

Landowners Honored for Stewardship

Last summer, the KRLT started a **Stewardship Program** to recognize and honor landowners for their voluntary commitment to care for the rural and natural character of their land.

The Stewardship Program encourages the conservation of important agricultural, natural, and rural lands, and the protection of water quality in the Kinnickinnic Watershed.

It is a handshake agreement in which landowners say they will:

- 1) Protect the resources to the best of their ability;
- 2) Notify the KRLT of any threats to the land or water;
- 3) Tell the KRLT if they decide to sell or transfer ownership of their land.

Landowners receive information about plants and wildlife on their property, early history of the area, and an aerial photograph to hang

on the wall, as a small token of thanks.

These landowners have entered into a registry agreement:

Jerry and Judy Edgar—410 acres
Susan Goode and Mike Miller—200 acres
Joe Hesse—75 acres
Marvin Berning—31 acres
Patrice Veit and Doug Johnson—51 acres
Mr. and Mrs. Branigan—29+ acres
Robert Chambers—16+ acres
Nan and Steve Cochrane—8+ acres

continued from front page . . .

Part of the property is in crops, and this use, Florence explains, "will be maintained in the agreement and farmed in accordance with good conservation practices."

Public Use of Streambank

The Chambers told the KRLT they wanted to let the public use their riverbank for fishing and walking. Says Robert, "we wanted to allow some public use. The KRLT found

a way we could do this and still have our privacy."

Under the agreement, the Chambers family's riverbank can be used

"We wanted to allow public use. The KRLT found a way we could do this and still have privacy."
Robert Chambers

during the daytime by the public. Access to the bank is from the river itself, instead of across their land.

Family 'acts locally'

"The chief advantage for us," explains Clarke, "is that we are preserving this place. The earth is crowded, and we are acting locally to preserve the little bit that we own. It gives me a spiritual type of feeling to know that this will be protected forever. Conservation of land has been a family commitment, and giving this easement to the KRLT just makes us feel good."



Thanks for Grants Received

Anonymous donor-advised fund of The Saint Paul Foundation
Gathering Waters
Ki-Ap-Tu-Wish Trout Unlimited
Florence and Clarke Chambers
Pheasants Forever, Kinnickinnic Chapter
Lutheran Brotherhood Community Leadership Program
in recognition of Susan Goode

Minnesota Fly Fishers
EcoTrust
Environmental Support Center
McNeely Family Foundation
Erickson Diversified Corporation
Richard and Finette Magnuson
Gregory J. Erickson and Jamie L. McNaughton

Upper Kinni Geology . . . continued from page 6

Today, the upper Kinni meanders back and forth within its valley. The fast flowing current on the outside of a meander produces a cut bank, exposing sands and gravels left by the river in an earlier stage. A sandy point bar marks the inside of a river meander, where the current is slower. As time goes by, the river channel moves towards the cut bank, moving laterally across its floodplain.

To enjoy the Kinni's geology, one needs only to walk through the area

with an open eye. The bedrock has fossils and structures deposited in the ancient sea. The meandering river sand bars contain rocks eroded from the bluffs and sediment brought here by glaciers.

The gravel bars contain rocks scavenged by the ice from Wisconsin, Minnesota, Ontario and Manitoba. These rocks, called "erratics," make for good rock hounding, and bright-eyed collectors can find iron ore, basaltic lava flows, red granites, and, of

course, beautifully banded Lake Superior agates. Rarely, fossils of animals living here during the Ice Ages can be found. For example, a large fragment of mammoth tusk found on a gravel bar near Clifton Hollow is on display on the U.W.R.F. campus.

The geology professors at U.W.R.F. are happy to help you identify rocks you find on your property—free of charge. Enjoy your geology!



photo by Sue Covill



Poster Contest Results

Poster contest winners shown counterclockwise, starting on the left:

Marie Clipson, Justin Koch, Molly Covill, Mesa Covill, Peg Kohring (KRLT staff), Jolene Koch, and Jim Hedeem (More 4 manager).

Erickson Diversified donated cash prizes totaling \$160, and bags of organic fruit for the winners.

Judges were Carole Mottaz and Peg Kohring.

Justin Koch: *I like to go swimming and fishing . . . I like to look up and see the birds and butterflies and sleep under the trees.*

Marie Clipson: *I live by the river and my Dad goes fishing. I like the wildlife by the river.*

Mesa Covill: *I live by the river and think it is neat. There are lots of things that live there.*

Jolene Koch: *The Kinni is a reminder of my Grandfather Koch who used to fish the river. I thought it was important to do the poster as a reminder of him.*

The Kinni Keeper

You may have noticed that we changed the name of our newsletter. There is a group in New York that owns a trademark on "Riverkeeper," and they asked us to stop using *River Keeper*. If you have another name you'd like better, let us know!

Here's How to Meet Some Great People

Meet interesting people who care deeply about the future of the Kinnickinnic. Committees meet once a month—call 715-425-5738 for upcoming meeting times and places, and the projects listed below are very flexible. Not ready to commit, but curious? That's okay, too. Please call.

Projects Needing Volunteers:

Office Assistance— Do you have a day or two to help in the KRLT office? We need help preparing mailings, filing, writing landowner materials, making new-member packets, and word-processing (Macintosh).

Artists/sketchers— The KRLT needs pen and ink line drawings, sketches for newsletters, brochures, and other materials. We need maps, plants and animals of the watershed, and landscapes.

Land Management— Can you help with outdoor work like brush removal on globally endangered oak savanna, or burning a prairie?

Mailing party— Can you join us stuffing envelopes one evening? Catch up on the latest land being protected, meet other great people, and help the KRLT.

1995 KRLT Board of Directors

Rob Chambers, President
 Art Kaemmer, Vice President
 Keith Rodli, Secretary
 Paddy McNeely, Treasurer
 Pat Casanova
 John Davis, Jr.
 Susan Goode
 Virgil Nylander
 Dan Wilcox

“The Kinnickinnic:
 One of the most ecologically
 rich confluences of land and
 water in the state.”

Wisconsin Trails Magazine

Thanks to the many KRLT Volunteers

Special Projects

Harriet Lansing and Allan Klein,
 John Graham, Eric Bowman

Accounting

Barbara Butler, S.C., Tim Huntley,
 Mike Saarela

Landowner Contact Project

Tod Goree, Nancy Rader, MeShaun
 O'Malley, Jan Zoerb, Nan Cochrane,
 Dan Wilcox, Charlie Rader, Jean
 Johnson

Office and Membership

Carol Wilcox, Kerry Williams,
 Clarke Chambers

Poster Contest

More 4, Jim Hedeem, Carole Mottaz,
 Peg Kohring, Sue Covill

Legal

Keith Rodli, Jan Zoerb, Jane
 Willard, EnPro, Eric Bowman

Road Cleanup

Derrick Budd (organizer), Audrey
 Halverson, Elizabeth Merchant, Peg
 Kohring

Newsletter

Mary Caton-Rosser, Margaret S. W.
 Drew, Bob Ebert, Bill Cordua, Rob
 Chambers

Library

Barbara Butler, SC, CPA

Mussel Survey

MeShaun O'Malley, Peg Kohring,
 Darryl Hanson, Roger Hile, Dennis
 Hook, Harvey Dundas, St. Paul Fly
 Tiers

Color Poster of Canyon

Photo: Burt Levy
 Design: Tony Bredahl, Carol Wilcox
 Sales: The Bookpress

Custom Framing & Art
 Minnesota Fly Fishers
 Rodcraft



THE
bookpress

AN UNABRIDGED BOOKSTORE

The Geology of the Upper Kinnickinnic

By William S. Cordua, Department of Plant and Earth Science, University of Wisconsin, River Falls

The many geological features we can see in the valley—the bedrock in the bluffs, the sands and gravels along the river banks and the boulders on the hilltops—all reveal parts of the earth's long history.

The earliest event recorded here is the deposition of the bedrock that underlies the river channel and the bluffs. This occurred about 450 million years ago. At that time, Wisconsin was covered by a warm shallow sea, just south of the equator, thanks to the slow "drifting" of the continents as they ride on the earth's tectonic plates.

The bedrock consists of 5 different formations. The lowest one is a limestone formation called the Prairie du Chien Group. This is easiest to see along the canyon walls in River Falls, but scattered outcrops of this rock can be found here and there further north.

This is overlain by a white sandstone called the St. Peter Formation. Even though this is a very soft rock, it does outcrop along the slopes of the bluffs and is well exposed in roadcuts such as those along the River Falls bypass. This is overlain by a thin unit called the Glenwood Shale, a soft grayish-green clayey rock mixed with sandstone. About the only place to see this rock is in new roadcuts.

On top of the Glenwood is the Platteville Formation, a durable limestone that caps most of the bluffs around here. Slabs of this rock contain fossil shellfish, snails, and corals. Most of the quarries near the upper Kinni are in this formation. It is

often used as crushed stone, decorative stone or even for walls and foundation as "flag stone." On top of the Platteville rests the Decorah Formation, a dark gray shale with lenses of limestone. When it breaks down, the Decorah makes very heavy, clay soils. This limestone also has a lot of fossil shellfish in it. Most of the known Decorah outcrops are along roadcuts east of River Falls. To the north it is largely covered by the more recent glacial debris.

These formations record the comings and goings of the seas around 450 million years ago. The limestone beds represent times when the area was in deeper water far from shore, where rivers were not adding a lot of silts, sand, or gravel to the sea. The fossils in these rocks give geologists a good indication of the ecosystem that existed in the sea at that time, as well as providing some good fossil collecting.

The sandstones represent near-shore or beach deposits. Pick up a handful of St. Peter sand from an outcrop and imagine the brilliant white beaches that once existed here. Shale represents periods of deeper water when the only sediment reaching the sea floor was silt and clay from far distant rivers.

These rocks were buried under many feet of other sediment. Millions of years passed. Erosion slowly exposed these rocks again. About 3 million years ago, before the glaciers came, the Upper Kinni area had a landscape reminiscent of today's. There were flat-topped bluffs, broad plains, and valleys cut in the bedrock.

Starting about 2 million years ago, several glaciers advanced and retreated across Upper Kinni area. The glaciers, which flowed out of Manitoba and the Lake Superior basin, did more deposition than erosion in our area. The deposition results from the ice dropping its debris as it melts, and from sediment left by rivers flowing from the glaciers. These deposits filled up the valleys with silt, sand and gravel.

The glacial ice also interfered with the local drainage, ponding water up into large lakes. "Glacial Lake River Falls" was larger than Lake Mendota, in Madison.

Dominating the landscape of the upper Kinni are the glacial moraines and outwash plains left by the most recent glacier which melted back out of the area less than 15,000 years ago.

The edge of this most recent advance can be traced along the line of the Interstate, south of Hudson, Roberts, and Hammond. This thick, young layer of glacial drift buries most of the outcrops of older bedrock. The rolling knob and kettle topography of, for example, the Badlands area is typical of young glacial moraine.

Twin Lakes and Casey Lake are kettle lakes—left in hollows where large chunks of buried glacial ice melted. South of the Interstate, the wide valley of the Kinni was cut by the abundant meltwater from this glacier, and then the valley was filled with debris called outwash from the sediment-choked river.

... *back-paddle to page 4*

New and Renewing Members of The KRLT

River Guardians

EcoTrust

Hap and Judy Lutter

Ted Merriam

Patrons

Skip and Karen James

Susan and Alan McDowell

Benefactors

Tom Anderson
Jim Andrisevic
Robert F. Bowen
Judith Bruce
Patrick Casanova

Mrs. Margaret S. W. Drew
Ingrid and Patrick Mantyh
Susan and Paddy McNeely
Jim Matson
Elizabeth W. Merchant

John and Shannon Mitchell
Ford and Catherine Nicholson
Ben P. Platter
Howard and Meredith West
Dan and Carol Wilcox

Sponsors

Ray Anderson
Joe Boles
Florence and Clarke Chambers
John B. Davis
Tom and Patty Doar, Jr.
W. L. and Judith Garrard

Dale Hanson
John and Judith Howe
John Kaplan
Charles Koosmann
David and Perrin Lilly
Richard and Finette Magnuson

Harry McNeely, Jr.
Virgil and Gayle Nylander
John G. Ordway
Phillip and Casandra Ordway
Steven and Linnea Pajor
Robert Reynolds
Frank S. Wilkinson, Jr.

Individual Memberships

Ralph Albinson
Jim Andrisevic
Dr. Robert Baker
Lew Beccone
Phil Betzel
Jim Bourquin
Gary and Amy Bressler
Mr. and Mrs. Stephen Budd
Thomas R. Carlin Schauer
Robert W. Chambers
Denis Clark
Steven and Nan Cochrane
Leonard Dayton, Jr.
Dr. James L. Donahue
Judy Emmett
Mark Engebretson
Laurie Franklin
Audrey and Bud Halverson
Mike Halverson
John Hershey

Linda Jacobson and Bill Warner
Kent Johnson
Tom and Donna Kigin
Don and Ann Leaha
Kristin Lein
Bill Lindroos
Steve Luebke
Soren and Laura Lundsgaard
M. Terry and Georgina McEnany
Dan McGuinness
Peter B. Michell, Jr.
Steven Moravetz
Mike Most
John D. Mountain
Craig and Mary Lou Olson
Dick and Dede Ouren
Alison and David Page
George Petaja
Terry Peterson

David Peterson
Mary Jane Pollock
Matt Putzier
Lisa Reavill and Richard Wheeler
Bruce and Monica Robb
Michael Rockhold
Keith Rodli
Glen Shoemaker
John Schorn
Teresa Seppala
Steve Sikkila
Brian Sittlow
Paul Sollie
Michael Stenquist
David R. Teslow
John and Leslie Watschke
Mrs. Susan D. Wilson
Warren and Sharon Wilson
John Bryant Wyman

Student and Senior

Bob Adams
Harriet I. Christianson
Todd Dary
Jenny S. Willow and Michael S. Gallagher

Robert F. Gartner
Warren and Jeanette Leonard
Greg Mielke
John Poore

Harry Rockwood
Ryan Vavra
Rosalie Walker
Russ Weeks

Gifts in Memory

Robert Detlefsen—given by Jane Hall
Arnold and Mary Nord—given by Warren & Jeanette M. Leonard

Membership Form

Annual Dues

Student/Senior \$15 _____
 Individual \$35 - \$99 _____
 Sponsor \$100 - \$199 _____
 Benefactor \$200-\$499 _____
 Patron \$500-\$999 _____
 River Guardian \$1000+ _____

I am interested in information about volunteering.

I am interested in knowing about property for sale.

Please make your check for dues payable to:
The Kinnickinnic River Land Trust
 N8203 1130th Street
 River Falls, Wisconsin 54022

Name _____

Street Address _____

City, State, Zip _____

Yes! I want to help the Kinnickinnic River Land Trust protect land in ways that no other organization can: work in cooperation with landowners to conserve the resources that we all value—clean water, recreation, natural areas, wild trout, scenic beauty, wildlife, and family farms.

#5

TWO RIVERFRONT PROPERTIES PERMANENTLY PROTECTED.

3/4 MILE OF NEW PUBLIC ACCESS ON STREAMBANKS.

GLOBALY-ENDANGERED OAK SAVANNA SAVED.



THE KRLT IS PROTECTING THIS MAGNIFICENT RIVER IN COOPERATION WITH LANDOWNERS!

The KRLT is a 501 (c) 3 non-profit charity.
 Membership dues, gifts, and donations are eligible as an income tax deduction.

The Kinni Keeper is published four times a year.
 The Kinnickinnic River Land Trust © 1996

TO:

The Kinnickinnic River Land Trust
 N8203 1130th Street
 River Falls, Wisconsin 54022
 715-425-5738 phone
 715-425-4479 fax
 ADDRESS CORRECTION REQUESTED

Nonprofit
 U.S. Postage
 PAID
 Permit # 32
 River Falls, WI
 54022

UNIVERSITY OF WISCONSIN-RIVER FALLS
COLLEGE OF AGRICULTURE

* 6-7 yrs ago enrollment smaller than it is today

* 15 yrs ago Dean - 14-15% of state budget went to higher ed
15 yrs ago
- today 8-9%

◆ 5 DEPARTMENTS

- ❖ Plant & Earth Science
 - ◆ 1995 Board of Regents Excellence Award for an Academic Department
- ❖ Animal & Food Science
- ❖ Agricultural Education
- ❖ Agricultural Economics
- ❖ Agricultural Engineering Technology

- no computer etc on campus

* lack of instruments + materials in labs

◆ STAFF

- ❖ 56 Faculty/Academic
 - ◆ 13 Faculty Hold Part-Time Coop Extension Appointment
- ❖ 9 Program Assistants

◆ MAJORS

- ❖ 14 Undergraduate Majors
- ❖ 2 Graduate Majors

◆ ENROLLMENT

- ❖ University - 5260
- ❖ College of Agriculture - 1315 Undergraduate, 22 Graduate
 - ◆ Approximately 25% of University Enrollment
 - ◆ 48% Female, 52% Male

◆ INTERNSHIPS

- ❖ 160-180 Students Placed Annually with Businesses, Industry, Government, Farms, Etc.

◆ 20 STUDENT ORGANIZATIONS

◆ 2 LABORATORY FARMS

- ❖ Campus Laboratory Farm
 - ◆ 150 Acres
 - ◆ Dairy, Equine
- ❖ Mann Valley Laboratory Farm
 - ◆ 290 Acres
 - ◆ Beef, Sheep, Swine, and Poultry

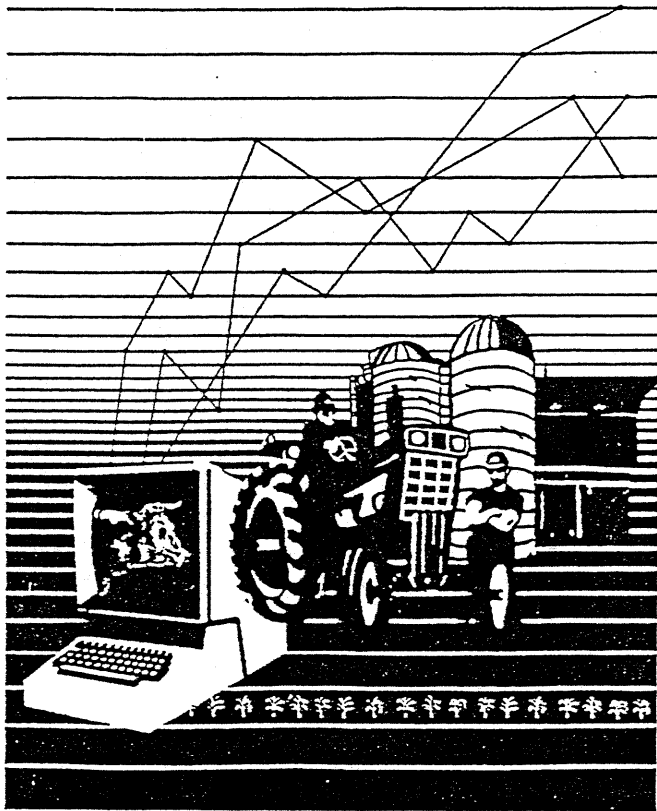
◆ FOOD SCIENCE PILOT PLANTS

- ❖ Dairy, Meat, And Fruit & Vegetable

- ◆ Modern Computerized Greenhouse
- ◆ ADVISORY COUNCILS
 - ❖ 25 Member External Group Representing Ag Organizations and Occupations Related to Our Academic Majors
 - ❖ 40 Member Student Advisory Council Representing Ag Student Organizations on Campus
- ◆ Ag Alumni Association that Includes a 9 Member Board

COLLEGE OF AGRICULTURE

UNIVERSITY OF WISCONSIN-RIVER FALLS



The College of Agriculture has provided training in the agricultural sciences since 1912. It has earned an outstanding reputation for quality education and service to the people of Wisconsin. Career opportunities for our graduates are numerous and diverse throughout the Natural Resource, Environmental and Agricultural industries. Private industry, government services, schools and self-employment all offer positions in the Retailing, Marketing, Wholesaling, Service Production and Education areas. Students may choose to continue to study in graduate schools for additional career opportunities in research and university teaching.

