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In addition, a member of the CBA will be spending a sabbatical leave in Mexico during the spring term of 2002.

Franco-American Institute for Management Study

This program is a joint agreement between UWL and the University of Caen, Caen, France. It is a graduate level program, and allows for students to attend classes in language and business in Caen. Through the reciprocal agreement, UWL receives graduate students from Caen on a regular basis.

The Caen program also allows for faculty involvement. The CBA has hosted one visiting faculty member from Caen. Four members of the CBA have taught in the Caen program.

Business Outreach

The Business Development Office of the CBA offers international development and export counseling to area firms. These efforts include one-to-one counseling and technical assistance, as well as information support with regard to state level development programs. In addition, the BDC is instrumental in coordinating regularly scheduled seminars covering specific topics in international business. These seminars are attended by faculty and area business managers.

Short-Term International Study

The members of the CBA recognize that, for many students, the expense of a year or even a semester abroad may be too great. In order to encourage more students to venture beyond the borders of the U.S.A. CBA faculty have developed short-term study tour options in the past decade. These programs generally last from 2 to 4 weeks, and allow students to gain international exposure accompanied by a faculty member knowledgeable with the specific areas visited. Student groups have been introduced to: London, U.K.; Frankfurt, Germany; Guanajuato, Mexico, and Shanghai, China through these programs.

Internationalizing the Student Body

As the entire campus has worked toward a more global perspective, the CBA has benefited in a variety of ways. One is in the number of non-U.S. students that are now enrolled on the campus. A high percentage of these, representing from 30-40 countries during any given year, are business students. These students become a part of our regular class "mix," and their

presence serves, at the least, to introduce other students to new ways of thinking and reflecting on the world as a whole.

A second benefit of having an internationalizing campus has come through the provision of study abroad options for Wisconsin based students. UWL now has direct contacts with over 20 other institutions around the world. These programs, some of which include summer study options, provide our students with opportunities to study business, language, culture, and themselves in virtually any part of the world. The CBA has begun to concentrate some of its attention on specific programs. This attention is directed by the degree to which country markets appear to offer opportunities to Wisconsin firms. These programs include: The People's Republic of China (Shanghai), the United Kingdom (London), France (Caen), Germany (Frankfurt), and Mexico (Merida , Guanajuato, and Jalapa).

Future Directions

The CBA has started to look to the future with regard to what it is able to offer students. Specifically, we are in the process of trying to develop internship opportunities for students that are internationally focused. This includes opportunities in-state as well as in other countries. For this, we will need to develop stronger relationships with Wisconsin based firms, as well as companies in other countries. The degree of difficulty here varies by country. For instance, the United Kingdom makes it fairly easy for students in U.S. institutions to gain access to paid employment. It is an application and fee process, which grants a student 6 months of paid employment time. On the other hand, Mexican law does not allow non-citizens to be paid for work. However, even with this constraint, we have started an internship program through our partnership agreement with the Autonomous University of the Yucatan, in Merida, Mexico. We have our first student participant there, working for Yucatecan firms. Unfortunately, the entire cost of participating in such programs falls on the student. This is, obviously, a constraint for many students, and one which we need to work toward alleviating.

At the graduate level, the CBA is working in partnership with other system schools to develop an on-line MBA option. It is expected that this distance education opportunity will attract students in other countries of the world. The on-line capacity will allow students physically located in various parts of the world to interact with one another in the learning environment.

At the community level the CBA is a major supporter of the development of a midwest based chapter of the Mexican-American Chamber of Commerce. Each of the CBA's Mexican institutional partners is located in a city where a

chapter is to be established. This linkage may serve to provide new opportunities for faculty, student, and industry development in the future.

Conclusion

The College of Business Administration is actively embracing the need to develop student understanding of the forces of globalization. We recognize the impact that international trade and business have on local communities and state level economic development. We believe that we have made progress toward developing opportunities for students that will allow them to serve firms within the State of Wisconsin as the globalization of markets and industries continues.

Attachments: Advising Form for the double major in Marketing and International Business.

MARKETING and INTERNATIONAL BUSINESS

CHECKSHEET

1999-2001

GENERAL EDUCATION, BUSINESS CORE & MAJOR REQUIREMENTS

Policies, prerequisites and course descriptions are stated in the University Catalog. This checksheet should be used with the catalog to insure general education, CBA core, major/minor, and graduation requirements are met.

NOTE: Courses listed in **boldface** satisfy General Education and CBA Core.

Name

Date

GENERAL EDUCATION REQUIREMENTS

- < Students must earn a minimum of 48 credits of General Education courses.
- < Students must earn the minimum credits within each category (totaling 39 credits).
- < Students earn the remaining credits from any combination of categories.

SKILLS CATEGORY

(Proficiency tests are available in skills courses. Contact appropriate department for information.)

