., which builds laminated furniture components under the locally-popular "Decar" name.

"What I saw was an almost 50-year-old company whose products had a great deal of respect in the marketplace – but late deliveries, nonsensical internal policies and lack of a coherent marketing strategy – were all hurting it," explains Billian.

After months of study of the company, its products and core competencies, Billian concluded that it would do well by "tending to its knitting" – concentrating on its bread-and-butter markets – school libraries and institutional furniture markets. Billian also noted that for the company to remain competitive, it had to keep current on the technological advances in the raw materials it used.

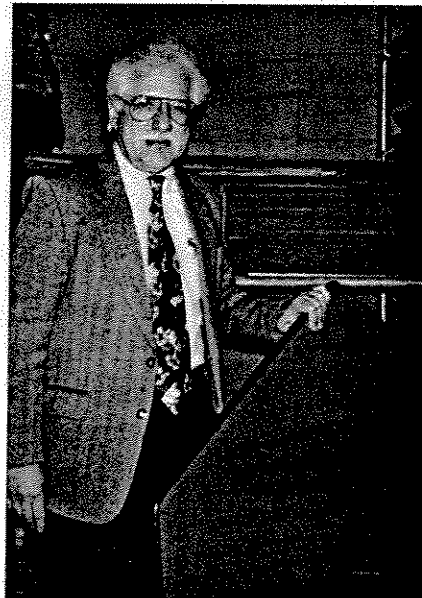
Enter WisTAP – the technology access service of UW-Extension's Small Business Development Centers (SBDCs). In addition to UW-Extension support, both WisTAP and the SBDCs receive funding from the U.S. Small Business Administration and the U.S. Department of Commerce.

The SBDC at UW-Madison linked Billian's Simon Company with Dale Thomas and the Office of Industrial Research and Technology Transfer at UW-Milwaukee. Thomas researched the company's need to find strong, lightweight and affordable materials that form the cores of its seat and table top products. He gave Billian several leads on suppliers that manufacture the type of materials needed.

"Dale also suggested that we check with the U.S. Forest Products Laboratory in Madison for more ideas," says Billian. "And he visited our company and gave us some preliminary suggestions on production and plant layout. I plan to invite him back for more specific suggestions."

Billian's career includes experience in the technical, management and marketing fields. During his years with Hughes Aircraft (a subsidiary of General Motors), Billian had become a proponent of the strategic planning process and was anxious to apply his expertise in Middleton.

"I needed to open the doors and windows of communication, both inside



James S. Billian, president of the Simon Corporation, displays a laminated table top, one of a variety of products his company manufactures under the Decar name. Billian purchased the assets of the bankrupt Decar Corporation and, with help from the UW-Extension-sponsored SBDC and WisTAP services, is turning the business around. Photo by Joel Bradtke

and outside the company," Billian argues. "The more that people know, the more effective they will be on the job."

While he knew he had a loyal workforce among the company's 60 employees, Billian also knew he needed to bring a fresh, participative approach to the way it had been managed. So he called on the SBDC for services beyond Thomas's technical advice. As a result:

- Neil Lerner (SBDC, UW-Madison), gave an in-plant presentation to the company's staff on industrial marketing.
- Margaret Rdzak, an *ad hoc* counselor for the SBDC, provided guidance on a variety of human resource management questions for the company's personnel office.
- Simon/Decar employees have attended SBDC-sponsored continuing education programs to sharpen their management skills.

Is the company making any money, after nearly a year under new management? Says Billian, "Strategically, we're on target. Tactically, there are still a few rocks in the way. We're turning them over and proceeding on course."

Spoken like a true aircraft man. Now, Billian is flying high with his new business venture, and success is on the horizon.

*Joel Bradtke
Small Business Development Center
Continuing Education Extension*

Nutrient & Pest Management Practices Profitable to Wisconsin Farmers

Greg Greenheck runs the Cold Spring Farm with his mother, Ann, and his father Albert. The Greenheck's farm is in the Lower Wisconsin River Valley, where the risk of groundwater contamination from agrichemicals is relatively high. Samples from a number of wells in the area have shown high concentrations of atrazine.

The Greenheck family hosted demonstration plots as part of the UW-Extension Nutrient & Pest Management

"Many demonstrations show how farmers can avoid over-applications of nitrogen fertilizer by accounting for, or crediting, nitrogen from manure and legume crops or for nitrogen left in the soil after a previous crop," explains Kit Schmidt, NPM program manager. She points out that economic results from four years of demonstration plots done by the NPM program showed that 83 percent of the improved management practices were more profitable (higher per-acre incomes for farmers) than the standard practices they were used to.

"For the most part, the demonstrations were side-by-side, field-scale comparisons of the farm's normal management practices and recommended NPM practices," adds Schmidt. "Other demonstrations showed that farmers could get good weed control with less herbicide than they would normally use."

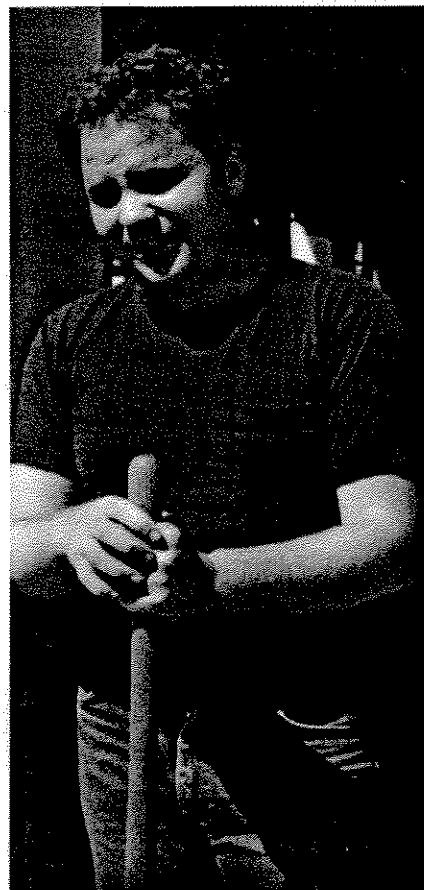
From the four years of demonstrations, the average financial gain for nitrogen crediting was \$14 per acre for legumes, \$19 per acre for manure, \$7 per acre for residual nitrogen and \$16 per acre for a combination of legumes, manure or residual nitrogen crediting. The average gain for weed control was \$8 per acre for those who used reduced amounts of herbicides and \$6 per acre for those who used no herbicides. Farmers who eliminated or reduced starter fertilizer had improved profits of \$8 per acre, while those who reduced both nitrogen fertilizer and herbicides saw gains of \$20 per acre.

"Our three years of running the demonstration plots proved the nutrient value of our manure to us," says Greg Greenheck. "We've taken the crediting practice beyond the demonstration field to other corn acres where manure is applied. We also learned how to reduce herbicide use on all our 400 corn acres.

"Many demonstrations show how farmers can avoid over-applications of nitrogen fertilizer by accounting for, or crediting, nitrogen from manure and legume crops or for nitrogen left in the soil after a previous crop."

(NPM) program from 1990 to 1993. The goal of the NPM program is to work with Wisconsin agriculture to achieve more efficient and environmentally sound levels of nutrient and pesticide management, to protect the state's resources while maintaining profitable farms.

The Greenheck demonstrations tested the economic feasibility of eliminating the use of nitrogen fertilizer, herbicides and insecticides in producing corn. This reduced-input system utilizes livestock manure and starter fertilizer to supply essential crop nutrients, and takes an integrated pest management approach to controlling weeds and insects.



Richland County farmer Greg Greenheck hosted Nutrient & Pest Management (NPM) demonstration plots from 1990-1993. Photo by Kit Schmidt

"We went without herbicides on over 100 acres on one of our farms this year," Greenheck continues. "We're doing whatever we can to cut back on chemicals. We want clean water for the valley."