Academic departments in the College of Agriculture include: Agricultural Economics, Agricultural Education, Agricultural Engineering Technology, Animal and Food Science and Plant and Earth Science. The College of Agriculture is housed in the Agriculture Science building. Facilities in the College include classroom, office, 36 specialized laboratories, including specialized units for farm power and machinery, general metals, welding, electricity, farm buildings, animal physiology, nutrition, biochemistry, soils, earth science, plant science, food science, dairy products, meat and meat products, small animals, a greenhouse, microbiology, zoology, botany, computer statistics, tissue culture and a planetarium.

The College of Agriculture operates two laboratory farms which are considered an integral part of the educational opportunities for students. In addition to the production of crops, the laboratory farms support beef and dairy cattle units, a swine herd, a sheep flock and a horse unit. Demonstration and experimental plots are also provided for student use.

The following major programs of study leading to the bachelor of science degree are offered in the College of Agriculture:

Agricultural Business
Agricultural Education
Agricultural Engineering Technology (option in Environmental Engineering Technology)
Agricultural Marketing
Agronomy
Animal Science (options in Business, Science and Production ... species orientations include dairy, meat animals and horses)
Biotechnology
Broad Area Agriculture - This program is designed for students who wish to pursue work in the general agriculture field. An additional option under the major is Agriculture - Journalism.
Conservation
Food Science and Technology (with options in Industry, Science and Dairy Technology)
Geology
Horticulture
Land Management
Soil Science

In addition, the College offers minors in Hydrogeology, Earth Science, Outdoor Education, Land Capability, Farm Management and Agricultural Economics.

Pre-Veterinary Program

The University of Wisconsin-River Falls has a strong pre-veterinary program that provides students the opportunity to gain admission to a college of veterinary medicine in the United States.

Faculty members in the Animal and Food Science Department in the College of Agriculture at UW-River Falls have extensive experience in working with students interested in pre-veterinary medicine. Between 150 and 200 students with a strong science background are enrolled in this program each year. It is possible to meet requirements for entry to a veterinary school in three years, however, many students find it desirable to complete four years. This commonly results in a B.S. degree in animal science, food science, biology, chemistry or biotechnology.

Student Organization/Scholarships

The College of Agriculture supports 18 outstanding and active student organizations. These organizations provide opportunity to meet other students with similar professional interests. They meet representatives from agricultural organizations and often participate on university judging teams that excel both regionally and nationally. These organizations are open to students in all majors.

The College of Agriculture annually awards many scholarships to incoming Freshman and continuing students. For more information regarding scholarships or the College of Agriculture, contact:

Deans Office, College of Agriculture
University of Wisconsin - River Falls
410 S. 3rd Street
River Falls, WI 54022-5001
Phone: 715/425-3784

University of Wisconsin-River Falls
College of Agriculture
1994-95

DEPARTMENT	MAJOR	MINOR	DEPT CHAIR ADDRESS PHONE
Agricultural Economics	*Ag Business *Ag Marketing	*Ag Business *Ag Econ *Farm Management	Gerald Nolte 101 Ag Science 715/425-3298
Agricultural Education	*Ag Education *Broad Area Ag-Agriculture Communications		Richard Jensen 320 Ag Science 715/425-3555
Agricultural Engineering Technology	*Ag Engineering Technology (Environmental Engineering Technology Option)	*Ag Engineering Technology	Robert Butler 164 Ag Eng Annex 715/425-3985
Animal & Food Science	*Animal Science (Emphasis in Dairy Science, Meat Animal Science, and Horse Science) *Food Science & Technology (Industry, Dairy Technology, and Science Options)	*Animal Science *Food Science	Duane Wachholz 247 Ag Science 715/425-3704
Plant & Earth Science	*Agronomy *Horticulture *Soil Science *Land Management *Conservation *Geology (Earth Science Concentration-Secondary Education)	*Agronomy *Horticulture *Soil Science *Land Capability Analysis *Outdoor Adventure/Education *Conservation *Geology *Earth Science *Hydrogeology	Robert Baker 310 Ag Science 715/425-3345
College of Agriculture	*Broad Area Agriculture *Extended Degree (Broad Area Ag & Ag Business) *Biotechnology		Gary E. Rohde 715/425-3841 Stephen C. Ridley Terry Ferriss 715/425-3535 210 Ag Science

September 29, 1995

UNIVERSITY OF WISCONSIN-RIVER FALLS
COLLEGE OF AGRICULTURE

MAJORS:	1991-92 MAJORS		1992-93 MAJORS		1993-94 MAJORS		1994-95 MAJORS		1995-96 MAJORS	
	TOTAL	1ST	TOTAL	1ST	TOTAL	1ST	TOTAL	1ST	TOTAL	1ST
AG BROAD AREA ¹	202	196	234	232	241	237	190	188	216	203
AG BUSINESS ²	116	108	128	120	118	109	131	125	111	106
AG ECONOMICS	17	12	14	9	18	13	12	10	6	6
FARM MGMT	15	13	19	16	9	7	5	4	2	2
AG EDUCATION	76	71	77	74	89	87	96	96	114	114
AG ENG TECH	52	51	64	63	65	61	61	60	49	49
AG MARKETING	12	11	16	14	16	14	15	13	12	11
ANIMAL SCI	269	250	297	288	279	246	339	324	384	368
FOOD SCI/TECH	38	35	53	49	57	52	54	51	50	49
AGRONOMY	18	18	27	24	41	37	45	43	55	52
CONSERVATION	94	87	106	99	114	98	113	104	114	111
EARTH SCIENCE/ BROAD FIELD SCI ³	11	10	6	5	14	10	10	9	8	8
GEOLOGY	37	34	38	35	51	45	55	50	49	44
HORTICULTURE	63	61	66	62	67	65	95	92	106	104
LAND MGMT	61	55	61	55	66	55	54	47	46	40
SOIL SCIENCE	17	14	16	13	22	19	20	16	15	14
PRE-FORESTRY	6	4	8	4	9	7	3	2	8	1
PRE-VET ⁴	145	101	98	51	88	48	121	24	134	2
BIOTECH-AG	4	4	16	16	19	18	29	23	25	21
TOTALS	1253	1135	1344	1229	1383	1228	1448	1281	1504	1305

This report does not include any of the pre-major students, some of whom will be declaring an agricultural major.

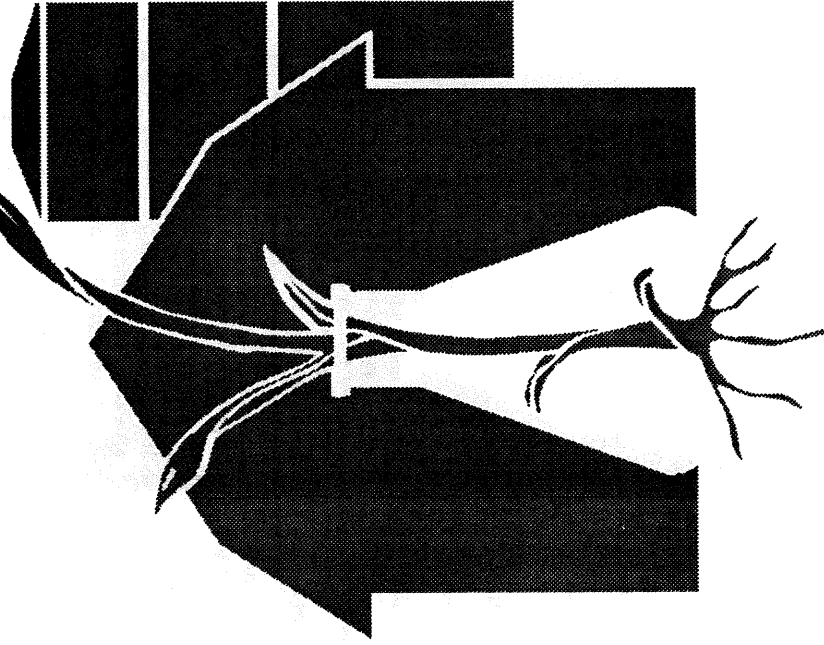
¹ Includes total students in Extended Degree Program: 1991-92 (85), 1992-93 (85), 1993-94 (85). Effective 1994-95 includes students enrolled: 1994-95--17 1st, 18 total majors; 1995-96--22 1st, 33 total majors.

² Effective 1994-95 includes students enrolled in Extended Degree Program: 1994-95--6 1st, 7 total majors; 1995-96--2 1st, 2 total majors.

³ Effective 1993-94 this report reflects Broad Field Science majors with advisors in the College of Agriculture. Earth Science Education is in the process of being phased out.

⁴ Effective 1992-93 this report reflects Pre-Vet (Animal Science and Food Science) Majors with advisors in the College of Agriculture. A total of 127 students have Pre-Vet as a 2nd major and Animal Sci or Food Sci as a 1st major.

COOPERATIVE INTERNSHIP PROGRAM



COLLEGE OF AGRICULTURE, FOOD AND
ENVIRONMENTAL SCIENCES
UNIVERSITY OF WISCONSIN-RIVER FALLS

*Opportunity to affect positively our curricular programming because of the close relationship established with the University and the academic departments.

*Enhancement of the employer's recruiting efforts directed at our entire graduating class as a consequence of the favorable comments of their UW-RF Interns on campus.

HOW TO APPLY

Students interested in the Cooperative Internship Program should obtain an application form from the Cooperative Internship Office. Students are encouraged to contact the Cooperative Internship Office during their freshman year even though they may not receive a training assignment until their sophomore or junior year.

For more information contact:

Director
Cooperative Internships
223 Agriculture Science Hall
College of Agriculture
University of Wisconsin - River Falls

COOPERATIVE INTERNSHIPS
223 AGRICULTURE SCIENCE HALL
RIVER FALLS, WI 54022

*Integrate classroom theory with practical experience.

*Examine the structure and functions of the firm, organization, or agency.

*Partially meet education expenses through the salary received from the field assignment.

*Enhance permanent placement, starting salary, and positions through career related experience.

*Develop a greater understanding of other people, thereby improving human relations skills.

*Develop a personal independence and a sense of responsibility.

The integration of work and study increases student motivation. As students relate the material they are learning on campus with the jobs they are performing, their interest in academic achievement becomes greater.

BENEFITS TO EMPLOYERS

Goals of employers relate to productivity, manpower development, and college relations, with varying emphases by individual firms or agencies. Specific advantages include the following:

*Co-op and intern students generally prove to be well motivated and productive employees.

*Co-op and intern students often free high salaried professionals for other work.

*Opportunity to identify, train, and evaluate in unusual depth trainees who upon graduation may become career employees, and this benefit without obligation toward making job offers at graduation.

COOPERATIVE INTERNSHIP PROGRAM

The purpose of the Cooperative Internship Program is to provide students with the opportunity to obtain worthwhile educational experiences that they cannot normally acquire on campus. Students are given an opportunity to blend theory with practice and obtain relevance to the classroom experience.

COOPERATIVE INTERNSHIP

The Internship program is a "hands on" practical experience whereby a student may work with a variety of agricultural employers for a varying period of time. Students have the opportunity to apply classroom knowledge to real world situations. The faculty and employers work together to ensure a realistic work and educational experience for the student. Each student is required to complete a special project which is due after the internship experience has been completed. Internship experiences are given 2-4 semester credits for a 3-month experience. The Faculty Coordinator will assign the grade upon completion of the internship program.

PROCEDURE

A student may receive an internship from an internship posting in the internship office, or create one on their own with approval from a Faculty Coordinator. Procedural steps in obtaining and completing an internship are:

1. Sign up in Internship Office.
2. Attend informational meeting and/or talk to Faculty Coordinator regarding internship.
3. Take interview as appropriate.
4. Notify Internship Office and Faculty Coordinator upon acceptance of internship.
5. Attend Pre-Work Seminar and see Faculty Coordinator prior to leaving campus.
6. Complete weekly and bi-weekly reports.
7. Select and complete final project.
8. Provide employer with evaluation forms.
9. Attend Final Seminar.

RESPONSIBILITY OF INTERN EMPLOYER

1. All Interns are paid employees.
2. Evaluate student and provide frequent feedback on their performance.
3. Assist student in selecting a final project.
4. Meet with Faculty Coordinator during her/his visit.

COMPENSATION

The internship is a paid work experience. Compensation for the Cooperative Internship em-

ployment periods vary according to the employer, the type of work, and the skills and all techniques required for the job.

STUDENT ELIGIBILITY

A student is eligible to participate in the Cooperative Internship program if he/she meets the following criteria:

1. Has completed the freshman year (30 credits).
2. Possesses and maintains a 2.0 minimum cumulative G.P.A.
3. Obtains approval from the Director of Cooperative Internships and/or the Faculty Coordinator.
4. Is employable (i.e., socially ready for work, holds a valid work permit if not a U.S. citizen, and is physically and mentally sound).
5. Transfer students become eligible upon completion of one full-time semester at UW-River Falls if all other eligibility requirements are met.

COLLEGE OF AGRICULTURE MAJORS

Students in all majors and minors enjoy diverse experiences through the Cooperative Internship program. Major courses of study offered within the various departments of the College of Agriculture include:

AGRICULTURAL ECONOMICS

Agricultural Business
Agricultural Economics
Agricultural Marketing
Farm Management

AG.

(E

(Su

Stuc
Bus:
ager
Anir
culti
men
Wat

A fi
educ
is pr
care
whic
assi

COLLEGE OF AGRICULTURE



STUDENT ORGANIZATIONS

Student organizations in the College of Agriculture offer a wide selection of activities to interested students. By associating themselves with one or more of the organizations, a student may benefit from professional leadership, career planning, and other enriching experiences gained from membership in an organization. A Student Advisory Council, consisting of two members from each organization, coordinates activities for each of the clubs. Through their combined efforts, they assist with the Annual College of Agriculture Awards Banquet, the Agricultural Technology Contest, serve on college committees, and participate in other college functions.

AGRICULTURAL COMMUNICATORS OF TOMORROW (ACT)...communicates with people about agriculture. Major activities include agricultural newsletters, a campus radio farm program, brochures, and communications contests. ACT is nationally affiliated.

AG EDUCATION SOCIETY...welcomes all members who are interested in agriculture, Extension, FFA and vocational agriculture teaching. Major activities include the conducting of workshops and demonstrations, and judging parliamentary procedures for the FFA.

AG MECHANIZATION CLUB...is a branch of the American Society of Agricultural Engineers and promotes related activities among students interested in Ag Engineering Technology.

ALPHA TAU ALPHA...is an honorary organization which promotes the highest ideals and standards of the agricultural education professions by enabling more intimate acquaintances and closer relationships with individuals who have chosen the profession of teaching agriculture.

ALPHA ZETA...is an honorary agricultural fraternity dedicated to serving agriculture, fostering high standards of scholarship, leadership, character, and fellowship.

(over)

ASSOCIATION OF WOMEN IN AGRICULTURE (AWA)...is a professional service and social organization whose purpose is to advance the role of women in agriculture. It is open to all majors, men and women.

BLOCK AND BRIDLE...is a chapter of the National Block and Bridle Club which provides students an opportunity to develop livestock skills and to interact with others interested in the advancement of animal agriculture.

CROPS AND SOILS...is a chapter of the American Society of Agronomy open to all students interested in the production and management of crops and soils.

DAIRY CLUB...caters to the educational and social experiences of students expressing interest in the dairy production and processing industries. Activities include fitting and showing cattle, a club-sponsored heifer sale, spring trip, and guest speakers at the monthly meetings.

EARTH CONSCIOUSNESS ORGANIZATION (ECO)...is an organization that welcomes all students interested in the care and preservation of the environment to share their thoughts, talents, and skills in an effort to further environmental awareness and social justice on campus and in the community.

FALCON 4-H...is the local club of the National Collegiate 4-H program. It promotes the ideals of the 4-H program such as leadership, recreation, communication, etc. Activities include: conducting workshops, judging 4-H events, assisting with various county activities, spring picnic, hosting a volleyball tournament, and attending regional and national conferences. Falcon 4-H is open to all majors. Previous 4-H experience is not required.

FOOD SCIENCE & TECHNOLOGY CLUB...members work together on food product production activities, attend periodic informational meetings of professional food scientists, and meet regularly to further their interests in Food Science and Technology.

HORSEMAN'S ASSOCIATION...provides students with an organization in which they can participate in various equine activities on an extracurricular basis dealing with the university and the community.

HORTICULTURE CLUB...is a collegiate branch of the American Society for Horticultural Science and offers activities for students interested in horticulture such as guest speakers, slide presentations, and demonstrations of horticultural interest.

NATIONAL AG-MARKETING ASSOCIATION-(NAMA)...is a social and professional organization intended to provide business experience beyond the classroom and to prepare the members for their profession in the business community.

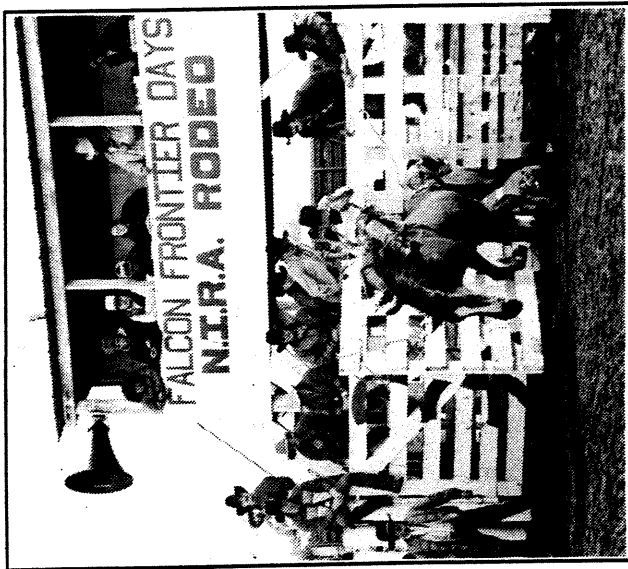
PI ALPHA XI...is an honorary fraternity for students majoring in Floriculture and Ornamental Horticulture. Major activities include flower judging and flower sales.

RESOURCE MANAGEMENT CLUB...is a student organization designed to promote professional skill development in the area of natural resources and camaraderie between students and professionals.

RIVER FALLS GEOLOGICAL SOCIETY...seeks to bring together students with an interest in learning more about the planet on which they live, and about the earth science profession through activities such as films, slide shows or talks.

RODEO CLUB...is a local unit of the National Intercollegiate Rodeo Association whose purposes are to increase and maintain interest in the sport of rodeo, to promote close relationships among the students interested in rodeo, and to produce an N.I.R.A. approved rodeo which is recognized as a major annual sporting event at the University.

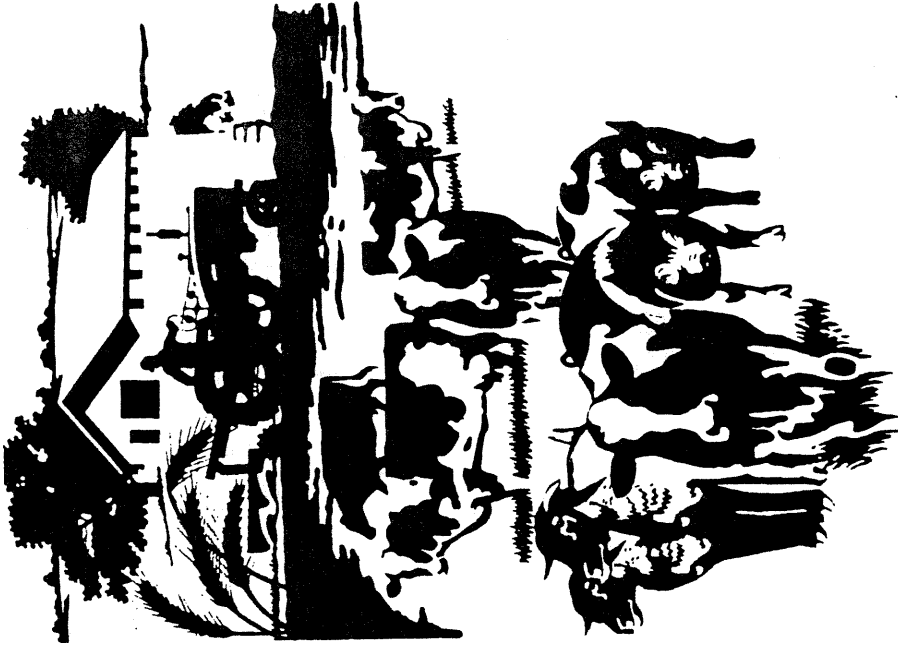
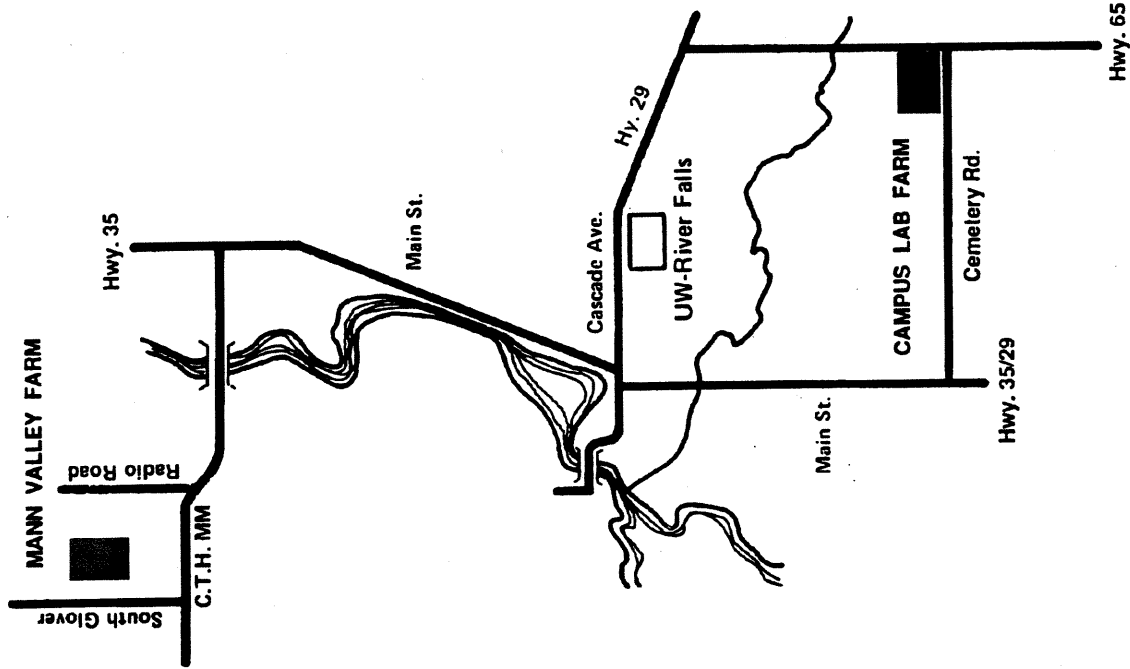
PRE-VETERINARY CLUB...is a pre-professional organization for students interested in pursuing careers in Veterinary Medicine. Various aspects and opportunities in Veterinary Medicine are explored through field trips, guest speakers and exchange among members.



For information or tour appointments, call 715/425-3809 or write: University of Wisconsin-River Falls, College of Agriculture, River Falls, Wis., 54022.



Lab Farm Locations



College of Agriculture

LABORATORY FARMS

University of Wisconsin
River Falls

The College of Agriculture has provided training in the agricultural sciences since 1912. It has earned an outstanding reputation for quality education and service to the people of Wisconsin.

UW-River Falls operates two laboratory farms which are an integral part of the educational program. Many classes in animal sciences, agronomy, horticulture, soil science, resource management, and agricultural engineering meet on the farm for the laboratory portion of the course.

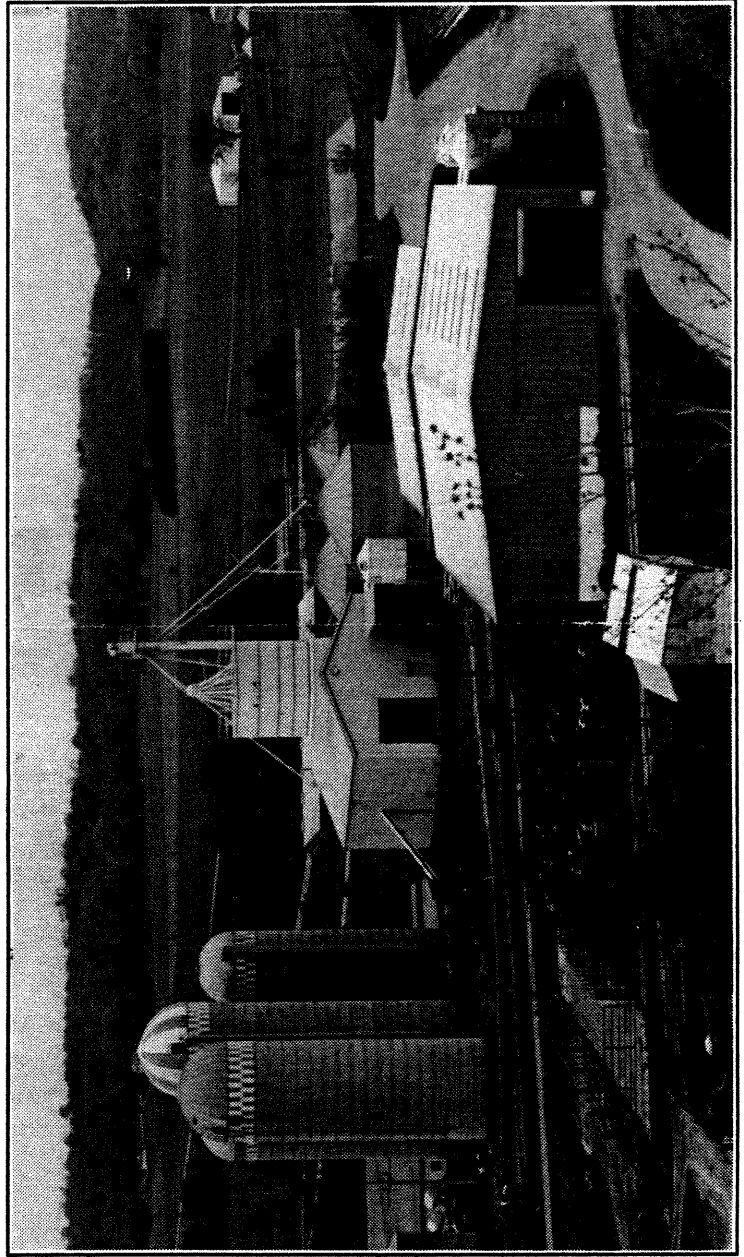
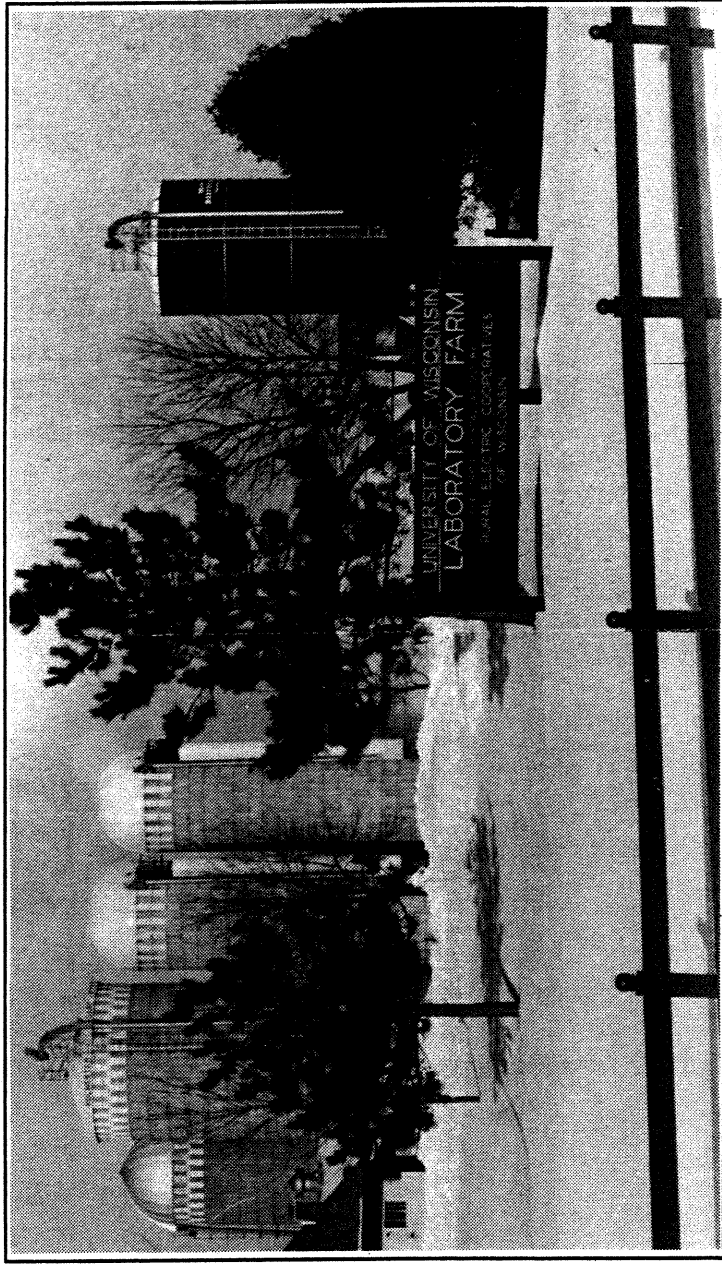
In addition to the production of crops, the laboratory farms support horse, beef and dairy cattle units, a swine herd and a sheep flock. Demonstrations and experimental plots are also provided for student use.

Cropland and livestock production facilities are used for classroom and hands-on educational purposes. Modern facilities house the animals and are used to demonstrate the relationships between management, nutrition, breeding, and environment.

Campus Farm ▶▶▶

Located south of River Falls on Highway 65, the Campus Farm includes 150 acres and houses dairy cattle and horse operations.

Included on the farm is a pavilion with a heated arena for "on the farm" lectures, a dairy barn, milking parlor, horse



barn, and a rodeo arena. A multi-purpose arena is utilized for livestock shows and sales, horse science course work, and an annual livestock fitting and showmanship contest.

A six acre site on the northwest edge of the farm is devoted to agronomy, horticulture and forestry projects. These laboratory plots are used by students for research, observation, and practical learning experience.

An intercollegiate rodeo is held each fall at the rodeo arena. The arena has a dual purpose serving as a practice area for the rodeo team and horsemanship class work.

◀◀◀ Mann Valley Farm

Located 2.5 miles northwest of River Falls on County Road MM, the Mann Valley Farm includes 290 acres and houses beef, sheep, and swine operations.

Facilities include beef finishing lots, swine farrowing and finishing barns, and sheep barns with heated lambing rooms.

Feed processing, grain drying, and storage units are located here. Rations for all livestock are formulated and processed with these facilities. The farm's cropland produces a majority of the feed required for the livestock production.

The University Lab Farms are open to the public and welcome visitors.

**COLLEGE OF AGRICULTURE PLACEMENT REPORT
POSITION/OCCUPATION TITLES
1993 B. S. GRADUATE REPORT**

MAJORS	POSITION/OCCUPATIONAL TITLE
AGRICULTURAL BUSINESS	Sales & service technician, chemical sales representative, processor, sales representative, dairy technician, quality assurance, livestock production specialist, sales manager, agronomy department manager, dairy farmer, manager, agricultural lender, stock broker/analyst, farm consultant, computer software trainer.
AGRICULTURAL ECONOMICS	Accountant, computer programmer, self employed farmer, loan officer trainee, management trainee, agricultural management specialists-FHA, audit examiner, credit examiner.
AGRICULTURAL EDUCATION	Agricultural education teacher, substitute teacher, 4-H and youth agent, loan officer, self employed farmer, greens keeper, sales representative, loan officer, livestock production specialist, county agent.
AGRICULTURAL ENGINEERING TECHNOLOGY	Farm mechanic, land management specialist, personal manager, farmer, construction supervisor, building sales representative, parts manager, milking company plant manager, farm consultant, tractor field test technician, agricultural engineer, product supervisor, energy auditor, service manager, grain elevator manager, plant engineer, maintenance mechanic, purchasing agent-liquid waste company, processing engineer.
AGRICULTURAL MARKETING	Agricultural statistician, account representative, director of administration for seed company, advertising and communications manager, sales representative for insurance company, loan officer, marketing analyst, grain marketing specialist, feed consultant, commodity trader, telemarketer, ag. statistician.
AGRONOMY	Greenhouse manager, technical sales representative, crop production specialist, corn breeding technician, agronomist, field supervisor, plant manager, land conservationist, grain dryer manager, assistant manager for cooperative, crop research technician.
ANIMAL SCIENCE	Academic lecturer, dairy nutritionist, plant manager, Peace Corps, dairy ration formulator, feed consultant, AI technician/representative, membership service specialist, sales representative, horse trainer, farm manager, herdsman, feed salesperson, swine production specialist, breeder, dairy farmer, milk survey rating officer, stable hand, credit examiner, livestock production specialist, machine operator, farm consultant, animal nutrition consultant, quality control technician, research assistant, self employed farmer, equine reproduction specialist.
BROAD AREA AGRICULTURE	Crop production specialist, livestock production, AI technician, AgriSource computer consultant, lieutenant, nursery attendant, communications director, research assistant, genetics sales/service technician, farm consultant, crop production specialist, farm reporter, loan officer, field agronomist, herdsman, farmer, cattle specialist, grain merchandising, energy consultant, member service specialist.
BIOTECHNOLOGY	Production technician, research assistant, graduate school.
CONSERVATION	Watershed technician, environmental scientist, field environmentalist, ecological consultant, soil conservationist, landscape designer, law enforcement with DNR, national park ranger, timber cruiser, dairy farmer, naturalist.
EARTH SCIENCE, GEOLOGY	Soil & water conservationist, hydrogeologist, geologist, oil core analyst, logging geologist, geology teacher, quality control supervisor, oillogger, soil technician, environmental specialist, cartographer.
FARM MANAGEMENT	Nutritional consultant, member services specialist, livestock production specialist, crop consultant, seed specialist, farmer, farm store sales, breeder technician, management trainee.
FOOD SCIENCE & TECHNOLOGY	Research & development, meat and poultry inspector, production supervisor, farmer, sensory technician, training supervisor, quality assurance technologist, cheese factory supervisor, quality control analyst, new product technician, food technologist, quality assurance supervisor, sales representative, meat processor.
HORTICULTURE	Assistant production manager, tissue culture technician, assistant rose grower, groundskeeper, floral designer, yard/nursery manager, cranberry grower, landscape planner, strawberry and Christmas tree grower, retail florist, grounds manager, golf course superintendent, nursery technician, garden center manager.
PARK & LAND MANAGEMENT	Groundskeeper, deputy zone commissioner, assistant grounds, program leader, wilderness crew, conservation project worker, recreation coordinator, park maintenance worker, campground management trainee, civil engineering technician, urban planner, golf course designer, conservation warden.
SOIL SCIENCE	Crop production specialist, conservation technician, consultant, research technician, management trainee, soil conservationist, junior scientist for mapping, field agronomist, fertilizer specialist, corn and seed specialist, land conservation technician, plant breeder.

CAREER SERVICES
University of Wisconsin - River Falls
COLLEGE OF AGRICULTURE - 1993 Post-Graduation Report

Major	No. Graduating in Major	No. of Responses	Percent Responding	Employed Respondents	Percent Employed Respondents	Continuing Education	Percent Respondents Employed or Continuing Education	Still Seeking	Not Seeking	Median Salary Range
Agricultural Business	24	17	71%	16	94%		94%	1		\$20-22,000 (9)
Agricultural Economics	3	3	100%	3	100%		100%			\$20-22,000 (3)
Agricultural Education	5	5	100%	5	100%		100%			\$20-22,000 (1)
Ag Engineering Technology	9	8	89%	8	100%		100%			\$26-28,000 (6)
Agricultural Marketing	2	1	50%		N/A		N/A	1		N/A
Agronomy	5	5	100%	4	80%	1	100%			\$20-22,000 (2)
Animal Science	33	26	79%	22	85%	4	100%			\$24-26,000 (9)
Biotechnology	2	1	50%		N/A		N/A	1		N/A
Broad Area Agriculture	29	20	69%	20	100%		100%			\$20-22,000 (13)
Conservation	12	9	75%	9	100%		100%			N/A
Farm Management	4	2	50%	2	100%		100%			\$22-24,000 (2)
Food Science & Technology	8	8	100%	8	100%		100%			N/A
Geology	7	3	43%	1	33%	2	100%			N/A
Horticulture	6	5	83%	5	100%		100%			\$20-22,000 (5)
Park & Land Management	14	11	79%	7	64%		64%	4		\$14-16,000 (1)
Soil Science	6	4	67%	3	75%		75%	1		N/A
Total	*165	*128	*78%	*114	89%	7	95%	8	0	\$20-22,000 (51)

- NOTES:
- Data was collected from students graduating from September 1992 to August 1993.
 - All Biotechnology graduates are represented in the College of Agriculture and the College of Arts and Sciences.
 - * Four students graduated with a double major. They were counted in both major groups. Actual number of students graduating from the College of Agriculture was 163.
 - Salary information was obtained from 51 (40 percent) of the 128 responding. The numbers in parentheses indicate the total number of responses in this category.