*Kit Schmidt, UW-Madison/Extension
and Sheila Mulcahy, UW-Extension
Chancellor's Office*

Pollution Prevention Benefits Wisconsin Businesses

Larry Boehm, manager of environmental affairs for Pierce Manufacturing, a company that makes fire trucks in Appleton, says there are three reasons why manufacturers should find ways to reduce the amount of hazardous wastes they generate: 1) Economics — proper disposal of hazardous wastes is expensive; 2) Liability — a company can be held legally responsible for damage its wastes cause to the environment and to individuals; and 3) It's the right thing to do — reducing generation of hazardous wastes means less potential harm to the environment and less exposure for workers.

Pierce Manufacturing's approach to pollution prevention — primarily the adoption of a painting process that eliminated the use of paints that contain chromium and lead — cut the company's hazardous waste disposal bill from \$89,000 to \$6,200, kept 45,000 pounds of hazardous wastes out of the environment and won a 1994 Governor's Award for Excellence in Hazardous Waste Reduction.

Another winner of the Governor's Award, Newco/Swing and Slide, Inc. of Janesville, changed a painting process and realized total savings of \$230,000 on a \$190,000 investment in just 11 months. While it was increasing its profits, the company made a big contribution to environmental quality — elimination of 38,000 pounds of hazardous wastes and 22,500 pounds of VOC (volatile organic compound) emissions.

A belief that "doing the right thing" is also good business prompted 566 companies statewide to investigate the educational programs in pollution prevention being offered through UW-Extension's Solid and Hazardous Waste Education Center (SHWEC) and through county Extension offices.

Both Pierce and Newco participated in SHWEC pollution prevention audits; last year 70 firms statewide asked waste management specialists from UW-Extension to take an objective look around to see where they were unnecessarily generating wastes. Other pollution-preventing activities include informal groups of business people brought together by UW-Extension county agents to share ideas and learn strategies for eliminating sources of waste. Such groups have formed in Rock and Door counties.

In Portage County, pollution prevention efforts are taking several different, simultaneous directions, according to Tom Blewett, community development agent. "One of the reasons for the interest and support for programs in recycling and pollution prevention is that the Chamber of Commerce has been extremely active," Blewett explained. Blewett and SHWEC waste reduction specialist Wayne Pferdehirt completed four pollution prevention opportunity assessments during the summer of 1994. They've also worked on a series of workshops for county business people. Topics have included recycling materials, purchasing of recycled materials, pollution prevention and waste reduction. Between 20 and 45 representatives of county busi-

nesses attended these sessions. Blewett also contributes to a Chamber newsletter called the Portage County Business Recycler.

SHWEC also offers workshops and video satellite programs to reach business and community leaders statewide. For example, last year a workshop on "Industrial Cleaning" attracted 255 industry representatives; a video satellite program on spray painting was viewed by people at 46 locations statewide. Another distance learning session used the satellite network for a seminar on waste reduction for dry cleaners. SHWEC specialists also have collaborated with the Federal Environmental Protection Agency to provide intensive technical assistance outreach in the Lake Superior Basin, with the Wisconsin Department of Natural Resources on the South East Wisconsin Toxic Reduction Project and the Council of Great Lakes Governors on the Great Printers Project.

*Mary Ellen Bell
Cooperative Extension*

Adapting new, pollution-prevention painting techniques means less hazardous waste and increased profitability for several Wisconsin manufacturers. Photo by David Liebl



Community Partnerships Take on New Meaning in the Information Age

The convergence of today's computer technology with the demand for information by learners of all ages is generating new meaning for the partnership work of UW-Extension. The Wisconsin Community Information Partnership (WiCIP), for example, is helping Wisconsin citizens and communities to establish locations for sharing community, governmental and educational information, to electronically interact, and, eventually, to gain access to the "information superhighway." WiCIP is a prototype community network that can be replicated across Wisconsin. It is a cooperative effort of UW-Extension, the Wisconsin Educational Communications Board (ECB), UW-Platteville, and scores of local organizations in the current sites of Dane and Grant counties. Ameritech is supporting the Dane County WiCIP activity with a grant of \$164,550.

According to Larry Dickerson, ECB deputy director, WiCIP is unlike other community networks now operating across the U.S. because it uses a variety of technologies – from telephones and fax machines to computers and compressed video – to match local user needs with the kinds of information they want to access.

"The WiCIP demonstration project will enable local residents to use simple technology to build broad-based communities open to everyone," explains Dickerson. "Anyone with access to a telephone will be able to actively participate in the new information society."

Adds Ameritech Wisconsin President Bronson Haase. "Community networks give people an easy-to-use, local access ramp to the information superhighway. We're pleased to support yet another service that unlocks the power of communications and makes our customers' lives easier and more rewarding."

As outlined by Shaun Abshere, director of UW-Extension's Wisplan Computer Service, a broadly-representative technical team within UW-Extension has been working on WiCIP since early 1994.

"The WiCIP technical team's task is to make model local information services that use voice, fax, computer bulletin board, e-mail, Internet and video technologies to enable individuals and groups in Dane and Grant Counties to share information quickly and cost-effectively," says Abshere. "Public use of WiCIP's initial community services should begin in February 1995, and use of all services should start by September 1995."

Abshere adds that the community's information and educational needs should set the pace of development for WiCIP.

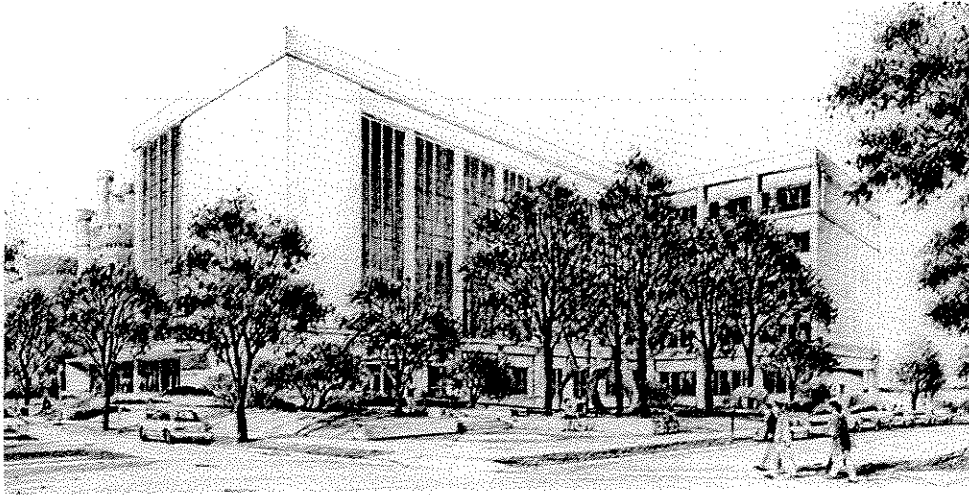
"The technical components of a community network are relatively easy to build," concludes Abshere, "but the community teamwork and collaboration required to make a community network successful can be more difficult to achieve. Helping to establish this kind of community trust and partnership is another strength of UW-Extension, one that we hope will enable us to gracefully transfer control to local 'owners' by 1996."

*Doug Bradley
UW-Extension Chancellor's Office*

**Participants at the Dane County WiCIP demonstration held at the Promega Corporation scan the computerized menu of community offerings.
Photo by Greg Anderson**



Distance Education Center Will Increase Access to University Resources



Architect Jim Anderson's rendering of the proposed UW-Extension Distance Education Center in Madison.

A state-of-the-art distance education and conference center for extension/continuing education programs is closer to construction since the University of Wisconsin Board of Regents approved the \$12.3 million major project as part of the UW System's capital budget request for 1995-97. According to UW-Extension Chancellor Donald E. Hanna, the proposed Distance Education Center marks a new era in UW-Extension's long history of leadership in providing easy access to the University for Wisconsin people "wherever they live and work."

The proposed project will build a distance education center addition on top of UW-Extension's primary continuing education conference center in Madison, the Wisconsin Center, and also will renovate and upgrade current Wisconsin Center conference classrooms to accommodate interactive learning technologies.