REACH FOR THE FUTURE

Long Range/Strategic Plan

University of Wisconsin-River Falls
For the years 1995 - 2000

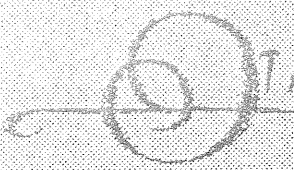


TABLE OF CONTENTS

INTRODUCTION	page 2
VISION/VALUES	3
SELECT MISSION STATEMENT	4
STRATEGIC PLANNING ASSUMPTIONS	5
UW-RF GOALS 1995-2000	6
LONG RANGE PLANNING COMMITTEE GOALS	6
EXTERNALLY GENERATED GOALS	7
PRIORITY ACCOUNTABILITY GOALS	8
REALLOCATION AND REVIEW PROCESS	9
UW-RF GOALS, OBJECTIVES & ACTIONS 1995-2000	10
BRIEF HISTORY OF UW-RF	16
CURRENT UNIVERSITY PROFILE	19
ANNUAL BUDGET (1994-95)	19
APPENDIX A: LONG RANGE PLANNING COMMITTEE	20
APPENDIX B: LONG RANGE ACTION PLAN SUB-GROUPS	21
APPENDIX C: REALLOCATION AND REVIEW COMMITTEES	22
APPENDIX D: GOAL COMPARISONS	23
APPENDIX E: ORGANIZATIONAL CHART	24



REACH FOR THE FUTURE

As we “reach for the future” at UW-River Falls, we must focus on preparing graduates for an increasingly complex, uncertain, and diverse world. Successful adaptation to the challenges of the future will require especially adaptable graduates who thrive through challenge.

The priority goals, objectives and action plans outlined in this report are designed to guide us toward building a responsive and accountable learning community. They are the product of intense involvement by literally hundreds of faculty, staff and student members over several years. They incorporate goals and ideas generated from the Long Range Planning Committee, the Reallocation & Review Process, and the Accountability Measures identified by the Board of Regents.

This University will continue to offer a strong foundation in the arts, humanities, sciences, and social sciences. The development of generalizable problem solving skills, team learning, and oral and written communication skills will be emphasized in each of the areas.

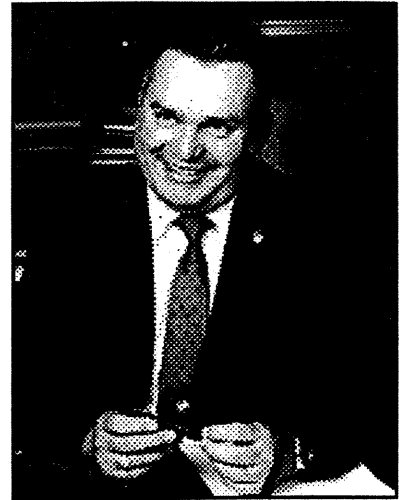
Each of our majors and graduate programs in the colleges of Agriculture, Education, and Arts and Sciences will integrate the appropriate use of technology into the curriculum. Every student will have an opportunity to test his/her adaptive abilities in real world settings through our cooperative education/internship program. International programs will be expanded to provide a gateway for our students to the ever expanding global marketplace. Continual refinement of our curricula will be necessary to produce graduates who can contribute positively to American society and the world at large.

Our vision is the recognition of the University of Wisconsin-River Falls as an exceptional undergraduate university with national acknowledgement of, or excellence in, select undergraduate programs while providing outstanding graduate programs in selected professional disciplines. Our ultimate goal is to produce graduates who engage in learning as a lifetime endeavor.

We will be striving to meet the goals outlined in this report in the presence of intense competition for resources. “Reach for the Future” is a planning process designed to help us respond to this challenge.

I thank all of the faculty, staff, students, administrators, graduates, and community members who contributed to the development of this plan. We look forward to the challenge of building the kind of learning environment that puts a promising future within each graduate’s reach.

Gary A. Thibodeau
Chancellor
University of Wisconsin-River Falls



Chancellor Gary A. Thibodeau



VISION

The University of Wisconsin - River Falls will be recognized as an exceptional undergraduate University with national acknowledgement of, or excellence in, select undergraduate programs while providing outstanding graduate programs in selected professional disciplines.



VALUES

We are committed to achieving our vision and mission through:

our tradition of shared governance,

free inquiry and expression,

respect for individuality and the preservation of dignity and privacy,

empowering each member of the university community to attain their fullest potential, and

an environment that is free of harassment and discrimination.



SELECT MISSION STATEMENT

In addition to the system and core missions, the University of Wisconsin-River Falls has the following select mission:

- (a) The University provides an excellent environment for learning, emphasizing the importance of faculty-student interaction in classrooms, laboratories, academic advising, and co-curricular activities.
- (b) The University offers liberal arts programs and degrees to meet regional needs in the arts, humanities, mathematics, natural and physical sciences, and social and behavioral sciences. The liberal arts also strengthen and broaden programs in the agricultural sciences, teacher education, and business administration.
- (c) The University offers professional programs and degrees in the agricultural sciences, agribusiness, and agricultural teacher education.
- (d) The University offers programs and degrees in the agricultural sciences, agribusiness, and agricultural teacher education.
- (e) The University offers graduate programs in education, agriculture, and other areas clearly associated with its mission. Development of cooperative graduate instructional programs with appropriate institutions is encouraged.
- (f) The University expects scholarly activity, including research, scholarship, and creative endeavor, that supports its programs at the associate and baccalaureate level, its selected graduate programs, and its select mission.
- (g) The University continues to develop interinstitutional relationships in cooperative research, graduate training, and undergraduate programs within the state, region, and world. As a border institution, the University promotes interstate cooperation.
- (h) The University provides students opportunities to develop an appreciation of the richness and diversity of American culture and is committed to representing this diversity in its staff and student body.
- (i) The University offers students the opportunity to increase their global awareness and sensitivity to other cultures. It also has a continuing commitment to provide opportunities for students to live, study, and travel abroad and to increase the number and diversity of international students on campus.
- (j) The University provides public service by using its resources to address problems and concerns throughout the state and region. Special emphasis is placed on cooperative extension, extension, and economic development outreach.
- (k) The University offers enrichment to the citizens of western Wisconsin and the St. Croix River Valley by providing artistic, scientific, and other cultural events, programs, and exhibitions.



STRATEGIC PLANNING ASSUMPTIONS

I. Demographics

The total population of the UW-River Falls immediate service area, including traditional and nontraditional students, will continue to increase at a faster rate than that of the State of Wisconsin.

There will be increasing demands as the portion of minorities and individuals that speak primarily a language other than English at home continues to increase.

II. Fiscal Resources/Revenues

State universities are not likely to receive any significant increase in GPR support during the 1990's, resulting in increased emphasis on reallocation of current resources from low to high priority areas and increased emphasis on interinstitutional cooperation and alternate delivery systems to reduce duplication and increase cost efficiency.

Technological advances will place a strong demand on scarce resources which have been primarily available through laboratory modernization/classroom modernization/computer access funds. Additional effort will need to be placed on securing outside sources of revenue to supplement operating and capital equipment budgets.

III. Physical Facilities

The state and the UW-System will require greater levels of planning and justification for all facility related projects and there will be increased pressure to fund projects with non-GPR dollars.

The state will emphasize maintenance of existing facilities rather than new construction or remodeling. A better matching of space and programs will be required.

IV. Academic Issues

The development of new academic programs must continue, but new program approval is likely to depend on the reallocation of base resources.

There will be a continued and growing emphasis on the transition from school to work, which will demand greater articulation between the schools, technical colleges, and the university system.

Information technology will continue to advance at a fast pace, which will allow development of alternative delivery systems and expanded outreach capabilities through distance learning.

The curriculum will need to be increasingly responsive to multicultural and international issues.

V. Economic Outlook/Labor and Community Needs

The US and Midwest economy will continue to grow, but as demands for manual and service industry positions continue to grow, the challenge will be to increase the number of well-paying jobs.

The university will need to provide leadership within the community to address multicultural and diversity issues, health care, aging, family services, rural development, and recreation.

VI. Human Resources

The university will strive to increase opportunities to increase diversity of human resources.

Opportunities for renewal, retraining and development will be essential for faculty and staff.

VII. Student Services

The student body is likely to become increasingly diverse in its demographic characteristics and demand more support services to assure academic success, retention and graduation.

Escalating tuition and fees in higher education will result in students seeking more employment opportunities across the campus and in the greater community.

Students will be more pre-selected by major as well as more academically capable.



UW - RF GOALS 1995-2000

These goals incorporate the goals and ideas developed by the Long Range Planning Committee, The Reallocation and Review Committees and the Board of Regents Accountability Measures.

Goal I. The University will continue to improve the recruitment, retention and graduation rates of high quality students.

Goal II. The University will infuse information technology throughout the curriculum and University to ensure technological and computing skills appropriate for all members of the University community.

Goal III. The University will continue to recruit and retain high quality faculty and staff.

Goal IV. The University will build a greater sense of community among students, faculty and staff.

Goal V. The University will enhance career development and services to students.

Goal VI. The University will expand opportunities for students, faculty, staff and constituents to work collaboratively and build internal and external alliances for the purposes of generating external funds and advancing areas of common interest.

Goal VII. The University will refine the curriculum to meet the needs of a rapidly changing society and the increasing enrollment and educational needs of the community, region and State.

Goal VIII. The University will continually review its operations to identify and allocate resources to achieve long range goals in light of budget realities.

Goal IX. The University will maintain an attractive and safe campus environment for the use and enjoyment of faculty, staff, students and visitors.

Long Range Planning Committee Goals

At the opening meeting for all faculty and academic staff in the fall of 1993, nearly 400 faculty and staff participated in a goal rating and brainstorming exercise to identify that groups' top priorities for the next five years. During the prior spring semester, a representative sample



INSTITUTIONAL ACCOUNTABILITY INDICATORS

(N=1380) of UW-RF students completed the College Student Experiences Questionnaire which included an opportunity to rate ten potential goals related to the future of the University. Combining the two lists, the following eleven goals were selected by the Long Range Planning Committee as deserving special attention:

1. Continue to recruit high quality students, faculty, and staff.
2. Improve retention/graduation rate of students.
3. Infuse information technology throughout curriculum/university.
4. Expand opportunities for students, faculty, staff, and constituents to work collaboratively.
5. Enhance career development and services for students.
6. Increase opportunities for faculty and staff development.
7. Build a greater sense of community among students, faculty and staff.
8. Increase diversity of faculty, staff, and students.
9. Improve gender cooperation and equity.
10. Refine the curriculum to meet the needs of a rapidly changing society.
11. Meet increasing enrollment and educational needs of community, region, and state.

Externally Generated Goals

The Governor's Office, Board of Regents, and University of Wisconsin System Administration have generated goals for all UW campuses that are designed to address public concerns, fiscal constraints, and national trends. The UW-RF Long Range/Strategic Plan must integrate these realities with the campus generated goals.

System-wide Accountability Goals

The 1993 Report of the Governor's Task Force on University of Wisconsin Accountability Measures was approved by the Board of Regents and is now in its second year of implementation:

The 18 goals for all UW campuses are:

1. Increase student satisfaction with their educational experience.
2. Improve services by assessing recent alumni satisfaction.
3. Increase faculty involvement in undergraduate instruction.
4. Support and expand UW-Madison's national pre-eminence in extramural research funding and maintain UW-Madison's national ranking. Continue to increase the amount of extramural research funding received by UW-Milwaukee.
5. Exceed the national average in writing and mathematical skills, as measured by the ACT-CAMP or a comparable national examination.
6. Continuously improve the graduation rate of undergraduates.



7. Maintain or improve the national/state ranking of undergraduate, graduate and professional students in licensure examinations.
8. Reduce the total number of credits to degree taken by undergraduates, while maintaining the integrity of degree programs.
9. Maintain or increase GPR/fee investment in instruction-related activities.
10. In May 1994, the Board of Regents approved Enrollment Management III, which provides a strategic plan for enrollments to the year 2000. If adequate resources are provided by the state, combined with institutional productivity gains, the goal is to achieve a 32 percent access rate system wide.
- 11a. Hire women and minority faculty at least in proportion to their availability among recent Ph.D. recipients. Hire women and minorities in the academic staff at least in proportion to their availability in relevant labor pools.
- 11b. Retain women and minority faculty at the same rates as white males.
- 11c. Tenure faculty members, regardless of race or gender, at the same rates.
12. Increase minority student enrollment, as outlined in the UW System's "Design for Diversity" plan, as well as minority student graduation rates.
13. Promptly investigate and resolve complaints of sexual harassment, resulting in an improved campus climate.
14. Increase professional development opportunities for faculty and academic staff. Monitor faculty recruitment and retention rates.
15. Reduce the maintenance backlog on institutional facilities.

16. Monitor the number of accidents, injuries and exposures experienced by university employees and increase awareness of safety procedures through education.
17. Continuously improve the career readiness of UW System graduates and the responsiveness of the UW System to the needs of Wisconsin businesses and professions.
18. Continuously improve the UW System's level of service to Wisconsin residents, as measured by enrollment in and satisfaction with UW-Extension Continuing Education courses and participation in UW-Extension, Cooperative Extension programs.



ACCOUNTABILITY GOALS

Each campus was asked to select a cluster of accountability goals on which it would focus special attention. The Long Range Planning Committee selected the following as UW-RF's priority accountability goals:

1. **Retention Rate:** To improve the first year to second year, second to third year, and third to fourth year student retention rate.
2. **Technological Competence:** To graduate all UW-RF graduates with up-to-date computer related and other technological skills appropriate to their choice of professional preparation.
3. **External Funding:** To increase faculty/staff participation in generating externally funded grant proposals.

4. **Career Development:**
To increase student participation in cooperative education/internship and other professional experiences.

5. **Quality of Incoming Students:** To recruit an entering freshman class in which eighty percent or more of the first year students rank in the top half of their high school class.

Each fall an annual report will chronicle the progress made toward meeting all of the above mentioned goals.

A specific objective of the reallocation and review process is to:

Increase the portion of the budget devoted to supplies and expenses from the current 6.9% to 12% by the year 2000.



REALLOCATION AND REVIEW PROCESS

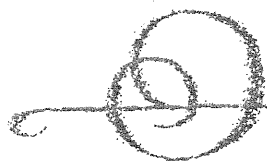
In the light of shifting priorities and the unlikelihood of an increase in State support, it was determined that the University needed to review all programs on campus to determine possible sources of funds for reallocation.

Currently (1995), 93% of the University's discretionary budget is devoted to personnel costs (salaries) leaving few resources for equipment, supplies, expenses, and new program development, and for the support of professional activities. To address this condition, a reallocation goal was established to:

Identify and allocate resources to achieve long range goals in light of budget realities.

All University departments presented written reports (144) and oral presentations to the Reallocation & Review Sub-Committees. The four sub-committees (Academic Programs, Academic Support Services, Administrative Services, and Student Support Services) reviewed these reports and made recommendations to the Reallocation & Review Steering Committee. The Steering Committee reviewed these recommendations and others, based on their own concerns, with the Chancellor over six and a half days of open hearings.

The Chancellor submitted the 1995-2000 UW-RF goals, objectives and action steps found in this document. These goals and objectives are the result of multiple recommendations from the Reallocation and Review Process, the Long Range Planning Committee, the Board of Regents Accountability Goals and the input from literally hundreds of faculty, staff, students and friends of the University.



UW-RF GOALS, OBJECTIVES AND ACTIONS 1995 - 2000

GOAL I: The University will continue to improve the recruiting, retention and graduation rates of high quality students.

Objective A. To recruit an entering freshman class by the 1997 fall semester in which 80% of the first year students rank in the top half of their high school class and exceed the national average in writing and mathematical skills.

Actions

1. Support and expand special day programs (i.e., Science, Agriculture, Technology).
2. Reallocate and increase scholarship resources and on-campus work opportunities.
3. Launch a public relations campaign to enhance recognition and image of UW-RF among our primary constituents.
4. Recommend the minimum number of credits for graduation be reduced to 120.

Objective B. To achieve a retention and graduation rate comparable to or exceeding the 50% rate of our UW System peer institutions.

Actions

1. Develop a campus-wide Retention Task Force, including the Recruitment, Admissions, & Retention Committee, to recommend and coordinate actions for improving student retention.
2. During first semester, provide students with a signed four-year study plan for completing degree requirements.
3. Have each degree program assess, and improve if needed, its advising practices.
4. Provide mid-semester academic progress reports for at risk students.
5. Examine, and improve if necessary, course availability, class scheduling and class section limits for all programs.
6. Systematically assess the satisfaction of current students and alumni with their educa-

tional experience at UW-RF.

7. Provide ready access for faculty and students to information necessary to facilitate advising and course scheduling.
8. Develop a Center for Student Academic Success by integrating the operations of Academic Support Services (PRIDE, Study Skills, Tutoring, Pre-Major Program), Personal Counseling & Development, Career Center, Student Health and other related services.

Objective C. To establish an Office of Institutional Research/Assessment by July 1996.

Actions

1. Develop a campus-wide integrated data base that will provide planning information across the University.
2. Develop an assessment model (policies and procedures) for measuring student and faculty improvement and establish benchmarks for academic programs and services.

GOAL II. The University will infuse information technology throughout the curriculum and university to ensure technological and computing skills appropriate for all members of the University community.

Objective A. To provide professional development for infusing technology throughout the curriculum by September 1996.

Actions

1. Survey all faculty and teaching academic staff members to create and disseminate a campus-wide profile of instructional uses of technology.
2. Identify perceived impediments to the expanded use of technology at UW-RF.
3. Provide each department with a customized analysis of its current assessment about what it

GOALS (continued)

means to be technologically literate within the discipline.

4. Identify technological literacy needs of faculty in terms of personal skill and degree of productivity.

5. Identify which technologies are useful for instructional strategies in the classroom.

6. Identify the applications of technology that can be used to change the ways faculty and students interact with the content of their disciplines.

Objective B. To establish a purchase, maintenance, replacement and training schedule for technology by September 1996.

Actions

1. Develop and gain approval of a budget to support appropriate information technology.
2. Review staffing and organizational needs to reduce duplication and meet unfulfilled needs.
3. Use Title III Technology Infusion plans, if appropriate.
4. Provide necessary technology and network access to all faculty, staff and students to create services and support which is seamless.
5. Merge information technology units into a single coordinated department.

Objective C. To install fiber-optic network backbone and intra-building wiring by January 1997.

Objective D. To develop a five-year plan by July 1996 for the use and advancement of distance learning and outreach programs, both credit and non-credit.

GOAL III: The University will continue to recruit and retain high quality faculty and staff.

Objective A. To develop equitable department, faculty and staff workload targets by July 1996.

Actions

1. Develop a consistent and easy-to-use workload form.
2. Set agreed upon graduation rates, SCH (Student Credit Hours) targets and number of advisees for each unit.
3. Establish equitable graduate and undergraduate faculty workloads.

Objective B. To review data annually to ensure that all new faculty and staff are hired at competitive salaries given their experience, qualifications and market conditions.

Objective C. To develop a standardized informational/recruitment/promotional package by July 1996 to advertise UW-RF's strengths and communicate information about the hiring, retention, tenure, and promotion policies, procedures and processes.

Objective D. To establish a coordinated faculty and staff development program by January 1, 1996.

Actions

1. Develop and gain approval of a budget for faculty and staff development.
2. Establish a faculty-staff development board and develop policies and procedures for allocating funds. In the Fall of 1995-96, \$40,000 will be allocated from the review process for faculty and staff development.
3. Ensure that faculty and staff development opportunities include tracks and support for:
 - grant writing
 - research
 - presenting papers
 - improvement of teaching
 - sabbaticals

- faculty and staff in areas such as use of technology, e-mail, distance education, voice mail, computers, understanding diversity, cooperative education, internships, team training, adviser training, mentoring programs, etc.