The addition will house 11 new multimedia classrooms, a sophisticated teleconference operations center, control rooms, technical support and production spaces. There will be space for faculty development and curriculum innovation supported by leading

edge distance education technologies. It also will include offices for dispersed distance education staff, now housed in obsolete facilities scattered throughout the UW-Madison campus, who will be able to work together more efficiently in one location.

The 17 conference classrooms and other public areas in the existing Wisconsin Center, the venue for nearly 2,500 continuing education programs for more than 70,000 participants each year, will also undergo a major renovation for the first time since it was built in 1958. Remodeling will include upgraded classroom technology to support interactive video teleconferencing and worldwide programming by satellite. Instructors will be able to control all components of their classrooms to create the most user-friendly environments for the learners.

"The University is more than just a place," observes Chancellor Hanna. "It's a combination of places, people, ideas and new teaching and learning processes. This technologically contemporary center will encompass many characteristics of the university of the future - flexible, learner-focused edu-

cation not bound by time or place. It will enable UW-Extension to lead the UW System into the next century and provide access to critical educational services of the UW institutions for a growing number of students statewide."

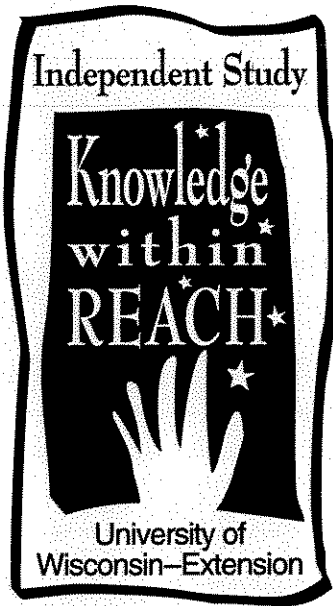
A national leader in the use of teleconferencing, computer-based audio-graphics, and satellite-delivered technologies, UW-Extension now serves as a hub of the rapidly expanding evolution of distance learning in the UW System, serving more than 35,000 participants with 7,500 hours of programming in audio, audio-graphics and satellite videoconference programs alone last year.

According to Hanna, technologically-advanced facilities are critical to UW-Extension's ability to support and deliver programs pivotal to the UW System's commitment to access to education. The proposed Distance Education Center, renovation of the Wisconsin Center and relocation of staff experts will enable the UW System and UW-Extension to create a "University for Tomorrow," where the boundaries of the University are limited only by the boundaries of the mind.

Sheila Mulcahy
UW-Extension Chancellor's Office

Using the Internet for Independent Study

ACCESS THROUGH
TECHNOLOGY



The University of Wisconsin-Extension is alive and well in cyberspace. During the past year, UW-Extension has been using the "information superhighway" to reach students worldwide enrolled in pioneering UW-Madison Engineering Professional Development (EPD) courses. Working with UWEX Independent Study, EPD is delivering six courses on the Internet, with four more in the planning stages.

Students around the world are able to retrieve course text information via e-mail or gopher for EPD courses in

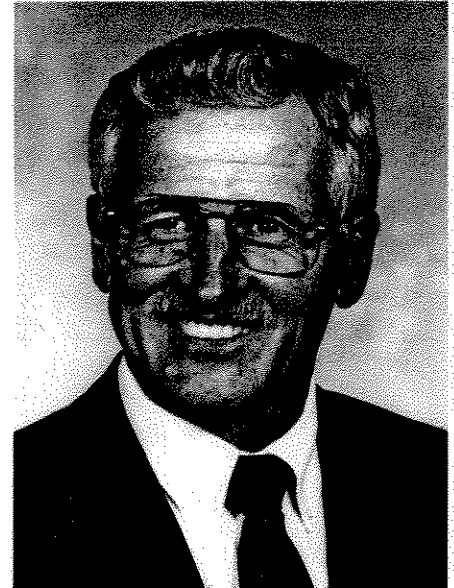
"Independent Study's goal is to generate materials that will run on fairly low-end computer systems so that as many students as possible will be able to take advantage of the multi-media version of the courses."

Principles of Management, Aim and Scope of Disaster Management, Solid Waste Landfills, Solid Waste Recycling, Solid Waste Composting, and Introduction to AutoLISP Programming, a computer design course for mechanical engineers. Previously, these courses were available only as print-based lessons with self-graded exercises and exams. A number of them are offered in Spanish as well as English.

According to UW-Madison/Extension Professor John Klus, director of Independent Study for EPD, students retrieve the lessons from the Internet for free. However, in order to get tutorial support and exams to earn continuing education units, students must register and pay course fees. Eventually, Klus says, EPD plans to interact more with students via the Internet, allowing students to submit assignments and exams, for example, as well as to register.

Although the rest of UWEX Independent Study's nearly 600 courses are not yet on the Internet, staff editors expect the Internet to become an important medium for other kinds of course delivery in the not-too-distant future. According to Sylvia Rose, Independent Study director, the computer-assisted elements of Internet courses will be prepared using one of the many "multi-media authoring" software packages on the market.

"Independent Study's goal is to generate materials that will run on fairly low-end computer systems so that as many students as possible will be able to take advantage of the multi-media version of the courses," says Rose, pointing out that hypertext, graphing simulations, and interactive data manipulation for self-tests and homework will all be made available as courseware on computer disk.



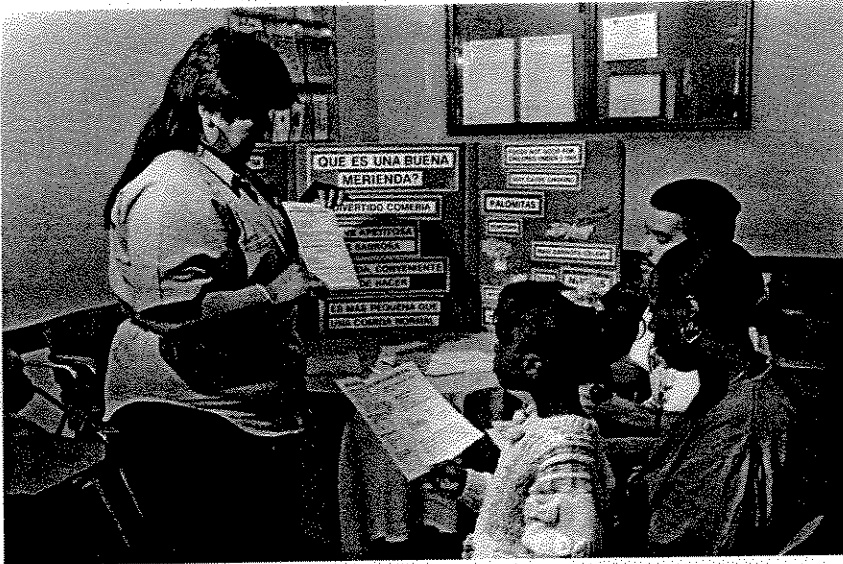
Professor John Klus, Engineering Professional Development (EPD), UW-Madison/Extension, coordinates EPD Independent Study courses on the Internet. Photo by Lynn Levy

Another positive result of "electronic" courses are their accessibility to students with disabilities. Former Independent study editor Esther Paist observed that making courses available electronically "allowed for output in many computer aided formats, ranging from speech synthesis to Braille." In addition, she noted that the Internet, with its many list servers and bulletin boards devoted to disabilities issues, is a ready resource for students with disabilities.

Director Rose adds that Internet courses will also be produced in the traditional print-based format sent by mail so that students without computers can still take them. Independent Study will then compare learning outcomes and completion rates between students taking the two different versions of the same course.

*Gail Gawenda
Continuing Education Extension*

UW-Extension Reaches Diverse Audiences with Nutrition Education



Extension Food and Nutrition Education Program (EFNEP) assistant Elsa Torres conducts a nutrition class for Milwaukee families. Photo by Mary Ellen Bell

When Milwaukee's Ramona Jackson signed up for what she thought would be a simple cooking class, she had no idea what she would walk away with several weeks later.

"I love to cook and I wanted to learn how to cook different things, so I thought I'd give this a try," says the mother of five from the central city West End neighborhood. "Along with getting more creative in my cooking, I learned how to save money on groceries, budget and save money wisely, read labels and use credit less frequently to save on payments."

Jackson's cooking class was actually a Milwaukee County Extension Food and Nutrition Education Program (EFNEP) conducted by nutrition educator Barbara Love, who works with more than 100 residents of Milwaukee's central city each year. The UW-Extension program concentrates on serving urban areas with diverse audiences.

"I've been working for EFNEP nine years, and I find that a lot of my clients have gained motivation by partici-

pating, either in group sessions or in their own homes," says Love. "I've had clients get jobs, go back to school and really change their lives through the skills they learn."

The latter has been true for Ramona Jackson. By saving as much as \$30 a week on her grocery bills, Jackson and her husband were able to save for a down payment on a house. She estimates that by using coupons and comparison shopping for sales at different stores, she can feed her family of seven nutritiously for about \$60 a week. Jackson also decided she would rather save the money she was spending on cigarettes, so she quit smoking.

"One of the reasons I think EFNEP works so well is because we don't expect people to come to us," Love observes. "We either go to them in their own homes, or we teach at agencies and neighborhood centers that provide transportation or bus passes to their clients. Also, EFNEP hires people to work with clients of their own ethnic background. My co-workers are Latino, Caucasian, African American and Hmong. We usually

work on the side of town we live on. That makes a big difference in reaching our clients."

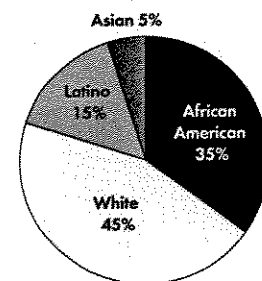
Because EFNEP takes a neighborhood approach, Love believes that there is a strong ripple effect – program graduates pass along EFNEP information to their friends, relatives and neighbors – among the clients she reaches. And whole families benefit from better nutrition, food safety and budgeting when one family member participates.

The latter has been true for Ramona Jackson's family. Besides feeding her family nutritious, good-tasting meals on less money, Jackson's husband is now a label-reader and makes many of the recipes in the EFNEP curriculum.

"I never missed a class. People thought I was going to school again to take this class, and it was like going to school again," Jackson adds. "But it was better than school because I learned things I wanted to know and that I can still use every day to save money and help my family."

*Beth Swedeen
Cooperative Extension*

EFNEP nutrition educators in seven Wisconsin counties worked with more than 1,746 people in 1993.



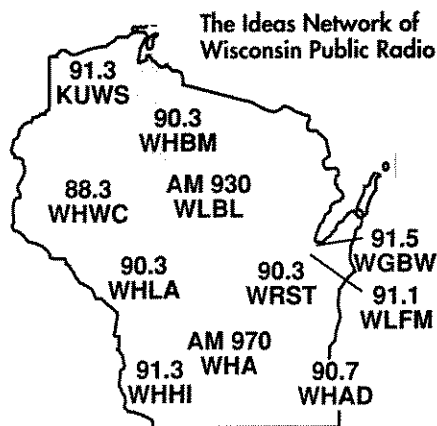
Higher Ground Broadcasts "Back Porch" Conversations Statewide

OUTREACH TO DIVERSE POPULATIONS

There's a gospel singer on the radio Sunday mornings. His name is Jonathan Overby, and he's heard statewide on the Ideas Network of Wisconsin Public Radio. And even though he is an exceptional gospel singer and musicologist, Overby's program, *Higher Ground*, isn't about gospel music. It's about a different gospel, the gospel of "inclusiveness."

Perhaps best known for his stirring renditions of the National Anthem performed throughout the United States – most notably before UW Badger fans – Overby has used music as a catalyst for the recognition of diversity issues, becoming a spokesperson for the transformational power of art. According to Overby, *Higher Ground* is not a program addressed to African Americans *per se*, or to any or all minorities. The program deals with issues of diversity, but adds Overby, "the real thrust is towards inclusiveness – sharing our differences and commonalities."

"*Higher Ground* celebrates the ethnic and cultural differences in our state, the nation and the world, with the ultimate goal of greater awareness and better understanding – and plenty of good times along the way," says Overby, music director for UW-Madison Campus Ministry since 1987.



Higher Ground's Jonathan Overby. Photo by Jim Gill

Topics on *Higher Ground* span education, the arts, politics, health, history and community life. There is an emphasis on the positive, but not a blindness to the problems facing Wisconsin's various communities. For example, a recent program discussed the difficult issue of gangs in Milwaukee, but focused on a community-based program which has had positive results.

There is also the occasional feature, such as brief comedic sketches, and musical selections. Overby, after all, is grounded in the arts, having hosted a weekly radio show on black gospel music on a community station in Madison, as well as being Artist in Residence at Edgewood College, where he conducted both the College Chorale and Community Choir. Since 1991, he has been a member of the Wisconsin Arts Board.

Before starting his program on Wisconsin Public Radio last July, Overby had produced a tribute to

"Jonathan is not only a skilled communicator, but he has an excellent sense of issues that bridge our various communities, as well as the areas that really need increased communication."

Dr. Martin Luther King, Jr., which, he points out, is the oldest such state celebration in the country. That performance is also broadcast over Wisconsin Public Radio.

Higher Ground's Sunday morning time slot (7-9 a.m.) is conducive to the relaxed, "back porch" style of the program, but the show often takes a scholarly approach, welcoming experts on the topics at hand, and leaders in the communities being discussed. Listener calls are also welcome.

Wisconsin Public Radio's Associate Director Greg Schmirring, who approached Overby with the idea of doing a "talk" show, is pleased with *Higher Ground*. "Jonathan is not only a skilled communicator, but he has an excellent sense of issues that bridge our various communities, as well as the areas that really need increased communication. I feel it's a program of interest to everybody."

This Sunday, tune in your local Wisconsin Ideas Network station, and listen for the gospel singer. He'll be the one asking, and answering, your questions. Join him in seeking *Higher Ground*.

Peter Wallace
Wisconsin Public Radio

We the People Invigorates Citizen Politics

Whither democracy? Voter turnout is declining. Accurate information about political candidates, their positions and issues are presented in 30-second sound bytes and shallow analysis. One potential antidote? *We the People*, a partnership among Wisconsin Public Television, the Wisconsin State Journal, Wood Communications Group, Wisconsin Public Radio and WISC-TV3 in Madison.

"Many people feel shut out of the political process," says Dave Iverson, executive producer for Wisconsin Public Television. "This is an opportunity for citizens to take an active role, and become educated about the candidates and their issues."

Partners Jim Wood, owner of Wood Communications Group, and Tom Still, associate editor of the Wisconsin State Journal, agree. "The goal is two-fold: to provide the public with information about issues they care about, and to help them gain confidence in the political process," says Wood.

"Combining print, commercial television, statewide public television and radio, and a public relations research firm provides more outlets to the public than each of us could generate independently," adds Still.

Before each *We the People* broadcast, "town meetings" are held at various sites throughout the state. Citizens from all walks of life gather, talk about issues related to a topic (such as health care reform) and together arrive at a common group of questions. Representatives are elected, and these people later gather for a live broadcast related to the issue. Recently *We the People* took its successful public information forum one step further by providing Wisconsin audiences a rare opportunity to see and hear Governor Tommy Thompson and Democratic challenger

Chuck Chvala talk about the issues prior to the November election (see photo below).

According to Joy Cardin, Director of Talk Programming for Wisconsin Public Radio (WPR), getting people geared up to talk about the issues is an essential part of WPR's participation.

"We do issue-oriented talk programs prior to the *We the People* broadcast and get people thinking about what they want to know," says Cardin. "For the gubernatorial debate, we took the project a step further and incorporated town hall meeting sites from Racine, Eau Claire and Beloit into the post-debate analysis by the public. The people at each of the sites met for an hour before the debate and got their agendas together. They participated in the debate, and then afterward took some time to analyze what happened. Each of the town hall sites then joined host Jan Weller, state capitol reporter John Powell and callers from around the state in a discussion about the debate. They talked about whether

the candidates answered their questions, addressed their concerns and made their positions clear."