Objective E. To provide opportunities for all faculty and staff to receive the equivalent of two days of on-campus professional development by July 1997.

GOAL IV: The University will build a greater sense of community among students, faculty and staff.

Objective A. To establish a Campus Community Development Program by July 1996.

Actions

1. Develop and gain approval for a budget to establish a Campus Community Development Program.
2. Establish a Campus Community Hour each class week as appropriate.
3. Provide a schedule of training and educational programs during the Campus Community Development Hour.
4. Create a University theme, assign a common reading for all incoming students and develop in and out of class activities related to this theme.
5. Maximize involvement of members of the University community in the Campus Community Development Program.
6. Promote the development of a living/learning environment for students and staff.
7. Establish a campus beautification week involving faculty, staff, & students.

Objective B. To increase the diversity of faculty, students and staff and improve communication, cooperation and collaboration among all members of the University community.

Actions

1. Continue to support and expand campus-wide multicultural activities.
2. Enhance pre-college programs through a discipline-specific approach directed by academic departments.
3. Develop a plan for multi-year contacts with potential students, including a college skills diagnostic program for high school students.
4. Involve faculty from specific disciplines in diversity recruitment efforts.
5. Expand awareness training for faculty and staff including the nature of prejudice and tolerance.
6. Adopt goals and timetables in the University's approved Affirmative Action plan.
7. Conduct a periodic evaluation of the campus climate related to gender and diversity.
8. Continue and strengthen the faculty mentoring program.
9. Utilize internships and other supportive programs to enhance opportunities for women interested in careers in administration.
10. Increase frequency and type of interaction, including faculty development, that focus on diversity.

GOAL V: The University will enhance career development and services to students.

Objective A. To implement professional experience opportunities for students in all academic programs by July 1998.

Actions

1. Establish a University Professional Experience Advisory Team to assist the Director of Professional Experience programs and activities.
2. Establish or determine policies, procedures and processes for all university professional experience activities.

3. Provide and coordinate the distribution of career information to students.

Objective B. To review and revise curricula in all programs using feedback from professional experiences, alumni, and community leaders.

Actions

1. Encourage faculty to integrate career information into course work.
2. Include review of career development efforts in periodic program reviews.
3. Incorporate employability data, placement information and demographic trends into the campus database.
4. Regularly survey graduates, business and regional leaders on the quality and preparation of UW-RF graduates.

GOAL VI: The University will expand opportunities for students, faculty, staff, and constituents to work collaboratively and build internal and external alliances for the purposes of generating external funds and advancing areas of common interest.

Objective A. To build communication linkages (i.e., e-mail, news groups) between faculty, staff, students and constituents by January 1998.

Objective B. To obtain periodic feedback from external stakeholders, community leaders, advisory boards and professional groups as a method to build alliances.

Objective C. To develop comprehensive documentation that lists and briefly defines all existing formal and informal partnerships (alliances) and contracts (i.e., specific programs, on-going relationships, costs, gains, etc.) by September 1996.

Actions

1. Monitor the reciprocity agreement and communicate its educational and economic value to Wisconsin citizens.
2. Monitor existing articulation agreements to determine their effectiveness.

GOAL VII: The University will refine the curriculum to meet the needs of a rapidly changing society and the increasing enrollment and educational needs of the community, region and State.

Objective A. To encourage all programs to develop a long term plan designed to be responsive to student needs, economic changes and delivery challenges by September 1997.

Objective B. To review, coordinate and determine quality, cost and benefits of all campus international programs by January 1997.

Objective C. To work with the appropriate faculty governance groups to review and revise the general education and degree requirements for all academic programs by September 1997.

Objective D. To reduce the number of existing graduate programs from 12 to 5-7, undergraduate programs from 46 to 36-41 and pre-professional programs from 14 to 5-6 by July 1997.

Objective E. To establish a School of Business in the College of Arts & Sciences by September 1996.

Objective F. To change the name of the College of Agriculture to the College of Agriculture, Food and Environmental Sciences.

GOAL VIII: The University will continually review its operations to identify and allocate resources to achieve long range goals in light of budget realities.

Objective A. To establish by October 1995 a permanent Chancellor's Steering Committee to review campus operations and develop a process for the allocation of funds identified through the review process.

Objective B. To increase the portion of the budget devoted to supplies and expenses from the current 6.9% in 1994-95 to 12% by the year 2000.

Actions

1. Administrators will submit a plan for 1996-97 similar to the 1995-96 reallocation plan. The assessments for 1996-97 will be:

<i>Office</i>	<i>Assessment</i>
Chancellor/Vice Chancellor/Assistant Chancellor	\$144,641
Dean of Education	75,525
Dean of Students	20,183
Dean of Arts & Sciences	195,187
Dean of Agriculture	64,464
Total:	\$500,000

2. Resources will be internally reallocated for 1997-98, 1998-99, and 1999-2000 according to University needs following any required base reductions, such as the base cut in 1995-96 of \$388,100 and 1996-97 of \$371,800.

3. For the period 1997-2000, assessments will not be across-the-board reductions (formula driven) but will be based on equity and

programmatic actions taken through the review process. If the \$2,500,000 assessment were to be based on the same methodology used in 1995-96 and 1996-97, the amounts assessed to each area would be \$723,205 for the Chancellor/Vice Chancellor/Assistant Chancellor; \$377,625 for the Dean of Education; \$100,915 for the Dean of Students; \$975,936 for the Dean of Arts & Sciences; and \$322,319 for the Dean of Agriculture.

Objective C. To restructure over the next five years organizational units to access savings, increase efficiency and support the the University's long range institutional goals.

Actions

1. Merge information related units into one department.
2. Develop a single coordinated unit for international programs and advising.
3. Move the Psychology Department from the College of Education to the College of Arts and Sciences.
4. Eliminate the Graduate Dean position and assign the responsibilities of graduate programs to the Dean of Education and Graduate Studies.
5. Move the Departments of Communicative Disorders and Social Work from the College of Arts and Sciences to the College of Education.
6. Reassign the responsibilities of the General Services Department to other administrative departments.
7. Merge the Cashier's & Bursar's offices.
8. Develop a Center for Student Academic Success by integrating the operations of Academic Support Services (PRIDE, Study Skills, Tutoring, Pre-Major Program), Personal Counseling & Development, Career Center, Student Health and other related services.
9. Change the reporting structure of the Dean of Students and all Student Affairs programmatic-related activities from the Assistant Chancellor to the Provost/Vice Chancellor.

 GOALS (continued)

10. All auxiliary financial and facility activities will report to the Assistant Chancellor through the Budget Officer (i.e., Food Services, Hunt Arena, Conferences & Events).
11. Intramurals will move from Health and Human Performance to Student Affairs.
12. Merge the Departments of Elementary Education and Professional Studies and Secondary Education into a single department.
13. Review the possibility of reducing the number of academic and support department chairs/directors.
14. Initiate the process to develop a new major combining the Geography and Geology departments.
15. Reduce the number of undergraduate majors, master's and pre-professional programs.
16. The College of Arts and Sciences will move toward an organizational structure that contains units/programs in Science/Math, Social Science, Humanities/Fine Arts and a School of Business.
17. Phase out the general purpose revenue support for Extended Degree programs and convert it to a program revenue Distance Education Program.
18. The College of Education will move toward an organizational structure that contains the following units/programs: Department of Health & Human Performance; Department of Professional Studies (Social Work, Communicative Disorders, Counseling, School Psychology); Department of Teacher Education (Early Childhood, Elementary, Middle School, Secondary, Learning Disabilities, Reading, Supervision of Instructional Leadership, ME-PD, MSE, MAT, MST).
19. Develop function related teams to increase the lateral flow of information and decision making between administrative departments.
 - a. Enrollment Management (Admissions, Registrar, Financial Assistance, Controller)
 - b. Financial (Accounting, Accounts

Receivable, Purchasing, Budget Officer, Financial Assistance)

c. Physical Facilities (Facilities Management, Planning, Security, Budget Officer)

d. Advancement (Public Relations, Publications, Alumni, Admissions)

e. Information Technology Coordinating Council (Administrative and Academic Computing, Faculty Senate ITS Chair, Extension, Ed Tech Center, Library)

f. Human Resources (Personnel, Affirmative Action, Special Assistant to the Chancellor)

g. Auxiliaries (Budget Officer, auxiliary dept. representatives from both programmatic & fiscal/physical areas)

20. Review release time and overload policies and procedures.

Objective D. To work with the UW-RF Foundation to increase the endowment over the next five years.

Actions

1. Complete a capital campaign.
2. Establish an associate's program, named professorships and other donor recognition programs.

Objective E. To improve the productivity and efficiency of academic and classified staff by January 1997.

Actions

1. Establish 15-credit workloads for temporary teaching academic staff.
2. Review the need for 9 vs. 12-month contracts.
3. Determine appropriate departmental support staff workload levels.

GOAL IX: The University will maintain an attractive and safe campus environment for the use and enjoyment of faculty, staff, students and visitors.

Objective A. To monitor annually, and take corrective action when feasible, the number of accidents, injuries and exposures experienced by University employees, students, and visitors.

Actions

1. Increase awareness of safety procedures through education.
2. Develop departmental safety plans.

Objective B. To schedule classrooms and other campus facilities in compliance with State and Federal regulations and to insure the efficient use of limited resources.

Actions

1. Develop and implement a standardized course scheduling policy that best meets the needs of students.
2. Monitor and improve the utilization of classrooms and other prime facilities on campus.

Objective C. To maintain physical facilities that meet the needs of the University.

Actions

1. Reduce the maintenance backlog on institutional facilities.
2. Improve signage on campus.
3. Coordinate academic program changes with physical facilities plans.

Reaching for the future will be an evolving process that will require us to evaluate and adjust our goals and objectives to an ever changing environment.

DATE /EVENT

- 1875 State Normal School opens at River Falls to train teachers for the Northwest.
- 1875 First building is South Hall (now listed on the National Register of Historic Buildings).
- 1875 Warren D. Parker named president. Serves until 1889.
- 1875 Enrollment is 104 students in the normal and preparatory grades of the Normal Department, and 155 students in the grammar, intermediate and primary grades of the Model Department.
- 1889 J. Q. Emery named president. Serves until 1893.
- 1893 John Hull named president. Serves until 1894.
- 1894 Warren D. Parker named president. Serves until 1898.
- 1895 "The Normal Badger," the first campus newspaper, is launched. By 1912 it had evolved into the Meletean annual. In 1915, the Student Voice is formally created as the campus newspaper.
- 1896 Organized athletics begins with the formation of the first varsity team: baseball.
- 1897 South Hall is destroyed by fire that breaks out at night in a chemistry laboratory. Classes continue in Thelander's Opera House and individual faculty members' homes until South Hall is rebuilt on the original foundation and reopens in 1898.
- 1898 W. J. Brier named president. Serves until 1909.
- 1909 H. L. Wilson named president. Serves until 1911.

BRIEF HISTORY (continued)

- 1911 Jesse H. Ames named interim president.
- 1911 James W. Crabtree named president. Serves until 1917, and leaves the campus with 625 students, making River Falls the largest of the state's 10 Normal Schools.
- 1911 Bert E. Swenson is appointed the first athletic director for the school, and is elected president of the newly created League of Wisconsin Normal Schools, with formal schedules in both football and basketball. Over the next 18 years, the teams would capture 12 championships, with six undefeated seasons.
- 1912 The Department of Educational Agriculture is founded, eventually developing into a division, school and then College of Agriculture.
- 1914 North Hall constructed as second campus building. Now listed on the National Register of Historic Buildings.
- 1917 Jesse H. Ames named president. Serves until 1946.
- 1920 Ramer Field purchased to serve as site of athletic activities. This Ramer Field was located at the corner of Sixth Street and Cascade Avenue
- 1922 The first Homecoming is held on November 18.
- 1925 The Normal School begins revision of its curriculum to grant baccalaureate degrees and is re-named the River Falls Teacher's College. Student enrollment is 400.
- 1935 The academic strength of the Teacher's College is cited as the institution is accredited for the first time through the North Central Association.
- 1937 The Student Senate is chartered and its constitution adopted to represent student interests in campus activities.
- 1946 Eugene H. Kleinpell named president. During his first assembly, he moves students and faculty to divide the College into divisions of humanities, social sciences, and a professional division. Kleinpell serves until 1967.
- 1948 With new directions for the college after the end of World War II, an institutional review of the educational mission leads to the adoption of General Education courses to instill the precepts of liberal education. The University Foundation was formed as a means to accept gifts for the college.
- 1951 The institution is renamed as the River Falls State Teacher's College as a reflection of post World War II student demands for degree programs in addition to education. Enrollment stands at 649. Hathorn Hall constructed as first campus residence hall. Divisions of study are created: Agriculture, Education, and Arts & Sciences.
- 1954 Chalmer Davee Library constructed.
- 1955 Agriculture Science Building constructed.
- 1958 Stratton Hall opened as residence hall.
- 1959 Hagestad Student Center opened.
- 1960 The college informally adopts the motto that it is where "The Free Spirit Prevails."
- 1960 The first graduate programs are offered during summer session.
- 1960 Karges Physical Education Recreation Center opened.
- 1961 Prucha residence hall opened.
- 1962 Ames Teacher Education/Laboratory School opened to house College of Education.
- 1963 May residence hall opened.

 **BRIEF HISTORY (continued)**

- 1964** The College is renamed and merged into a new system as the Wisconsin State University at River Falls. Enrollment is 2,592. New heating plant constructed.
- 1965** Excellence in teaching is celebrated as the first two faculty members are selected for the Distinguished Teacher of the year award: Benny H. Kettlekamp of the biology department and Leland E. Wittwer of Animal Science. Johnson residence hall is opened.
- 1966** McMillan and Grimm residence halls opened.
- 1967** Richard J. Delorit named interim president.
- 1968** George R. Field named president. Serves until 1985.
- 1968** Rodli Commons dining building opened.
- 1971** With the merger of the University of Wisconsin System and Wisconsin State Colleges System, the University is renamed as the University of Wisconsin at River Falls. Enrollment is 4,255 students.
- 1972** Kleinpell Fine Arts Building houses College of Arts & Sciences divisions of humanities and social sciences.
- 1973** Walter H. Hunt Ice Arena constructed.
- 1977** Centennial Science Building constructed to house departments of physics, chemistry and psychology.
- 1985** Gary A. Thibodeau named chancellor.
- 1985** Horticulture major approved.
- 1986** Registrar Melvin Germanson is the first recipient of Chancellor's Award for Excellence.
- 1987** Robert P. Knowles Physical Education and Recreation Center constructed as health and human performance general education program building. College of Agriculture Greenhouse I Addition constructed.
- 1988** Biotechnology major approved.
- 1988** Intramural Fields developed.
- 1989** College of Agriculture Greenhouse II Addition built.
- 1990** Rural Development Institute established.
- 1991** Student Center Remodeled.
- 1992** First Honorary degree given to astrophysicist Fang Lizhi.
- 1993** South Hall restored and rededicated.
- 1993** Social Work program received certification.
- 1994** UW-River Falls' Foundation assets surpass 3.5 million dollars.
- 1994** UW System Board of Regents approve remodeling and expansion of Chalmer Davee Library.
- 1995** UW System Board of Regents approved replacement of Ames Teacher Education Center.

UW-RIVER FALLS
CURRENT UNIVERSITY PROFILE
FALL 1994

UW-RIVER FALLS
ANNUAL BUDGET
1994 - 95

Headcount Student Enrollment

- ❖ 5,420 students enrolled
- ❖ 4,942 undergraduates (91.2%)
- ❖ 478 graduates or post-baccalaureate (8.8%)
- ❖ 870 part-time (16%)
- ❖ 3,147 women (58%)
- ❖ 2,273 men (41%)
- ❖ 254 from ethnic minority groups (4.7%)
- ❖ 1,254 were 25 years of age or older

Full-Time Equivalent Student Enrollment (FTE)

- ❖ Total 4,864
- ❖ 4,627 undergraduates (95%)
- ❖ 237 graduate or post-baccalaureate(9%)

Faculty FTE (all funds)

- ❖ 258 full-time, permanent faculty
- ❖ 67 women (26%)
- ❖ 191 men (74%)
- ❖ 19 from ethnic minority groups (7%)
- ❖ 181 are tenured (70%)

Staff

- ❖ 120 academic staff
- ❖ 63 are women (53%)
- ❖ 57 are men (47%)
- ❖ 7 are from ethnic minority groups (6%)
- ❖ 208.98 classified staff in Fall 1994
- ❖ 124 are women (59%)
- ❖ 6 are from ethnic minority groups (3%)

Programs

- ❖ 46 undergraduate programs
- ❖ 12 graduate programs

General Program Operations (GPR/Fees)

Fund 102	\$28,912,948
Fund 105	\$685,014
Fund 107	\$61,146
Fund 109	\$969,000
Fund 110	\$1,969,400
Fund 114	\$306,106
Fund 402	\$36,492
Fund 403	\$28,210
Fund 406	\$46,415
Total	\$33,114,731

Program Revenues

Fund 136	\$697,764
----------	-----------

Auxiliary Operations:

Funds 123, 128, 129, 137

Student Assn. Organized Activities	\$309,623
Athletics	\$285,000
Intramurals	\$55,550
Health Service	\$227,692
Residence Life	\$2,882,750
Student Center	\$714,320
Food Service	\$2,302,913
Textbook Rental	\$410,201
Arena	\$251,015
Fleet Vehicles	\$31,280
Parking	\$137,610
Misc. Revolving Accounts	\$2,545,528

Total Auxiliary Operations	\$10,153,482
----------------------------	--------------

Total Program Revenue	\$10,851,246
-----------------------	--------------

Other External Resources

Gifts/Grants & Donations - General	
Fund 133	\$81,370

Federal Funded Financial Aid

Fund 144	\$942,179
Fund 145	\$361,751
Fund 146	\$359,295
Fund 147	\$1,005,318
Fund 148	\$2,200,000

Total	\$4,868,543
-------	-------------

Federal Indirect Cost Reimbursement

Fund 150	\$ 22,960
----------	-----------

Total External Resources	\$4,972,873
--------------------------	-------------

Total 1994-95 Operating Budget	\$48,938,850
--------------------------------	--------------


UW-RIVER FALLS LONG RANGE PLANNING COMMITTEE
1993 - 1995**(EXCEPT WHERE NOTED)****Chair****Dr. Judson H. Taylor****Provost and Vice Chancellor**

Dr. Gary A. Thibodeau, Chancellor
 Dr. Virgil C. Nylander, Assistant Chancellor,
 Administration & Finance
 Dr. Larry M. Albertson, Dean, College of Education
 Dr. Roger A. Ballou, Dean of Students
 Dr. Christina D. Baum, Director of Library
 Dr. Carmen J. Coballes-Vega, Representative,
 College of Education
 Dr. Brian E. Copp, Representative, College of Arts &
 Sciences (term expired 93-94)
 Mr. Mark Davidson, Student Senator (93-94)
 Mr. Jacque E. Foust, Representative, Faculty Senate
 Dr. Philip B. George, Chair, Faculty Senate (94-95)
 Mr. Waldo A. Hagen, Director, Facilities Manage-
 ment
 Dr. Dean W. Henderson, Representative, College of
 Agriculture
 Dr. Jan W. Hillard, Representative, College of Arts &
 Sciences (94-95)
 Ms. Nanette J. Jordahl, Assistant to the Provost/Vice
 Chancellor (94-95)

Ms. Angie J. Guptill, Student Senator (94-95)
 Mr. Shawn C. Kelley, Student Senator (94-95)
 Ms. Mary-Alice Muraski, Representative, Faculty
 Senate (94-95)
 Dr. Timothy E. Nissen, Representative, College of
 Arts & Sciences
 Dr. David Pepi, Representative, Faculty Senate
 Dr. Faye J. Perkins, Assistant to the Provost/Vice
 Chancellor (93-94)
 Dr. Neal H. Prochnow, Dean, College of Arts &
 Sciences
 Dr. Michael J. Reich, Associate Vice Chancellor/
 Dean, Graduate School
 Dr. Gary E. Rohde, Dean, College of Agriculture
 Mr. John Smith, Student (93-94)
 Dr. Nate Splett, Representative, Faculty Senate (94-
 95)
 Dr. Sally N. Standiford, Chair, Faculty Senate (93-94)
 Mr. Alan J. Tuchtenhagen, Admissions Director
 Dr. Purnendu C. Vasavada, Representative, Faculty
 Senate (93-94)

LONG RANGE ACTION PLAN SUB-GROUPS

*Committees on Priority Goals:***High Quality Student Recruitment**

Chair: Alan Tuchtenhagen

Open campus meetings were held. Also Discussions were held with the Recruitment/Retention Committee, the Admissions Office, department chairs and deans.