According to Wood and Still the *We The People* partnership allows each partner to do what it does best – Wood Communications Group spearheads the town meeting effort, Wisconsin Public Television produces the program for statewide broadcast (it is also broadcast simultaneously statewide on WPR and in Madison on WISC-TV) and the Wisconsin State Journal provides expertise on issues and generates interest in the event before it happens through editorials and coverage of what happens during the broadcast.

"*We the People* hits a nerve, especially with *We The Young People*, which got teenagers involved in the political process," says Still. "There are many ways we can reach out and help facilitate a process so that citizens can get back in touch with their government."

Jane Jacobs
Extension Communications



Impact Seminars Target Family Policy Issues

Families aren't usually the first interest group politicians consider when making public policy. But the University of Wisconsin-Extension is working with a variety of organizations and individuals to change that approach and bring the concerns of families to the forefront of policy making, both statewide and locally.

Under the direction of Karen Bogenschneider, UW-Madison/Extension family policy specialist, a coalition of four UW campuses (UW-Madison, UW-Milwaukee, UW-Stevens Point and UW-Stout), as well as UW-Madison's Institute for Research on Poverty and the La Follette Institute of Public Affairs, are working with state legislators and agencies, local government officials and state organizations that support families on a series of statewide Family Impact Seminars for policy makers, faculty and program providers. At the seminars, researchers, policy analysts and professionals discuss public policies from a family perspective. Seminars focus on creating policies that put families first, on single parenthood and children's well-being, on government's

role in competent parenting and on juvenile crime prevention.

"The impetus for the seminars is growing evidence that one of the best ways to prevent social problems is to support families," explains Bogenschneider. "Policy makers don't always have access to the growing body of research on families. We want to develop their sensitivity to the need for analyzing issues according to the impact on family well-being."

Wisconsin policymakers apparently agree (see sidebar). Two of them, Wisconsin State Assembly Representatives Rebecca Young (D-Madison) and Sue Vergeront (R-Grafton), confirm that the Family Impact Seminars have been useful in letting lawmakers know how research can help them make good decisions.

"The seminars are an invaluable meeting of the minds," says Rep. Young. "They provide research from the field that can bring us the facts to make informed decisions."

"They're especially helpful to the Governor's Council on Families and Children, which will use the collaboration principles of the seminars to work toward integrating state services," adds Rep. Vergeront.

Because the family impact seminars have met with positive responses from state policymakers, Bogenschneider and UW-Extension demographics specialist Bob Young are working with county family living agents to pilot a series of local seminars. These include a discussion of policies on private and public education, traffic safety standards, child health clinics, hospital operations and work place policies.

Jefferson County is one of four counties, along with Milwaukee, Kenosha and Winnebago, that will



UW-Extension's Family Impact Seminars focus on policies like single parenting and children's well-being. Photo by Jim Gill

conduct local family impact seminars. According to UW-Extension family living agent Mary Gruenewald, a Jefferson County family resource coalition formed last year comprised of 25 to 40 educators, lawmakers, clergy members, agency professionals and other community leaders. The group has already identified public policy as one of its priorities.

"Our objective isn't to advocate for a particular perspective," says Ayse Somersan, dean and director of UWEX Cooperative Extension.

"Rather, it's to encourage debate on policy options, so policy makers can identify common ground."

(Support for the Wisconsin Family Impact Seminars is provided by the Lynde and Harry Bradley Foundation and the Helen Bader Foundation, Inc., through the Center for Excellence in Family Studies, UW-Madison School of Family Resources and Consumer Sciences)

Beth Swedeen
Cooperative Extension

FAMILY IMPACT SEMINARS EVALUATION RESULTS

Legislative participation in the Family Impact Seminars grew from 10 legislators and seven legislative aides at the second seminar to 17 legislators and seven aides in the third session.

On a scale of one to five, with five being "excellent," seminar participants ranked the objectivity of the programs between 4.1 and 4.3.

They also rated the seminars' relevance to their professional needs between 4.4 and 4.6.

UW Helps Wisconsin Communities Examine New Approaches to School Reform



Dr. Kent Peterson, a professor in the UW-Madison School of Education, is a national expert on school restructuring. Photo by Jim Gill

Site-based management and school restructuring are two recent cutting edge issues to emerge in educational theory and practice. But implementing these reforms in school districts across Wisconsin presents a formidable challenge.

However, as a result of UW-Madison/Extension credit outreach courses offered statewide, school administrators, teachers and parents from Waupaca and other Wisconsin communities are examining a variety of education reform approaches and deciding which might work best for them. According to Wayne Verdon, Director of Instruction for the Waupaca School District, Waupaca has already decided to use its own version of site-based management to approach school improvement at the district's individual schools.

"We participated in a consortium last year with two other school districts in

which we applied for a state grant to send administrators, teachers and parents to workshops to learn more about these two approaches to running a school district," recalls Verdon. "It (site-based management) won't be a drastic change for us, since we've been doing what site-based management proposes for some time."

Site-based management, he explains, is just one form restructuring might take. It usually means more stakeholder involvement and discretion at a school in determining budget decisions, curriculum and other issues. The idea is to bring decision-making closer to where decisions are implemented.

Part of the impetus for Waupaca's movement, says Verdon, came from the district's response to a mandate from the Wisconsin Legislature, requiring all school districts to examine restructuring and site-based management. Another was an extension/outreach credit class in *Organizational Theory and Behavior in Education* taught at UW-Oshkosh by Dr. Kent Peterson, a professor of educational administration at UW-Madison's School of Education and a national expert on school restructuring.

"New programs in our schools always have both strong proponents and detractors," says Peterson, who frequently teaches extension courses to teachers around the state. "Every situation is different. What works in Green Bay might be a disaster in LaCrosse. We try to help educators understand the purposes of reform programs and how they can be implemented locally. Good school administrators are always considering better ways to do things."

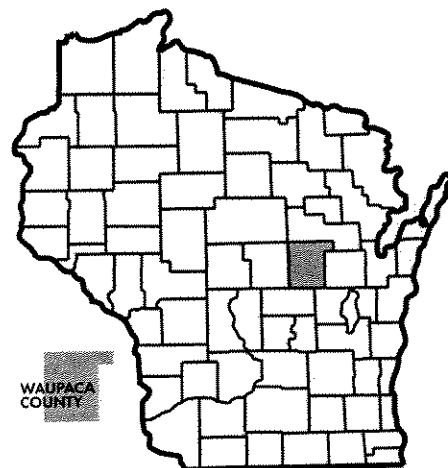
Dr. Peterson provided Wayne Verdon and the other "students" in the class with the basic concepts of many educational reforms. He explained that

one approach to restructuring is reorganizing the way the district is managed. Rather than taking the more traditional top-down approach, some restructuring calls for involvement in decision-making from all those involved in the school district, often including the school board, administrators, building principals, teachers, parents and students.

"The Waupaca School District's efforts to explore restructuring taught us a lot," adds Wayne Verdon. "In classes such as Professor Peterson's, we saw the approaches explained in their purest sense and learned what other schools were doing around Wisconsin and the nation. We then felt ready to make some restructuring decisions for our own schools."

While it's still too early to know how the restructuring will affect education in the Waupaca schools, Verdon believes that the very fact the district sent its staff and parents to learn about reform efforts and that many groups are now working together in the district to reach the best possible decisions will mean an improved learning environment.

Judy Reed, Program Information,
UW-Madison Division of University Outreach



GET REAL! Connects with Kids All Around Wisconsin

QUALITY OF LIFE

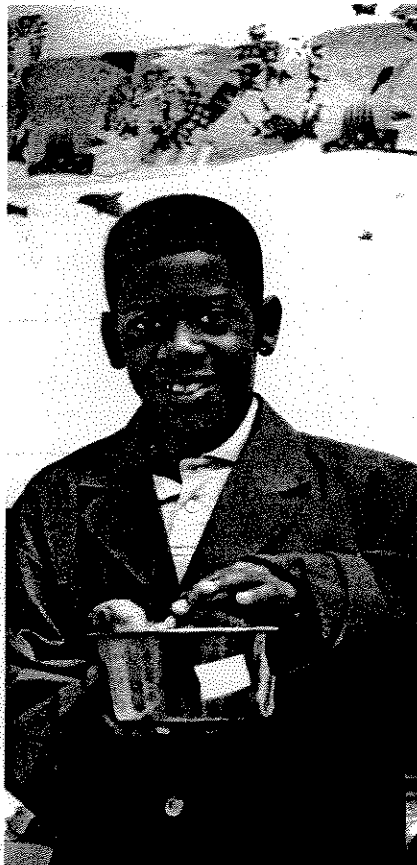
Kids love it. Teachers use it. Newspapers endorse it. Underwriters support it. Commercial TV stations swear by it. The Midwest Emmy Awards have honored it — two years in a row.

By just about any yardstick, the children's TV show *Get Real!* is a smashing success. Produced by Wisconsin Public Television (WPT), a partnership of UW-Extension and the Educational Communications Board, *Get Real!* uses children as hosts and reporters to help tell upbeat stories about Wisconsin kids. And through an alliance with the Wisconsin Broadcasters Association (WBA), *Get Real!* is seen on the six WPT stations, 19 commercial stations and WMVS-WMTV in Milwaukee. The series, which hit the air in 1993, marks the first time in the nation that a regular series was broadcast on commercial and public television stations at the same time.

Get Real! has earned many awards, among them two Midwest Emmys for children's programming, two Gabriel Awards for its pro-social messages, a Silver Award from the Corporation for Public Broadcasting, a Central Educational Network honor and a Silver Award from *Parents' Choice* magazine. But even more important than any awards are endorsements from kids and teachers.

"I love *Get Real!* I try to watch it every chance I get," writes Kjersti Beth of Reedsburg. Jo Bernhardt, a teacher at Sugar Creek School in Verona, says she uses *Get Real!* in her classroom!

"As part of the fourth-grade curriculum, my students study Wisconsin," Bernhardt writes. "By watching *Get Real!* they can learn about Wisconsin from the kids' point of view. *Get Real!* is particularly great because it's about other kids, and the hosts are



***Get Real!* reporter Curtis Bannister of Green Bay goes behind the scenes at Kaytee Products, the world's largest manufacturer of birdseed. Photo by Nella Citino**

kids. What better way for kids to connect with their home state!"

Get Real! emphasizes involvement and has traveled the state to meet active kids — from an African-American drummer in Milwaukee to a Native American dancer in northern Wisconsin — and urges children to get off their couches and become participants in life.

WBA President John Laabs is effusive in his praise for the effort. "I think this has been one of the outstanding

examples of cooperation between commercial and non-commercial broadcasters that we've seen anywhere in the country," Laabs says. "The collaboration is unprecedented, and the results have been just as unprecedented."

In addition to stories about Wisconsin kids, each *Get Real!* half-hour contains a geographical quiz that serves as a teacher as well as a brain-teaser. Each program highlights books for further reading on a range of covered subjects. And, with the National Science Foundation as its leading underwriter, every *Get Real!* episode has a segment that explores how science can be found in everyday life. In fact, those science segments are being reformatted for later classroom use.

An advisory committee of educators helps the producers fine-tune the program's goals and messages. Elementary schools and public libraries statewide put up posters to help promote the series. As part of the effort, WPT has started the free *Get Real!* Kids Club, and more than 7,000 kids statewide had joined by early this fall. As one youngster wrote in a letter: "Sign me up for your club. I love your show! It's too cool!"

No one involved with *Get Real!* could say it any better than that!

(*Get Real!* is also supported by Marshfield Children's, a service of Marshfield Clinic, St. Joseph's Hospital and affiliated agencies; the Foundation of the Wisconsin Automobile & Truck Dealers, and Firststar Bank.)

Chris DuPre
Wisconsin Public Television

Extension Helps Wisconsin Communities Deal with HIV/AIDS

How can UW-Extension make an impact on one of the most compelling public health issues of our time? That's the question Ann McLean, a professor with UW-Green Bay's Social Work Program and a UW-Extension family living specialist, asked when she was developing an HIV/AIDS education seminar for Wisconsin human service professionals. Citing statistics that show the number of reported cases of AIDS (Acquired Immunodeficiency Syndrome) among young people (ages 13 to 21) doubles every 14 months, McLean was anxious to find a way to address the issue. Eventually, McLean teamed up with Jan Thornton, director of UW-Green

Bay's Office of Outreach and Extension, and Larry Long, producer with Wisconsin Public Television at WPNE-Green Bay, to plan and coordinate an HIV/AIDS conference. To include a variety of viewpoints, the planners brought together an interdisciplinary planning committee of UW-Green Bay and UW-Extension faculty, health and human service professionals, state agency consultants from the Wisconsin Division of Health and the Department of Public Instruction, clergy and educators.

"We asked them to define the personal, professional and community issues they wanted to explore," recalls McLean. "Committee members interviewed other colleagues about local views on AIDS and asked each a standard series of questions. We knew if we provided a structured opportunity to learn that included professional people who might not have a lot of knowledge about HIV, it would normalize

the idea that most people don't know everything about AIDS. That kind of approach makes it easier for people to participate, ask questions and try to get new information."

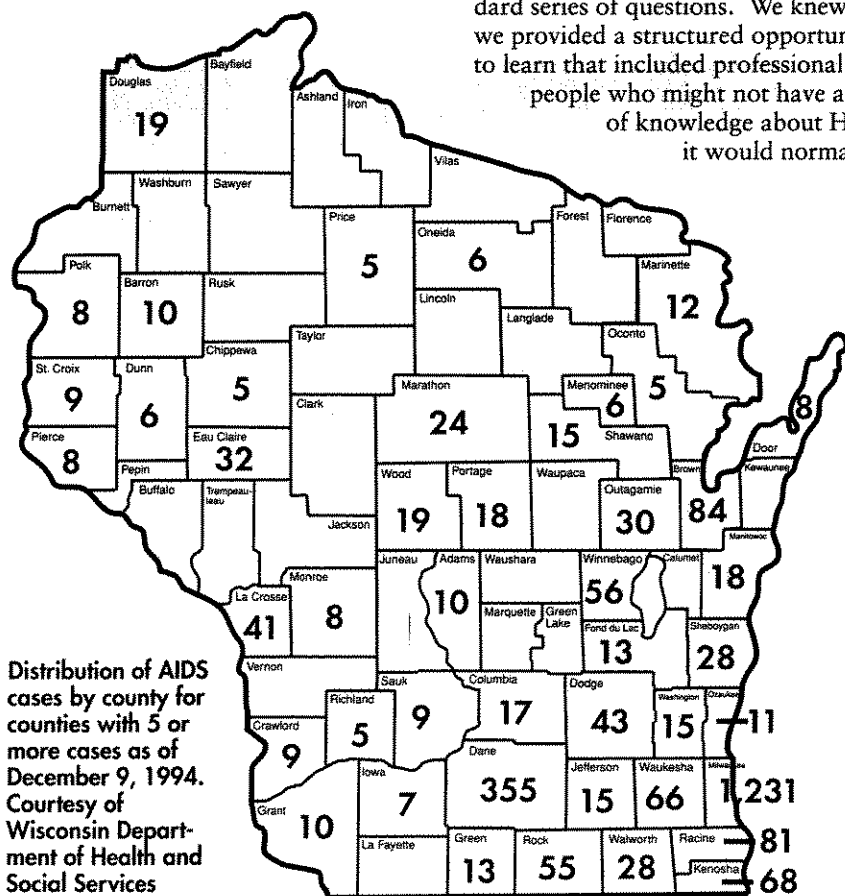
According to UW-GB's Thornton, more than 230 health and human services professionals – nurses, social workers, clergy, teachers and Extension faculty attended the two-day HIV/AIDS conference in May. In conference evaluations, 96 percent of attendees said they had a better understanding of the complexity of HIV/AIDS and related legal and ethical issues. Nine out of 10 reported that they learned how to communicate about HIV/AIDS; 85 percent understood the status of HIV/AIDS public policy, and 80 percent learned how to develop an action plan for use in their own work places and communities.