High Quality Faculty/Staff Recruitment

Chair: Glenda Morris

Charles Corcoran
Margo Lessard
Don Miller

Improve Student Retention

Chair: Larry Harred

Perry Clark
Jan Hillard
Don Leake
David Woodward

Improve Graduation Rate

Chair: Neal Prochnow

Brian Copp
Judy George
Kevin Jarek
Michael Keenan
James Mulvey
Rik Seefeldt

Infuse Technology (Computer Applications)

Chair: Michael Kahlow

Bradley Caskey
Howard Johnson
Joyce Malek
Michael Middleton
Hossein Najafi
John Nierengarten
Peter Nwaofume
Sally Standiford

Infuse Technology (Distance Learning)

Chair: Barbara Audley

Larry Albertson
Judie Cafilisch
William Campbell
Teri Crotty
Carole Gerster
Tracey Gladstone
Richard Kathan
Mark Kinders
Katrina Larsen

Kurt Leichte
John Nierengarten
Virgil Nylander
Neal Prochnow
Sally Standiford
Kimberly Schmidt
Gary Smith
Robert Tomesh
David Trechter
Gregg White
Bruce Williamson

Increase Collaborative Efforts

Chair: Roger Ballou

Kelly Cain
Maripage Dunn-Albertie
Tim Holleran
Tony Jilek
Peter Johansson
Alice Reilly-Myklebust
Barbara Rebhuhn

Enhance Career Development

Chair: John Hamann

Judith Emmett
Daniel Ficek
Tom Journell
June Schubert
Ronald Snell
Marlene Symes
William Warner

Enhance Faculty/Staff Development

Chair: Faye Perkins

Christina Baum
Richard Beckham
Teri Crotty
Terry Ferriss
Clarke Garry
Mary Alice Muraski
John Shepherd

Building a Sense of Community

Chair: Sally Standiford

Dale Braun
Stephen Feinstein
Bradley Gee
Mel Germanson
Kevin Jarek
Sharon Remund
James Schmidt
Gregg White

Increase Diversity of Faculty Staff

Chair: Glenda Morris
Carmen Coballes-Vega
Curt Lemay
Margo Lessard
Pascal Ngoboka
Reza Rahgozar
Margaret Swanson
Jose E. Vega

Increase Diversity of Student Body

Chair: Lisa Reavill

Kristina Anderson
Philip George
Joan Kennedy
John O'Grady

Improve Gender Cooperation

Chair: Glenda Morris

Kay Craighead
Michael Davis
Margo Lessard
Robbie Obermueller
Brenda Shearer
Margaret Swanson
Larry Testa

Refine Curriculum

Chair: Michael Reich

Robert Baker
Herbert Cederberg, Jr.
Samuel Huffman
Kurt Leichte
Ronald Neuhaus
Stephen Ridley
Ian Williams

Meet Enrollment Demands

Chair: Virgil Nylander

C. Bernhard Brohaugh
John Buschen
Robert Coffman
John Hamann
Monika Johansson
Alan Tuchtenhagen

Increase Faculty/Staff Participation and Number of Grant Proposals

Chair: William Campbell

Kathleen Cramer
Thomas Goerke
Brian Schultz
Margaret Swanson
David Trechter

REALLOCATION & REVIEW COMMITTEES

Steering Committee

Roger Ballou
 Kathy Daly/Larry Albertson
 Phil George
 Mary Halada*
 Terry Halvorson*
 Margo Lessard*
 Robert Milam/Jud Taylor
 Virgil Nylander, Chair
 Chris Patton
 Neal Prochnow
 Mike Reich
 Gary Rohde
 Gary Thibodeau
 Alan Tuchtenhagen

* Support Staff

Sub-Committees

Academic Programs

Agriculture:
 Arts & Sciences:

Robert Baker
 Michael Keenan
 Ron Snell - Chair
 Carmen Coballes-Vega
 Dale Braun
 Monika Johansson
 Suzanne Hagen
 Gene Arnst

Education:
 Academic Staff:

Administration:
 Classified Staff:

Academic Support Services

Agriculture:
 Arts & Sciences:

Gerald Nolte
 Janna Cowen
 Jan Hillard
 Sally Standiford - Chair
 Curt LeMay
 Valerie Malzacher
 Terry Ferriss
 Jerry Nelson
 Sara Timm
 Lori Horn

Education:
 Academic Staff:

Administration:
 Classified Staff:
 Students:

Administrative Services

Agriculture:
 Arts & Sciences:

Donavon Taylor - Chair
 Curt Larson
 Mike Padgett
 Mike Davis
 Kris Anderson
 Jan Quinn
 Waldo Hagen
 Manville Kenney
 Grant Staszak
 Nelda Behnke

Education:
 Academic Staff:

Administration:
 Classified Staff:
 Students:

Student Support Services

Agriculture:
 Arts & Sciences:

Dean Henderson
 Larry Harred - Chair
 Nan Jordahl
 Connie Foster
 Tom Journell
 Gretchen Link
 Lisa Reavill
 Jamie Harris
 Joel Donna
 Penny Redalen

Education:
 Academic Staff:

Administration:
 Classified Staff:
 Students:

GOAL COMPARISONS

UW-RF Goals	Long Range Planning Committee Goals	Accountability Measures	
		Regents	UW-RF
1. Improve the recruiting, retention, & graduation rates.	1,2	1, 2, 5, 6, 7, 8, 10, 12	1, 5
2. Infuse Information Technology throughout the University.	3		2
3. Recruit and retain high quality faculty & staff.	6	14	
4. Build a greater sense of community.	7, 8, 9	11, 12, 13	
5. Enhance career development services.	5	17	4
6. Expand opportunities for collaboration.	4, 11	18	
7. Refine the curriculum.	10	3, 9, 13	3
8. Identify resources to achieve goals.	12	15, 16	
9. Maintain a safe and attractive physical environment.			

#4 Madison/Milwaukee Only!

APPENDIX E
University of Wisconsin - River Falls
ORGANIZATIONAL CHART
8-95

Affirmative Action
 Athletic Policy
 Foundation, Alumni &
 Development
 Rural Development
 Institute
 Special Assistant
 to the Chancellor

CHANCELLOR

**ASSISTANT CHANCELLOR FOR
 ADMINISTRATION & FINANCE**

PROVOST & VICE CHANCELLOR

Academic Computing
 Academic Support Office
 Faculty Development
 Honors Program
 Library
 Mentoring Program
 Pre-Major Advising
 Registrar

**DEAN OF
 STUDENTS**

**DEAN OF
 AGRICULTURE**

**DEAN OF
 ARTS &
 SCIENCES**

**DEAN OF
 EDUCATION**

**DIRECTOR OF
 CONTINUING
 EDUCATION &
 EXTENSION**

**ASSOCIATE
 VICE
 CHANCELLOR
 AND DEAN OF
 GRADUATE
 STUDIES**

Budget Campus Planning Controller Accounting Cashier/Accounts Receivable Personnel & Payroll Facilities Management Purchasing Services Central Stores	Administrative Computing Financial Assistance General Services Media/TV Services News Bureau/Sports Information Legislative/Community Affairs Publications & Printing Security	Admissions Career Services Center for Adult Students Counseling & Testing Gay/Bisexual Support International Advising Multicultural Services Residence Life Student Center Conference Coordination Food Service Student Activities Student Health Women's Resource Center
--	---	--

5 Academic Depts. Agricultural Economics Agricultural Education Agricultural Eng. Tech. Animal & Food Sci. Plant & Earth Sci. Farm Operations Extended Degree	19 Academic Depts. Accounting Art Biology Business Administration Chemistry Communicative Disorders Economics English Geography History Journalism Mathematics & Computer Systems Modern Languages Music Philosophy Physics Political Science Sociology & Social Work Speech Communication & Theatre Arts Gallery 101	5 Academic Depks. Counseling & School Psychology Elementary Education Health & Human Performance Professional Studies & Secondary Education Psychology Athletics Intramurals W. H. Hunt Arena	Credit Extension Non-Credit Extension Pigeon Lake Field Station Summer School	Academic Assessment Curriculum Graduate Studies Grants & Research International Programs
---	--	---	---	---

F E N C E P O S T

VOL. 27 NO. 1

COLLEGE OF AGRICULTURE

Plant and Earth Science Wins Regents Award

by Heather Unnasch

The University of Wisconsin - River Falls Plant and Earth Science Department was recently selected as the recipient of the third annual Regents Teaching Award for Academic Departments and Programs throughout the 15-campus University of Wisconsin System.

The University of Wisconsin Board of Regents selected the department in the College of Agriculture as the receiver of the award based on faculty development through their work within the department. Department accomplishments included seminars, workshops, service to the community and region, funded research and the amount of published professional papers. Nomination forms were first evaluated by the campus and submitted to the Board of Regents by the University last spring.

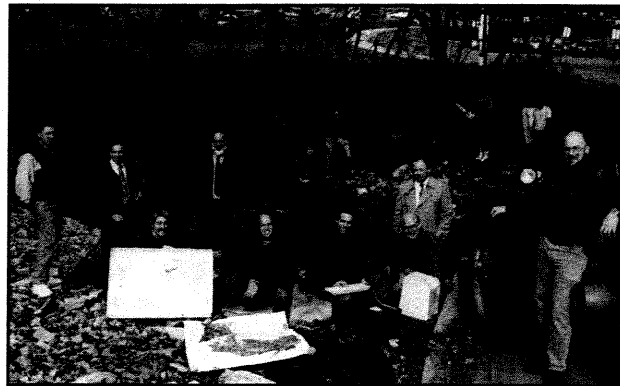
Department chair Sam Huffman and Ian Williams, Geology Professor, made a presentation and received the award on behalf of the department at the Board of Regents meeting December 8 in Madison.

The Plant and Earth Science Department combines six disciplines into its curriculum consisting of: horticulture, agronomy, geology, soil science, park and land management and conservation. The department currently consists of 20 faculty and academic staff members and 347 students hold their first major within the department.

Dean of the College of Agriculture, Gary Rohde noted that the department's variety is one of its major strengths. "This is a department that excels at collaborative relationships" between faculty who regularly share expertise, collegiality, as well as provide that to students through team teaching, seminars, internships, and student research projects

Chancellor Gary A. Thibodeau expressed his pleasure with the department's recognition, which he said not only points to its excellence, but serves as a reflection of the University's overall commitment to teaching.

"UW-River Falls has always placed a spe-



Plant and Earth Science Department missing from photo Steve Carlson, Terry Ferriss, Bob Baker

cial focus on teaching excellence. The Regents award is an indicator of that success. It represents the type of teaching that is pervasive at the University," said Thibodeau.

Faculty members teach all laboratories with many developing accompanying manuals, extensively integrate computers into instruction, emphasize undergraduate research projects and employ hands-on teaching.

The department also has been one of the most active on campus in the University's Collaboration Across Campus project. Funded through the U.S. Department of Education, it relies on faculty and students to apply classroom learning to campus improvement projects. At UW-RF, that has included redeveloping the North Hall grounds, upgrading the South Fork of the Kinnickinnic River, and reorienting the campus mall area around the Hagestad Student Center.

The department's objective is to prepare students who will take a leadership role in environmental activities from geologists monitoring ground water, to land management specialists citing waste disposal facilities, to agronomists battling pest infestations, to plant scientists engineering new plant varieties.

"These people will be at the forefront of science and be essential resources to the leaders of society in the years to come and, therefore, cannot afford to approach problems with a narrow focus. They must be aware of the interaction of their own

discipline with others, and the effects their actions will have on the problems being faced by their colleagues," the department explained in its nomination for the award.

Department chair Huffman said collaborative faculty activities to achieve those objectives reflect a department whose members relish their roles as instructors, whether in the classroom, the library or in the field. "Being the best teacher possible is the goal of every department member."

"When we recruit new faculty we emphasize that teaching is the primary function of the institution and the department," Huffman said. "We make it

very clear that the reward system is based on teaching excellence." Huffman added that all of the faculty members are dedicated to teaching first and foremost. "That's what we do well and the other things supplement that."

The department has a strong education base with faculty members that have received many prestigious awards. These awards include two University Distinguished Teachers of the Year—the highest award at UW-RF; three College of Agriculture Distinguished Teachers; an American Society of Horticultural Science Outstanding Educator, two Wisconsin Forage Council Outstanding Educators, and a Wisconsin Teaching Fellow.

Another source of departmental pride is community service by faculty and students. Community service projects include mentoring public school environmental programs, teaching in the College for Kids summer program for exceptional youngsters, teaching in Teen U for high school students of color Elderhostel classes, continuing education programs for teachers, and assistance to special interest groups such as gardening and rock and mineral clubs.

"There is a real appreciation in the department for this Regents Teaching Excellence Award," Huffman said. "It recognizes the efforts of our department's members in providing excellence in teaching for all of our students."



DEAN'S CORNER



*Gary Rohde,
Dean of the
College of
Agriculture*

“Change” in the College of Agriculture

In moving through the decade of the 1990's the theme is “change.” It is evident within government, business, and among universities. We are constantly hearing about cuts, consolidation, reallocation, right-sizing, down-sizing, restructuring, and changing to meet new markets and new demands.

The perception of many is that there have not been many changes that have occurred in our College of Agriculture over the past 10-15 years. In reality, there have been significant changes in programs and courses to reflect current and future needs of students completing their degrees and

entering careers in the food, agriculture and environmental science areas.

A summary of some of these changes during this period include:

- **Name and Focus**—We have strengthened our emphasis on business, technology and science within academic programs in the College. We have a comprehensive set of undergraduate programs available to students. We anticipate approval of a name addition effective 1996-97 that would become a “College of Agriculture, Food and Environmental Science”

- **Facilities Improvement and Updating**—Ag Engineering Addition opened in 1978, Food Science Addition in 1982, Greenhouse Expansion completed in 1991, numerous livestock facilities on Laboratory Farms added, along with plans for a new dairy teaching facility in 1997-99.

- **Academic Programs**—New interdisciplinary majors in Biotechnology and Marketing Communications. A Plant Science major that became separate Agronomy and Horticulture majors. The addition of an Environmental Engineering Technology option in Agricultural Engineering Technology, and a proposed Environmental Science option in the Soil Science major. Elimination of majors in Earth Science Education, Farm Management, Agricultural Economics, Recreation/Park Administration options, and a proposed phase out of the M.S. in Ag and Applied Economics.

- **Course Offerings**—New course offerings in recent years that include Food Engineering, Integrated Pest Management, Soil & Water Pollution, Ag Communications, Agri-business Firm Management, Plant Tissue Culture, Hydrogeology, Landscape Construction, and Orientation to College.

- **Special Programs:**

- * Approximately 30 courses available through an Extended Degree Program.

- * 13 Faculty with joint Coop Extension and teaching appointments.

- * Development of Ag Resource Center within the university-wide Rural Development Institute.

- * About 200 students placed per year in a strong, successful Cooperative Education/Internship Program.

- * Successful contracts and grants resulting in many international students in the College and faculty opportunities to travel and teach in other countries.

- * Applied research grants that involve one-half of our faculty each year.

These initiatives represent a strengthening and series of changes within our College of Agriculture in the past two decades. We have attracted additional students and developed a strong outreach program in working with industry and business. Employment opportunities for our graduates remain strong and we foresee continued excellent opportunities for careers in the food, agriculture, and environmental science areas.

Our College and University are currently participating in a continuing review and reallocation process that will allow us to “reach into the future.” Over the next five years staffing levels will be reduced and additional funding will be available for supplies and services, capital, and general support for the instructional program. This process will ensure a continuing “change” for our College as we approach the year 2000 and beyond. We are also hopeful that through this “period of change” continued support and funding for higher education will be a priority for citizens in our State.

Westberg Receives FFA Honor

by Kari Skiba & Shannon Johnson

Fay Westberg, University of Wisconsin-River Falls Agricultural Education Program Assistant, received the Honorary State FFA Degree at a ceremony held June 14, 1995 at the Madison Civic Center. The awards presented to Westberg and other agricultural professionals were to honor their contributions to the field of agriculture. A total of 24 Honorary State FFA Degree's were awarded at the Annual Wisconsin State FFA Convention.

“One of the most important parts of my job is to promote positive public relations,” states Westberg. As Program Assistant, Westberg supports agricultural professors at the university by scheduling their appointments and making sure reservations are set for conferences, meetings, and other events. She corresponds with high school and technical college agriculture instructors to share information on field testing curricu-

lum materials, distributes teacher vacancy notices, and responds to questions concerning agricultural programs at the University of Wisconsin-River Falls.

Westberg communicates with the student and intern teachers by keeping them informed of updates in the program, graduation deadlines, and activities on campus. She also schedules the professors' visits to the student and intern teachers. Westberg handles the promotion of programs such as the annual Agricultural Technology Contest, Minnesota FFA judging and the Agricultural Education for Elementary Teachers program. She accomplishes her work through phone calls, sending fliers and brochures and handling the registration process. “I think that kind of dedication and commitment is why you get the award,” asserts Dr. Gerald Matteson, Agricultural Education professor.

For the past eight years, Westberg has been the Program Assistant in the Agricultural Educa-

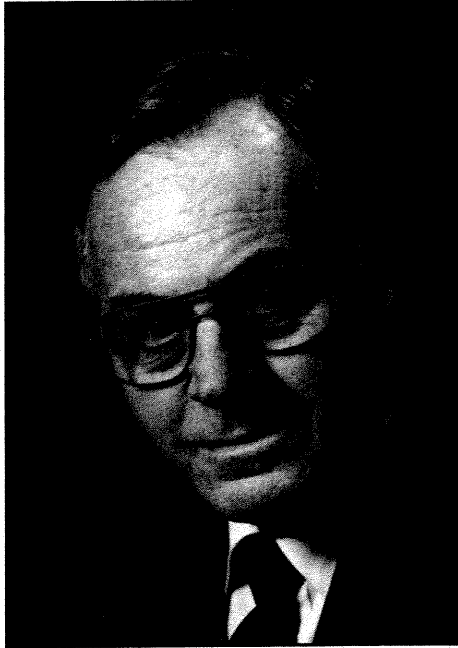


Westberg

tion Department where she has made many contributions of her time and talent. Matteson comments, “Fay puts more into the job than is required.”