Thornton adds that in break out sessions, individuals from the same professions formed working groups to develop actions plans with specific work place applications for their communities. Among the ideas were establishing professional development activities to involve local volunteers and having Family and Community Educator groups (formerly Extension Homemakers) provide services to a local camp for HIV-affected children.

"The conference participants brought enlightened viewpoints back to their work places and to their colleagues," observes Thornton. "There's a ripple effect among the people with whom they work and those they serve."

It's a "ripple" that began with UW-Green Bay/Extension's Ann McLean and her zeal to make a difference.

Beth Swedeen, Cooperative Extension and Sheila Mulcahy, UW-Extension Chancellor's Office



Distribution of AIDS cases by county for counties with 5 or more cases as of December 9, 1994. Courtesy of Wisconsin Department of Health and Social Services

Milwaukee Youth Futures is Having a Positive Impact

The Youth Futures Impact Center, located in central Milwaukee, has become a haven for neighborhood kids looking for a safe, friendly place to hang out with their friends after school or on weekends, to get career counseling and help with homework.

But for eight young men who have gotten in trouble with the law, the center is more than that. It's their second chance. Fifteen-year-old Antonio was joy-riding in a stolen car with some other kids when he was arrested last August. Antonio was "sentenced" to do community service and attend classes at the Center, which opened a little over a year ago as part of Youth Futures, a prevention program of UW-Extension.

"I was kind of surprised that they didn't even make me go to the court," says Antonio, who expected the law to come down a lot harder on him. But instead of doing time, or being assigned to a probation officer with a huge caseload, Antonio and other first-time offenders assigned to the Youth Futures program are getting close, almost daily, supervision from the staff at the Center. For several months, he'll put in four work hours a week and attend classes in business and African American history at the Center.

Currently, eight youthful, first-time offenders are "paying" for their misdeeds by performing community service and participating in the Center's mentoring and educational programs. All are boys between the ages of 13 and 17 who were arrested for stealing cars. Judge Christopher Foley, who presides over Children's Court in Milwaukee, is sold on the advantages of Youth Futures for kids like Antonio.

"The kids I've sent there have been kids in whom I recognized two things," says Foley. "One was that they had tremendous potential. The

other was that they were at a critical point in their lives where they could either go down the drain or they could recover and flourish."

Foley believes that the kind of intensive involvement and personal attention that the Youth Futures staff provide can turn a young life around. That staff includes people like Stanley McWilliams, director of the Center, who set up community service jobs — custodial work for a neighborhood church or cleaning up streets and alleyways — for the young people referred from the court. Other center employees who are involved directly are Fred Higgins, work supervisor, and Beverly Thomas who coordinates the program with the First Offenders Program and with New Concepts Self-Development Inc., the agency that contracts with the Impact Center.

"Youth futures is unique because it's comprehensive," adds Judge Foley. "It offers kids help with vocational counseling, with recreational opportunities and with education. And it works with the major players — schools, churches, parents and employers — to define the problems and create solutions to help these kids."

The Impact Center also works with the Social Development Commission of Milwaukee County and Milwaukee

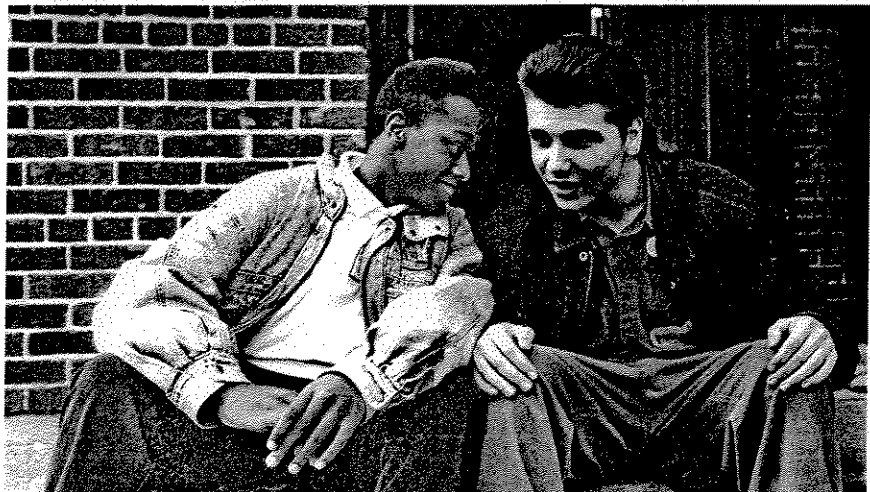
Public Schools recreation and enrichment programs to offer other activities to help young neighborhood residents stay out of trouble. All these programs are based on the UW-Extension Youth Futures model which teaches community leaders, parents, educators and others to reduce the risks facing their kids. In Milwaukee's central city, the program, organized by UW-Extension 4-H/Youth Development Agent Johnnie Johnson, focuses on the risks of violence and encourages development of safe, educational activities for young people who otherwise have few options to hanging out on the streets or joining gangs.

And for kids like Antonio, whose dream is to produce a rap tape with his band, Youth Futures could make the difference in the path he'll take.

"I think that this is going to help me stay out of trouble," he says. "Next time I might not be so lucky to get sent here. This is a good place and I'll keep coming here even when I don't have to anymore."

*Mary Ellen Bell
Cooperative Extension*

Youth Futures, UW-Extension's comprehensive, community-based approach to preventing behaviors that put youth at risk, is active in 15 Wisconsin communities. Photo by Richard G.B. Hanson II

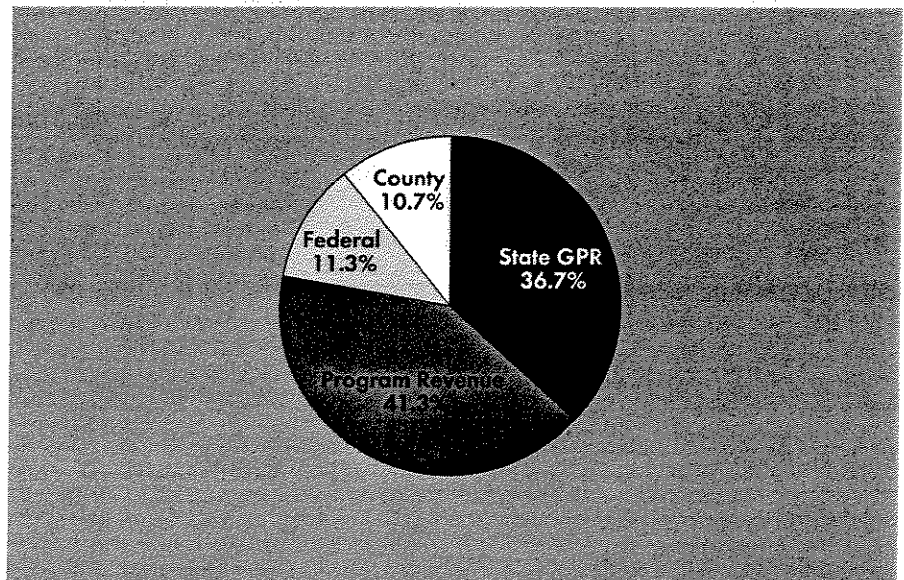


UW-Extension FY 1994 Expenditures

SOURCES OF FUNDS

Extension programs are supported by county, state and federal levels of 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 FY 1994 totaled \$134.1 million including \$15.2 million in federal funds, \$49.2 million in state general purpose revenue (GPR), and \$55.4 million in program revenue (student fees, gifts, grants and contracts). In addition, county government units contributed \$14.3 million in shared salaries and support for faculty/staff based in the county and area Extension offices.