A Farewell To Dr. Leland Wittwer

by Perry Clark



Wittwer

Dr. Leland S. Wittwer, beloved and long-time Professor of Animal Science at University of Wisconsin-River Falls, passed away on September 9, 1995, in New Glarus, Wisconsin, at the

age of 76. He was born in 1919 in Paoli, Wisconsin, and was raised near Belleville, Wisconsin. At the age of 21, he was employed by the Larro Research Farm owned by General Mills Inc. and remained there until 1948 with time off for active duty in the U.S. Army from 1941-1945. Dr. Wittwer received his B.S. degree at Michigan State University in 1952 and M.S. and Ph.D. degrees from Cornell University in 1954 and 1956. He taught at the University of Massachusetts for two years before coming to River Falls.

Dr. Wittwer positively influenced the lives of thousands of students during his 27-year teaching career at UW-RF (1958-1985). Dr. Wittwer's commitment to teaching is summed up in this quote: "Teaching extends beyond the scheduled class period time. Teaching involves recruitment of students, counseling, help sessions to supplement the classroom, club activities, alumni relations, and recognition of the individual student as a member of a family and community. To teach is to know people. The good teacher establishes respectful friendships and in turn stimulates and perpetuates the learning process. The good teacher makes learning a challenge as well as an enjoyable and rewarding experience."

One former faculty member remarked that Dr. Wittwer's education and sensitivity were so complete that when he lectured about Ayrshire cattle he included selections from Robert Burns' poetry. He was acknowledged by both faculty

and students for his contributions and was honored with the first Distinguished Teacher Award (1965) given on campus. The concept of "The Fence Post", a newsletter for graduates of the College of Agriculture, was his idea.

Dr. Wittwer never married and his students became his "family." He took a personal interest in each student, usually memorizing their home town or the names of family members. Known for his excellent memory skills, students can tell of walking into his office after being out of school for 10 or more years and being called by name. He could often be found in the campus or city library reading newspapers from around the state to keep track of the activities of graduates.

His love of travel sent him to a number of interesting places during summer vacations, including Africa. He usually brought slides of interesting sights he had encountered and wove them into his nutrition lectures. Local geography was also an attraction for him. He would often drive a different route home to Belleville just to see some new areas of Wisconsin and identify the farm homes of his students by the names on the mailboxes and stop in for a visit.

Survivors include a brother Emil, of Belleville; sister Alma Sandvig of LaJunta, Colorado; sister-in-law Clara Wittwer of Belleville, and half-sister-in-law Iva Wittwer of Eau Claire, Wisconsin. A scholarship fund is being established in Dr. Wittwer's name.

UW-River Falls Professor Discovers New Species

by Brian Kuhl & Chris Mason

University of Wisconsin-River Falls Geology Professor, Dr. Mike Middleton was honored by his colleagues by having a newly found species of lizard named after him. During his doctoral study in Colorado, Middleton uncovered the never before discovered lizard fossil.

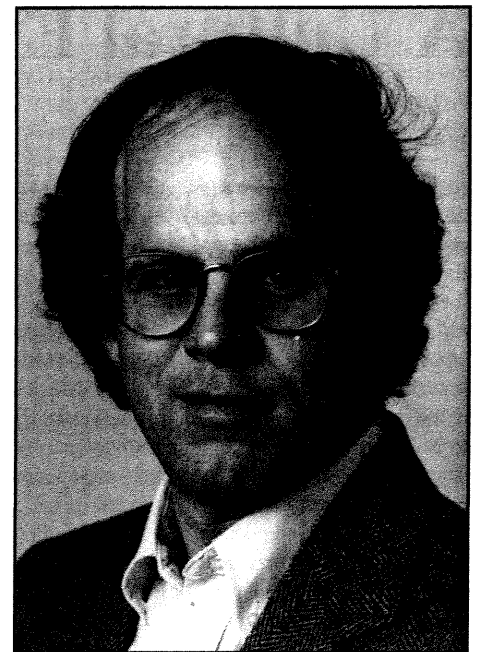
Middleton was working near the outskirts of Denver, Colorado, discovering and researching the fossils of mammals that lived about 64 million years ago; which is about 1 million years after the dinosaurs went out of existence. As Middleton searched for and pieced together these fossils, he learned that the majority of his reptile findings had already been recorded. But as he sifted through some excess debris he found the jaw and skull fragments of a reptile.

"I'm a mammal specialist, not a reptile specialist, so I left the lizard unnamed," stated Middleton. A group of "lizard specialists" researched the species and decided to name it after its founder, Dr. Mike Middleton.

Palaeoscincosaurus middletoni is the name of the newly found species which closely resembled today's lizards. Palaeo originates from the Greek word meaning "ancient," scinco refers to the lizard family, and saurus means "lizard". Middletoni, of course, came from the man who discovered the fossil.

According to Middleton, the process of giving these new species names is very effortless. The name usually refers to the fossil's finder, the location of the find, or anything that may be interesting to the researcher. Oddly enough, Middleton named one of his findings after his wife.

The finding of the lizard fossil may be published in a national science magazine. However, the date of publication has not been finalized as of this time. The lizard fossil and other findings by Middleton are currently located at the University of Colorado in Boulder.



Middleton

STUDENT ACTIVITIES

Dairy Teams Win Expo!

by Jenny Meyer

The University of Wisconsin-River Falls Dairy Judging team won first place at the World Dairy Expo Contest on October 3 in Madison, WI. The team was coached by Animal and Food Science Professor Perry Clark and consisted of **Jennifer Berg**, West Salem, WI; **Kelli Tuman**, Hutchinson, MN; **Reid Stransky**, Owatonna, MN; and **Rebecca Walker**, Bloomer, WI.

This feat was no surprise to coach Clark, "We have a well balanced team, deep in talent. At the beginning of the year our goal was to win the expo contest. The team members worked very hard during practice and did a lot of work on oral reason on their own," said Clark.

Twenty-six teams participated in the contest. River Falls beat some big name college judging teams, such as, UW-Madison, Cornell University, and Virginia Tech. "After hearing those three teams named, we knew we had won," stated team member Tuman.

Berg placed first over 104 individuals in the contest to lead the River Falls team. Tuman placed sixth and Stransky finished 20th in individual competition.

Clark credits the team's success to the different backgrounds the team members come from; Walker and Stransky are from Holstein farms, Tuman is from a Brown Swiss farm, while Berg



Pictured from left to right Perry Clark, Kelli Tuman, Rebecca Walker, Jenni Berg, and Reid Stransky

grew up on a Guernsey farm.

Tuman summed it up by saying, "Despite the fact that we may not be close personal friends outside dairy judging, winning the Intercollegiate Dairy Judging Contest at Expo created a bond we will share forever and will never experience with another group. It is something that cannot be easily put into words."

New Sign at Lab Farm 1

by Mary Leist & Chris Guenterberg

Two years ago, Dr. Gary Rohde, Dean of Agriculture, proposed a project to the Agriculture Alumni Association in the form of a new sign at Lab Farm 1. This past July the project was completed by the Alumni, who has for many years funded projects for UW-RF students.

The old sign was very small. It didn't advertise any activities or events that were taking place at the farm. A new sign was needed to promote the University Lab Farm.

Lab Farm 1 hosts various activities throughout the year. In the fall, the farm plays host to the UW-RF Rodeo and the Indianhead Polled Hereford sale. These two major events are advertised in the farm's new sign. The Agriculture Alumni also decided on making the new sign portable in case it had to be moved in the future.

Katrina Larsen, Executive Secretary of the Agriculture Alumni Association, states "\$1500 from the Agriculture Alumni Association and \$600 in various donations were raised for this sign." The total cost of the sign was \$2500 with Lab Farm 1 paying the difference of the bill. Jerry Nechville, Agricultural Engineering, helped Campus Planning with the design. "The sign will give the UW-RF campus more uniformity," said Nechville.

College of Agriculture students have benefited from the Agriculture Alumni Association's willing financial support. An upcoming project for the Association is the laying of new carpet for the student lounge in the Agriculture Science Hall basement.

Mexico — A Cultural Experience

by Amy Burbach

For the fifth consecutive year, UW-RF students and faculty journeyed to Mexico over semester break to take part in "Mexico: a Cultural Experience," a modern language class offered by the university.

Ancient ruins, agricultural regions, and coastal cities were among stops the group made over their three week bus trek from Central Mexico to the Eastern coast. The group found the country to be diverse in terms of culture and geography. They stayed several days in each region and soaked in the uniqueness of every area.

The class is intended to be a cultural understanding experience rather than a Spanish language class. "It's a neat way for students to fulfill their diversity requirement," said Dr. Tony Jilek,

Professor of Animal Science and faculty representative.

The group visited the urban centers of Mexico City and Guadalajara. They experienced Mexican agriculture by visiting poultry, swine and cattle operations in the central region of the country. Aztec and Mayan ruins brought them in touch with lost civilizations. An old monastery in the revolutionary town of Taxco was their hotel, and students thought it had "lots of character." Puerta Vallarta and several days at the beach brought the trip to an end and the class back to the reality of life on campus.

Representatives of the College of Agriculture included Jilek, Dr. Gerald Nolte, Agricultural Economics Department Chair, and 10 of the 30 students.



UWRF Animal and Food Science Department Held Russian Trainers Workshop

by Kevin Ballman, Diana Slepicka, Jake West

A three day workshop for 10 Russian business managers was held at University of Wisconsin-River Falls this past September. Dr. Dean Henderson, Dr. Anand Rao, and Dr. Purnendu Vasavada led the workshop sponsored by Land O' Lakes World International Development Division. WIDD's goal is to enhance technical experience, cultural experience, and educational aspects of foreign business leaders. The Russian Trainers workshops is a continuing effort of the Animal and Food Science Department faculty to provide resources and training to international visitors.

Through discussions and some hands-on experience, the food science areas covered in the workshops included an overview of the United States meat industry, meat products, global issues in microbiology and food safety.

Henderson said, "The workshop was a great success. It provided the professors involved the chance to expand their knowledge by talking to the Russians who took part in the workshop."



Anand Rao, Purnendu Vasavada, Gary Rohde and Russian visitors

Henderson added, "It is the knowledge we gain from these types of experiences that allow us, as professors, to make our students more globally aware without taking a field trip to Moscow."

"The Russian visitors were extremely impressed with our faculty and facilities. They enjoyed the opportunity to meet with Dr. Gary Rohde, Dean of the College of Agriculture, to discuss various aspects of Wisconsin agriculture," stated Dr. Vasavada.

River Falls Professor — Economics Training in Hungary

by Ann Schmitz & Melissa King

Dr. Larry Swain, University of Wisconsin-River Falls Agricultural Economics Professor is currently involved in an economics training program in Cserhat, Hungary. Swain received a grant addressing the development of officials in Hungarian government. The goal of the program is to build and operate a democratic governing process which will help this rural region grow economically. The Hungarian people have had a difficult time adjusting to recent governmental changes. According to Swain, "The conditions in north Hungary are poor and underdeveloped."

"No money development" is Swain's catch phrase for the program. He believes the people must be developed first. Then they can learn about marketing and how their resources can positively affect their economy. Resources abundant in this region include sunflowers, rosehips, and vineyards. Swain believes the Hungarians need training and guidance so they can benefit from these resources.

The program has many different stages but its one main goal is to improve social and economic conditions in the region. First, Swain will

help train 60 local Hungarian officials to help establish more effective government. Participants will learn administration, management, and regulations of business and industrial development. Different plans for communities will be organized. "People in the communities welcome Swain and his ideas. He has many good suggestions," according to Katrina Larsen, Director of the Extended Degree Program.

Programs to help strengthen cooperation between villages will also be developed. Leaders will form information and training networks to develop trainers. Once training has been completed, results of this program will be monitored by focus groups to determine if the program is having positive effects on local communities.

Initial information was gathered in August to start the program. This past autumn, Swain took two trips to Hungary. He plans on a follow up trip this spring. This coming summer, 12 Hungarian participants will visit Wisconsin and Minnesota. These visitors will be selected from the 60 officials trained in the program.

Overseas Ag Exchange

by Melissa King

European countries offer a variety of environments and experiences for Communicating for Agriculture (CA) program participants. CA is for young farmers and agricultural students, ages 18 to 28, who would like to be a part of the exchange. American students live and work with host families in different European countries.

"This program gives young people a chance to broaden their horizons and experience different cultures," according to CA Director Barbara Nelson.

CA's goal is to give young people the chance to learn and gain experience about agriculture. It helps the next generation of farmers and agribusiness managers understand our markets better, and what is new in production methods. This program gives young people a chance to rediscover the benefits of farming and the rural way of life. One objective is to strengthen and improve mutual understanding between the countries involved through the establishment of contacts between trainees and their hosts. Nelson states, "The best aspect of this program is that it allows young people to see a positive change in themselves."

Workers, or trainees, receive training on farms and in agribusiness during stays that last three to 12 months. Five scholarships are awarded by CA, and are valued between \$2000 and \$2500 each. The deadline for scholarship application is February 1, 1996, for the spring and summer of 1996 exchange experience.

Two years ago, I had the opportunity to participate in the CA program and lived on a 90 acre dairy and sheep farm in Ireland for three months learning about Irish culture. The Irish are extremely laid back but very hard working. They are friendly and always find time to stop and talk. It was very interesting how modern their milking parlor was, yet how old fashioned their method of herding sheep seemed. It was this combination of modernization and old traditions that was fascinating.

This spring I visited my host family again. It is nice to be able to stay in touch with them through letters and visits. It helped me become more independent and much more knowledgeable about worldwide agriculture.

For more information contact, Communicating for Agriculture Scholarship and Education Foundation, 101 East Lincoln Avenue, Fergus Falls, MN 56537. 1-800-432-3276, or the Dean's office.

STUDENT ACTIVITIES



20th Annual Crop Show Results

by Heather Unnasch

The 20th annual Crops Show and Contest was held on November 14, 1995 in the Agriculture Science Building, with more than 50 entries in various forage and crops classes.

According to Steve Carlson, Agronomy Professor, entries were down, but the contest was later and certain crops, such as oats, were weath-ered. Carlson also recognized that there was some corn bore injury. However, Carlson noted, "There were still enough crops for a good contest."

The contest is open to any university student or faculty that wishes to enter their crop in the event and is judged by students in the Forage, Small Grains, and Corn and Soybean Production classes as part of their curriculum. Students spend a lot of time before the contest learning about the crops and how to identify a quality product, Carlson said. "It's a neat and practical experience for the students. Most importantly the contest gives students the opportunity to make meaningful decisions in evaluating crops. It also gives recognition to the university and the participating students."

UW-RF student, **Terri Wranosky**, River Falls, WI, of the Forage Crop Production class said, "You learn the correct technique of judging and what to look for in a forage."

The contest consists of 13 classes of grains, forages and miscellaneous categories. The results of the contest are as follows:

Corn Silage: 1st place, **Matt Cihlar**, Mosinee, WI; 2nd place, **Kevin Ellefson**, New Auburn, WI; 3rd place, **Brock Bailey**, Tomah, WI.

Ear Corn: 1st place, **Dan Craig**, Big Bend, WI; 2nd place, **Jim Beining**, Stratford, WI; 3rd place, Kevin Ellefson.

Haylage: 1st place, Kevin Ellefson; 2nd place, **Nick Seiter**, Onalaska, WI; 3rd place, Jim Beining.

Longest Ear of Corn: 1st place, Brock Bailey; 2nd place, Dan Craig; 3rd place, Jim Beining.

Legume hay: 1st place, **Peter Morrow**, River Falls, WI; 2nd place, Brock Bailey; 3rd place, Jim Beining.

Mixed legume grass hay: 1st place, **Michele Noterman**, Hayfield, MN; 2nd place, Brock Bailey; 3rd place, Jim Beining.

Most perfect ear of corn: 1st place, Michele Noterman; 2nd place, Brock Bailey; 3rd place, Jim Beining.

Oats: 1st place, **Tom Georke**, Professor of the animal science; 2nd place, **Matt Baumann**, Edgar, WI; 3rd place, Brock Bailey.

Shelled Corn: 1st place, **Rob Badger**, Lake City, MN; 2nd place, Matt Cihlar; 3rd place, Michelle Noterman.

Soybeans: 1st place, Brock Bailey; 2nd place, **Chad Allen**, Reedsburg, WI; 3rd place, **Rod Erdman**, Van Dyne, WI.

Food Symposium Held at UW-RF

Courtesy of News Bureau

The fifteenth Food Microbiology Symposium was held at the University of Wisconsin-River Falls October 25-27. The symposium consisted of lectures and workshops to look at new information on pathogens, toxins and contaminants that may be present in food and the environment.

Lectures related to foodborne pathogens, toxins, safety, quality and shelf-life of foods were presented by various speakers from academia, industry and regulatory agencies. Presentations were also made by companies involved in the development and marketing of analysis methods for food, water and environment.

A Rapid Methods and Automation in Food Microbiology Workshop was conducted as part of the Symposium by microbiologists and applications specialist. It provided demonstrations and discussions of methods and instruments used in microbiology.

Some of the conference participants included conference director Dr. Purnendu Vasavada, Dr. Vinay Chowdhry of Dupont Food Quality Management Systems, Reginald Bennett of the Food and Drug Administration and Dr. Philip Myers of Tecra Diagnostics of Sydney, Australia.

NAMA Members Prepare

by Lynn Krentz

As the 1996 National Convention of the National Agri-Marketing Association approaches, the University of Wisconsin-River Falls chapter is actively making plans for the annual Marketing Plan Competition.

This year's committee has split into groups constructing two plans, versus the traditional one plan. According to Marketing Plan Chairman, **Corbet Peterson**, River Falls, WI, several factors have allowed for the change. "Last spring we had two ideas. We split into two groups in order to gather preliminary information for each over the summer. When it came time to decide between the two, we found that both ideas had a great deal of potential," stated Peterson.

Committees in the past have consisted of six to nine members compared to 12 members in 1995-96.

"We went with both plans to ensure that everyone interested in working on the plan had an opportunity to gain the experience that the planning process had to offer. We also wanted to explore both ideas to their fullest potential," commented **Vicki Kaltenberg**, Cottage Grove, WI, NAMA President and marketing plan member.

However, preparing more than one plan prior to convention isn't unusual to the nationwide NAMA student organization. Chapters belonging to universities with larger student populations have been doing this for several years. Membership size at these universities made it possible and sometimes necessary.

Competition rules, as set forth by the National NAMA organization limit each student chapter to one marketing plan presentation at convention. Only one plan will compete in San Diego, CA. on April 8-10. The decision between the marketing plans will be made prior to the winter semester break by a panel of professors and professional marketers.

Student chapters choose an agricultural product or service, real or fictional, and construct a marketing strategy. The plan must identify the target customers for the product or service, as well as the potential growth, competition and sale of the product, and plan of action. These issues are submitted in the form of a written summary and an oral presentation in front of a panel of professional marketers at the National NAMA Convention.

Macedonians Study Cheese Making at UW-RF

Courtesy of News Bureau

The University of Wisconsin-River Falls recently hosted a group of seven Macedonian cheese producers who came to the university to learn about quality control during cheese production. Macedonia is a Mediterranean republic that touches the Aegean and Adriatic Seas.

UW-RF Dairy Plant manager Ranee May, along with several UW-RF faculty, provided the guests with a short course in the technical training needed in cheese making. Topics discussed included milk composition, microbiology, cheese making, quality control and the health hazards.

"The best thing about these groups is that they are so enthusiastic," May said. "They are very pleasant to be with."

The UW-RF program was a part of a three-week U.S. study tour for the Macedonians, sponsored by Volunteers in Overseas Cooperative Assistance and Agricultural Cooperative Development International. The participants spent three days at UW-RF in October.

May said the main principle behind the program was to help the guests "develop their enterprises into self-sustaining businesses."



Food Technology Workshop at WVAI

by *Kristen Hansen & Christy Bohm*

Food Science is a growing and exciting area in agriculture. This summer some Wisconsin high school agricultural education instructors learned about this science in a hands-on workshop at the 1995 Wisconsin Association of Vocational Agriculture Instructors WVAI Summer Conference.

Dr. Dean Henderson and Dairy Plant Manager Rane May, University of Wisconsin-River Falls Animal and Food Science Department, presented a workshop in food technology and food processing at the annual conference held in June. Twenty high school instructors participated in this two-part graduate credit workshop. Instructors received one credit for participating in the workshop in Madison, and one credit for taking part in the lab experience at UW-RF.

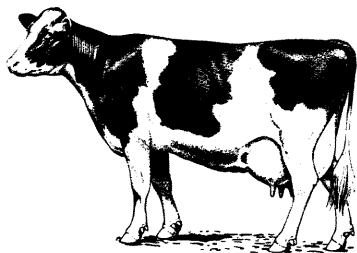
"We're trying to get the message across that food science isn't cooking, it's a whole different thing," said May. Topics discussed at the workshop included: what is food science, how it came to be, and possible careers in the industry.

The hands-on portion of the workshop, held at UW-RF, allowed instructors a chance to practice some of the experiments they would be taking back to their classrooms. Experiments included making ice cream, cheese, and sausage.

Henderson, who worked with the meats portion of the workshop, thought the program had benefits for the high school instructors involved as well as for the agricultural industry. "In the agricultural classrooms instructors teach beef, swine and dairy. We, as food scientists, deal with the end product. We all eat so the better we are informed, the better consumers we will be," Henderson concluded.

Food Science seems to be gaining popularity in the classroom. "Schools are actually developing entire curriculums for food science. It's no longer just a little unit in the agriculture curriculum," states May. "More students are becoming interested in food processing and in FFA judging contests such as dairy foods, meat and poultry products evaluation," she concluded.

Henderson believes once instructors learn the basics of food science, then the workshops can emphasize on individual food science areas.



Cordua Inducted in Hall of Fame

by *Jesse Singerhouse & Eric Onan*

University of Wisconsin-River Falls Geology Professor Dr. William Cordua was recently inducted to the Rockhound and Lapidary Hall of Fame, in Murdo, South Dakota. The hall annually inducts six honorees in specific categories.

Dr. Cordua was nominated by the St. Croix Rockhound Society for his work in educational geology. Cordua was the first to be inducted from this area. Pete Rodewald, a member of the St. Croix Rockhound Club complimented Cordua for his education, writing, mapping, and discoveries in the area. Rodewald states, "Dr. Cordua is a professional of professionals, a walking encyclopedia of geology, and a man who eats, sleeps and drinks geology."

Cordua's interest in geology began at an early age when he started collecting fossils and rocks. As his love for geology continued, he attended George Washington University and graduated with a B.S. in geology. Teaching never crossed his mind until he attended graduate school at the University of Indiana where he graduated with a doctorate degree. After 22 years of teaching at UW-RF, Cordua says that his greatest geological experiences were: visiting Mt. St. Helens, Meteor Crater Arizona, and white water

rafting down the Grand Canyon.

The Hall of Fame is not an end for Cordua, but a continuation of his dedication to geology. When asked what was next, Cordua pointed to several large binders on his shelf which contain documented research on mineral activity in Wisconsin. His goal is to have this information available on a database that will allow geological information to be readily available. According to Leroy Betlach, a member of the St. Croix Rockhound Club, "Bill Cordua is a real nice gentleman, and anytime you need to know something about geology, ask him and he will have the correct answer."

To Cordua the study of geology is more than rocks. It is, "The way the planet is put together, how it functions, and how it got that way." Over the past 22 years Cordua has searched to answer these questions, but with every new answer comes another challenging question. The Rockhound and Lapidary Hall of Fame is another high honor on a continually growing career.

Among Cordua's future plans is a trip in the summer of 1996 to the Geological Congress in Beijing, China.

ASAE Meeting in Oshkosh

University of Wisconsin-River Falls chapter of the American Society of Agricultural Engineers (ASAE) sent a delegation to the Wisconsin State ASAE meeting in Oshkosh on October 25. Professors Charles Jones and Robert Butler accompanied nine students to the event.

"ASAE meetings are a way to network with potential employers," stated **Chuck Slama**, Janesville, MN, UW-RF's chapter president. ASAE is a national organization of agricultural engineering professionals and scholars.

As a side trip, the group toured Oshkosh Truck Manufacturing, which specializes in heavy-duty, off-road, military and construction vehicles.

Horticulture Club Receives New Name

by *Amy Burbach*

This fall, the University of Wisconsin-River Falls Horticulture Club voted to change their name to the UW-RF Horticulture Society. "Many of our members are active in business and consider themselves professionals," stated **Polly Kaufmann**, Oshkosh, WI, Horticulture Society President.

Members suggested that the name change from the Club to Society sounded more professional and would more accurately depict how they regarded the group's activities; which include flower and plant sales, judging teams and opportunities to network with horticulture professionals.

The Horticulture Society has also started a newsletter written by members about society activities. The newsletter is published one or two times per month, and is available by mail or at a site on campus.

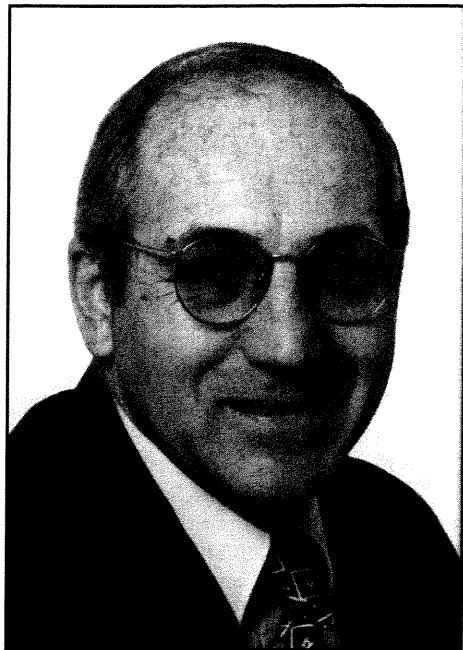
An alumni directory to link UW-RF horticulture graduates with current students is a part of Horticulture Society's long term goals. The directory would be constantly updated and used as a networking tool.

DEPARTMENT NEWS



Jilek Elected Statewide President

by Amy Burbach



Jilek

Dr. Tony Jilek, Professor of Animal Science, has been selected as president of Wisconsin-Nicaragua Partners, a statewide organization promoting understanding and cooperation between the cultures. Jilek will coordinate the group's activities for the next two years.

Wisconsin-Nicaragua Partners is a branch of the Partners of the Americas Program, which pairs U.S. states with Latin American countries. Sixteen Wisconsin cities are teamed up with Nicaraguan cities. River Falls members are currently collecting dental equipment to set up an office in their partner city, Ocatal. This office will serve the city's poor.

In the Farmer to Farmer program, dairy farmers from Wisconsin help Nicaraguan farmers improve their methods and technology.

"Nicaragua has had more than its share of natural and political disasters," states Jilek. The Wisconsin Partners can lend assistance during these times.

Wisconsin-Nicaragua Partners is a non-profit and non-political organization which is not just for the benefit of the Nicaraguans. Wisconsin members grow culturally through home visits, community get-togethers, professional meetings and exchanges. Membership is open to anyone interested.

Fence Post

Published twice a year at the College of Agriculture, UW-RF, River Falls, WI 54022 by the Agricultural Communicators of Tomorrow in conjunction with the College of Ag Public Relations and Information Committee. Financial support is from the Ag Alumni Association of the College of Agriculture.

Editors: Janay Wittek, Thorp; Amy Burbach, Dubuque, IA, Maria Klinkner, Norwalk

Reporters: Heather Unnasch, Grantsburg; Kari Skiba, North Branch, MN; Shannon Johnson, Hillsboro; Brian Kuhl, Amery; Chris Mason, Osceola; Amy Burbach, Dubuque, IA; Jenny Meyer, Loyal; Kevin Ballman, Waterville, MN; Diana Slepicka, Portage; Jake West, Saronia; Ann Schmitz, Montello; Melissa King, Spring Valley; Kristin Hanson, Almena; Christy Bohm, Krakow; Jesse Singerhouse, Menomonie; Eric Onan, Amherst; Mary Leist, Marathon; Lynn Krentz, Backus; Chris Gunterberg, Ironridge

Advisor: Tamia Trulson

Design: Anthony Bredahl

Layout: Janay Wittek

Data Support: Maria Klinkner, Fay Westberg, LeAnne Huntrods, Heather Unnasch

Ag Alumni Lifetime Membership

Would you like to become a lifetime member of the Agricultural Alumni Association with the knowledge that you will be helping the College of Agriculture and its students for years to come? You can become a lifetime member by making a lump sum contribution of \$400 for an individual membership or \$600 for a family (husband and wife) membership. Two consecutive payments of \$200 per year for an individual membership or \$300 per year for a family membership is permitted. Membership is open to any alumni and friends of the College of Agriculture. Lifetime membership contributions are placed in an endowed account. The Ag Alumni Board of Directors will determine the use of these funds for support of general agricultural development and scholarship support of the College of Agriculture. If you have any questions, call Dean Gary Rohde at 715-425-3784 or Katrina Larsen at 715-425-3239. Clip and return to: Dean's Office, College of Agriculture, UW-River Falls, 410 S. 3rd St., River Falls, WI 54022

LIFETIME MEMBERSHIP APPLICATION

Name(s) _____

Address _____

City/State/Zip code _____ Year(s) of graduation _____

Telephone _____ Family Membership - \$600 _____

Individual Membership - \$400 _____

Donations for Agriculture student lounge _____

Donations to General Fund (Fence Post, Dairy Expo reception, ect. _____

Ag Alumni Scholarship Donation _____

Please make checks payable to: **UW-RF Foundation - Ag Alumni** TOTAL: \$ _____

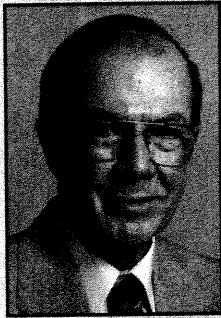
(Your dues may be tax deductible to the extent allowable by law.)

_____ Please check if you are interested in serving as an Ag Alumni board member.

Clip and Return to:

Dean's Office
 210 Ag Science
 410 S. 3rd St.
 College of Agriculture
 University of Wisconsin-River Falls
 River Falls, WI 54022

Alumni News



**Arnold Cordes,
Alumni Board
Director**

Next fall, when you see geese heading south for the winter, flying along in "V" formation, you might consider that science has discovered as to why they fly that way. As each bird flaps its wings, it creates an uplift for the bird immediately following. By flying in "V" formation, the whole flock adds at least 71 percent greater flying range than if each bird flew on its own.

People who share a common direction and sense of community can get where they are going more quickly and easily, because they are traveling on the thrust of one another.

When a goose falls out of formation, it suddenly feels the drag and resistance of trying to go it alone- and quickly gets back into formation to take advantage of the lifting power of the bird in front.

If we have as much sense as a goose, we will stay in formation with those people who are headed the same way we are.

When the head goose gets tired, it rotates back in the wing and another goose flies point.

It is sensible to take turns doing demanding jobs, whether with people or with geese flying south.

Geese honk from behind to encourage those up front to keep up their speed.

What messages do we give when we honk from behind?

Finally-and this is important-when a goose gets sick or is wounded by gunshot, and falls out of formation, two other geese fall out with that goose and follow it down to lend help and protection. They stay with the fallen goose until it is able to fly or until it dies; and only then do they launch out on their own, or with another formation to catch up with their group.

If we have the sense of a goose, we will stand by each other like that.

Author Unknown

What message does this story convey to the Ag Alumni of University of Wisconsin-River Falls? What could be achieved if all Ag Alumni collectively united behind worthy common goals? What would happen if all Ag Alumni dedicated themselves to really "making a difference" for the benefit of future Ag Alumni of UW-RF? The answers could be positively mind boggling.

All of us are aware of the continuously declining budget allocations to operate our schools of higher learning—yes—including the College of Agriculture at UW-RF. Doing much, much more with fewer and fewer dollars seems to be the norm today, but how does it impact on the faculty and the students preparing for careers in the agricultural industry? Most of us would agree that our personal benefits have mushroomed greatly because we were privileged to attend the UW-RF College of Agriculture in our formative years.

Can YOU make a difference? Yes, you are only one, but YOU are an important one! To-

gether, we could have tremendous impact on what could be done to help the College of Agriculture and the excellent students whom they serve.

The Ag Alumni organization at UW-RF is only 12 years old, but look at their track record of accomplishments to date. Would it not be a great source of encouragement to existing faculty to know that their past efforts in your behalf were greatly appreciated? Would it not be a great source of encouragement to present the future ag students if they knew that you as a big brother or big sister were supporting them financially so that they too could experience an excellent agricultural career? We need these students. We cannot afford to lose the "brightest and best" to other interests with more money and other benefits. Yes, I believe we could make a positive difference.

At a recent board meeting of the Ag Alumni, a goal of 300 members was established for 1995-96. It is modestly realistic, but still a low notch on the pole vault. Membership fees are very nominal. Other opportunities to target support to various projects and programs are available according to member preferences and interests. All donations are tax deductible.

We invite you to become a member of the Ag Alumni of UW-RF this year. Just as geese honk to encourage the point goose up front, so also can your voice and efforts be heard to give additional needed thrust to those leaders and co-workers who are doing their best under the circumstances. As Alumni, we are the inheritors of the positives of the past. We can make a tremendous difference—even if we are only one person, and can experience the joy of benevolence in our own individual ways. Let's help to create an "uplift" for those present and those yet to come.

We welcome your membership and support.

ANNUAL MEMBERSHIP APPLICATION

Annual membership dues (September 1, 1995 - August 31, 1996)..... \$10.00
 Ag Alumni Scholarship Donation _____
 Donations to General Fund (Fence Post, Senior Breakfast, and Dairy Expo reception)..... _____
 Donation for the Agriculture Student Lounge..... _____

Total \$ _____

Name* _____

Address _____

Clip and Return to:

Dean's Office
 210 Ag Science
 410 S. 3rd St.
 College of Agriculture
 University of Wisconsin-River Falls
 River Falls, WI 54022

*Please include maiden name if married since graduation
 (Note: Dues and donations may be tax deductible)
 Make checks payable to: UW-RF Foundation-Ag Alumni

____ Please check if you are interested serving as an Ag Alumni board member or on an Association sub-committee.

NEWS 'N' NOTES

• **Walter Owens**, '79, farm organization was honored as one of five 1995 Dairy Farm Families of the year. Owens farms in Polk County with nine other family members.

• **Bert Paris**, '82, of Belleville, WI, became the proud father of Dylan Charles on October 3, 1995.

• **Dan Drost**, '68 & '70, was elected Vice President of National Ag Agents by the National Association of County Agricultural Agents. Drost works in Barron County.

• **Randy Knapp**, '71, received the Distinguished Service Award from the National Association of County Agricultural Agents. Knapp works in Chippewa County.

• **Russell Kiecker**, '77, of Burnett County, placed third in the communications contest for feature photo or story from the National Association of County Agricultural Agents.

• **Greg Andrews**, '90, of Pierce County was the national winner in the National Association of County Agricultural Agents contest for rural environmental protection through responsible use of pesticides.

• **Jim Holte**, '75, participated in this year's Wisconsin Rural Leadership Program. The program includes eight three-day seminars which include; reading, classes, and field activities.

• **Keith Kolpack**, '75, '79, advised Mike Jackson (attending) for this year's National FFA Proficiency Award. Jackson is one of 10 finalists for FFA's agri-entrepreneur award. Both men are from Barron.

• **Don Triebensee**, '51, was honored by the Wisconsin Association of Fairs for his 42 years of volunteer work with the Barron County Fair. Triebensee is a high school ag instructor in Rice Lake.

• **John Rosenow**, '72, is currently serving as president for the Buffalo County Rural Economic Development Corporation. Rosenow is a farmer from Waumandee who wants to help revitalize his county's economic outlook.

• **Mike Janovec**, '94, has joined Northern Environmental Technologies, Inc. as a hydrogeologist.

• **Jan Hildebrandt**, '88, of Eau Claire was honored as FFA's Agri-Science Teacher of the Year at the 66th State FFA Convention in Madison.

• **George Woychik**, '80, is working as a representative of Royal Alliance Associates at the First National Bank of River Falls-Prescott. Woychik is a certified financial planner, accredited tax preparer, and licensed insurance agent.

• **Gary Tauchen**, '76 is part of a group called Shawano County 5-0. The group was orga-

nized by the Shawano County Dairy 2020 and Chamber of Commerce ag committee to revitalize the area's dairy industry. Tauchen's family was a finalist in last year's University of Wisconsin Dairy Farm Family of the Year Program.

• **Virgil Martinson**, '48, **Arnold Cordes**, '42 and **Floyd Doering**, '49 were inducted into the FFA Hall of Fame in June 1995.

• **Jan Radcliffe**'s, '84, family has endowed a \$20,000 scholarship in the College of Agriculture in his memory. Radcliffe was a well-known Angus cattle breeder and business man.

• **Cary Sifferath**, '84 has been promoted to Assistant Regional Director for Southeast Asia for the U.S. Feed Grains Council. Sifferath will be working in Kuala Lumpur, Malaysia.

• **Dan** '78 and **Terri Pearson** hosted a pasture walk on September 14. Participants were shown the results of no-till interseeding into existing stands. The Pearsons farm near River Falls.

• **Severt Olson** '59 came out of retirement to return to his job as Barron County Ag. Agent when his successor resigned.

• **Neal Jorgenson** '60 received the 1995 Dairy Science Association's Distinguished Service Award. Jorgenson, dairy scientist at UW-Madison's College of Agricultural and Life Sciences, was recognized for his "exceptional contributions to the dairy industry as a research administrator, scientist and teacher."

• **Paul Larson**, '87, an agricultural educator in the Freedom School District, has been installed as president of the Wisconsin Association of Vocational Agricultural Instructors.

• **Brian Freise** (attending) was awarded a \$1000 Eldon Roesler Scholarship from the Wisconsin Agri-Service Association.

Upcoming Alumni Events

Agriculture Alumni get together during Farm Progress Days

Rib River Ballroom

Two miles from the host farm

Marathon County, WI

Wednesday, July 17 at 4:30 p.m.

COLLEGE OF AGRICULTURE
UNIVERSITY OF WISCONSIN - RIVER FALLS
RIVER FALLS, WI 54022

Nonprofit Organization
U.S. POSTAGE
PAID
River Falls, Wis.
Permit No. 32