UNIVERSITY OF WISCONSIN-EXTENSION FY 94 EXPENDITURES BY SOURCE OF FUNDS



State General Purpose Revenue	\$49,227,789
Program Revenue	55,374,394
Federal Funds	15,172,205
County Funds	14,299,013
Total	\$134,073,401

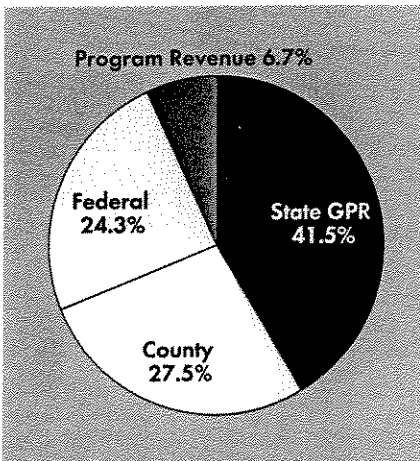
FY 1994 Expenditures by Division

FY 94 EXPENDITURES

The sources of funds vary widely among the three UW-Extension divisions because of differences in program purposes, delivery methods, clientele and intent of funding.

COOPERATIVE EXTENSION

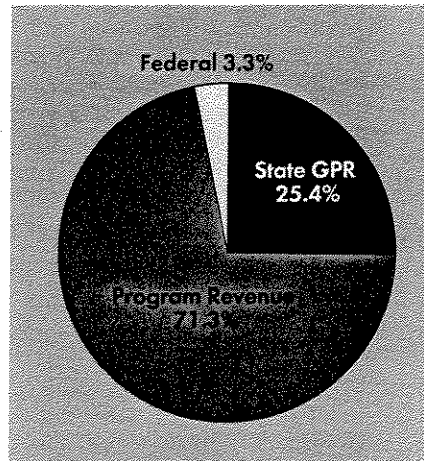
Cooperative Extension programs are primarily supported by a tripartite funding arrangement among county, state, and federal levels of government. In FY 1994, federal funds provided 24.3 percent of the division's \$52 million budget, while state general purpose revenues made up 41.5 percent. County government units contributed 27.5 percent in shared support of county-based faculty. Gifts, grants, contracts and student fees accounted for 6.7 percent of Cooperative Extension funding. Nearly \$12.9 million was allocated to the other UW institutions to support campus-based Cooperative Extension programs.



State GPR	\$21,558,357
Program Revenue	3,466,579
Federal Funds	12,637,309
County Funds	14,299,013
Total	\$51,961,258

CONTINUING EDUCATION EXTENSION

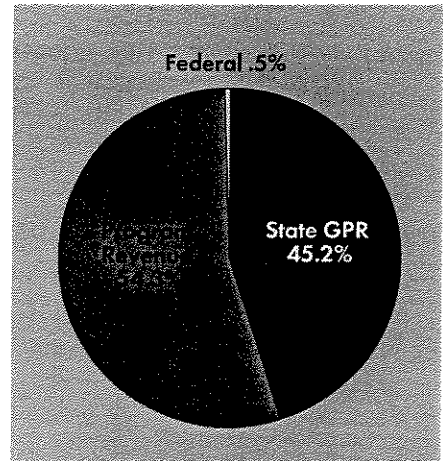
Continuing Education Extension programs are supported primarily by student fees, gifts, grants and contracts, which made up 71.3 percent of the division's \$59.7 million budget in FY 1994. Fees vary for different types of programs, depending on the program costs and the clientele's ability and responsibility to pay. State GPR contributed 25.4 percent of the division's funds, and federal funds another 3.3 percent. Of the total, \$52.5 million was allocated to the other UW institutions to support campus-based Continuing Education Extension programs.



State GPR	\$15,174,319
Program Revenue	42,588,252
Federal Funds	1,959,693
Total	\$59,719,264

EXTENSION COMMUNICATIONS

The Extension Communications division, including communications development and Wisconsin Public Television and Radio, operated on a \$13.2 million budget in FY 1994. The greatest share of the divisional funds—54.3 percent—came from user fees, radio and television production contracts, gifts from viewers and listeners, and the Corporation for Public Broadcasting. Federal grants made up .5 percent and state GPR accounted for 45.2 percent of the total. Nearly \$269,000 was allocated to the other UW institutions.



State GPR	\$5,980,923
Program Revenue	7,189,759
Federal Funds	72,431
Total	\$13,243,113

In addition to the division program budgets, \$9.1 million is devoted to the operation of the Extension Conference Centers, Printing Services and other institutional information technology and support services.

Contacts & Enrollments

SUMMARY

Continuing Education Extension Enrollments

Number of programs	6,943
Number of enrollments	263,237
Educational Counseling for Adults	
One-on-one Counseling Clients	1,446
Group Counseling Clients	725
Hours of Counseling	4,200
Small Business Development Center	
Counseling clients	1,939
Hours of counseling	13,377
WisTAP searches and training	836
Credit Outreach¹	
Graduate enrollments	10,598
Undergraduate enrollments	10,424
Number of credits	56,600
Independent Study Enrollments	
University credit	7,691
Continuing education	3,207
High school credit	1,473
WTCS credit	226
Total	12,597

¹UW-Extension coordinates off-campus credit courses. Credit is offered by the UW degree-granting institutions.

²The totals include direct group and individual teaching contacts as reported by 69% of campus faculty/staff and 87% of county faculty/staff, plus 177,168 paraprofessional contacts. Citizens who participate in several programs are counted more than once in the total teaching contacts. In addition to these contacts, Cooperative Extension faculty/staff reach the public through publications, exhibits, mass media, satellite videoconferences, telephone contacts, letters, Infotext, Teletext, and the WisPlan computer network.

³Wisconsin Public Radio and Wisconsin Public Television are cooperative services of UW-Extension and the Wisconsin Educational Communications Board.

⁴The enrollment figures included under Teleconferencing are also included in the Cooperative Extension, Continuing Education Extension, and Credit Outreach Enrollments/Contacts.

Cooperative Extension Contacts and Enrollments²

Agriculture / Agribusiness	397,204
Community, Natural Resources & Economic Development	166,499
Family Living Programs	402,074
4-H / Youth Development	281,394
Geological & Natural History Survey	12,470
Total Cooperative Extension contacts	1,259,641

Radio/Television Audience Counts³

Wisconsin Public Radio (listeners per week)	278,367
Wisconsin Public Television (households per week)	475,000
Cable 33 Telecourses (enrollments)	447

Teleconferencing Enrollments⁴

Educational Teleconference Network (ETN)	23,000
WISLINE Teleconferences	7,880
Audiographics	150
Total	31,030

Programs & Enrollments by Program Across All UW System Institutions

FY 94 ENROLLMENTS

CONTINUING EDUCATION EXTENSION

Program	No. of Programs	Student Enrollments
Adult Development	23	1,153
Allied Health/Therapeutic Sciences	64	1604
Architecture & Urban Planning	39	340
Arts Development & Fine Arts	483	10,770
Business & Industry	105	2,083
Business Outreach	671	12,745
Child & Youth Care	4	562
Communications	255	5,645
Consumer Affairs	19	428
Cont. Legal Education	40	2031
Cont. Medical Education	69	7,373
Cont. Professional Education	5	100
Criminal Justice	135	2,133
Education	518	27,851
Engineering	814	23,811
Governmental Affairs	177	3,818
Health & Human Services	228	11,750
Letters & Sciences	62	1,000
Liberal Studies	1,883	51,804
Library Science	114	2,392
Management Institute	541	12,607
Manufacturing Technology Transfer	208	1,920
Natural Resources	13	918
Nursing	156	6,856
Pharmacy	77	66,455
School for Workers	134	3,608
Social Services	38	832
Special Programs	21	59
Transportation	37	504
Urban Community Development	8	10
Other	<u>2</u>	<u>75</u>
Total	6,943	263,237

COOPERATIVE EXTENSION

Program Area	No. Contacts
Agriculture / Agribusiness	397,204
Community, Natural Resources & Economic Development (CNRED)	166,499
Family Living Programs	402,074
4-H / Youth Development	281,394
Geological & Natural History Survey	<u>12,470</u>
Total	1,259,641

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