A. LITERACY: Tools for Skilled Communication
(6 credits required)

- _____ CST 110 (3cr) (Must earn at least a C.)
- _____ **ENG 110**(3cr) If less than BC grade earned in
initial enrollment in 110, then
- _____ **ENG 307 or 303/304/305/306/308/309**(3cr)

B. CBA MATH/LOGICAL SYSTEMS: Tools for
Structured Analysis and Communication

- List 1 _____ **MTH205**(4cr) **175**(4cr) **150**(4cr) *if necessary*
- List 2 _____ **C-S 101**(4cr) or **120**(3cr)
- _____ **FLG/CHI/FRE/GER/RUS/SPA**
102/201/202(4cr)
- _____ **MTH 225**(3cr)
- _____ **PHL 101**(3cr)

LIBERAL STUDIES CATEGORY

A. MINORITY CULTURES/MULTIRACIAL
WOMEN'S STUDIES: (Minimum of 3 credits
required)

- _____ **ECO 336**(3cr)
- _____ **ENG/MNS 207/210/215**(3cr)
- _____ **EFN 205**(3cr) _____ **GHR 220**(3cr)
- _____ **W-S 100/210/230**(3cr) _____ **HST 299**(3cr)
- _____ **ERS 100**(3cr) _____ **SOC 225**(3cr)
- _____ **POL 205**(3cr) _____ **PSY 318**(3cr)

B. INTERNATIONAL/MULTI-CULTURAL STUDIES:
Becoming World Citizens (Minimum of 6
credits required Must take HST 151)

- 1. World History
_____ **HST 151**(3cr)
- 2. Global/Multi-Cultural Studies (One course)
_____ **ANT/ECO/GEO/POL/SOC 202**(3cr)
- _____ **ECO 120**(3 cr) _____ **GEO 110/200**(3cr)
- _____ **ENG 208**(3cr) _____ **MUS 204**(3cr)
- _____ **POL 234**(3cr) _____ **PSY 280**(3cr)
- _____ **HST 152**(3cr) _____ **HST 203**
- _____ **PHL 230**(3cr)

C. SCIENCE: (Minimum of 4 credits required; one course must be from List 1.)

List 1 Natural Laboratory Science

_____ BIO 101(4cr) _____ CHM 100/103(4cr)
_____ ESC 101(4cr) _____ GHR 290(4cr)
_____ PHY 103/203(4cr) _____ PHY/AST 155(4cr)
_____ MIC 100(4cr.)

List 2 Science, Technology and Society:
Emphasizing the Role of Applied Science
and Technology as Agents of Change In
Society

_____ BIO 102(3cr) _____ GHR 295(3cr)

D. SELF AND SOCIETY: Understanding Oneself
and the Social World. (Minimum of 3 credits
required)

_____ ECO 110(3cr) _____ POL 101/102(3cr)
_____ ARC 100(3cr) _____ SOC 110/120(3cr)
_____ PSY 100(3cr) _____ ANT 101(3cr)
_____ HST 206(3cr) _____ GHR 206(3cr)

E. HUMANISTIC STUDIES: The Search for
Values and Meaning (Minimum of 3 credits
required; one course must be from List 1.)

List 1

_____ ENG 200/201/202/203/204/205/206 (3cr)

_____ FLG 299(3cr) _____ GHR 205(3cr)

List 2

_____ GHR 100(3cr) _____ PHL 100(3cr)
_____ POL 251(3cr) _____ HST 205(3cr)

F. ARTS: The Aesthetic Experience (Minimum of
4 credits required)

_____ ART 102(2cr) _____ GHR 215(2cr)
_____ MUS 105(2cr) _____ ESS 104(2cr)
_____ THA 110(2cr) _____ APH 102(2cr)

G. HEALTH AND PHYSICAL WELL-BEING:
Learning to Create Healthy Lives (3 credits
required)

_____ HPR 105(3cr)

Writing Emphasis Courses (2 courses required)

All students must also complete two writing emphasis courses at the 200 level or above, one of which must be at the 300 level or above. One course must be in the major. NOTE: Writing Emphasis courses do not count toward the 48 credit General Education requirement unless identified in one of the General Education categories.

ADMISSION TO THE BUSINESS PROGRAM

Students must be admitted to the Business Program before enrolling in 300/400 level business courses.

Applications for admission to the Business Program should be completed and submitted **before midsemester** during the semester in which the student is completing the admission requirements. Normally this happens during the second semester of the sophomore year. Applications may be obtained from the CBA Dean's office, 223 North Hall.

BUSINESS PROGRAM ADMISSION REQUIREMENTS

1. Minimum grades of "C" earned in ECO 110, 120; ACC 221, 222; and MGT 205.
2. COMPLETION of at least four of the remaining six pre-business core courses (i.e., 9 of the 11 courses listed below must be completed). The remaining two core courses should be completed during the first semester after admission to the program.
3. 54 or more credits earned.

PRE-BUSINESS CORE REQUIREMENTS (Eleven courses) Courses in **boldface** satisfy General Education and CBA Core.

- _____ ENG 110 (3cr)
- _____ MTH-175 (prereq is MTH 150 or appropriate placement test scores)
- _____ MTH 205 (4cr) Prereq: MTH 050 or appropriate placement test scores
- _____ C-S 101 (4cr) or 120(3 cr)
- _____ ECO 110 (3cr) *
- _____ ECO 120 (3cr) *
- _____ ACC 221 (3cr) * Prereq: 12 credit hours
- _____ ACC 222 (3cr) * Prereq: ACC 221 with C or better grade
- _____ BUS 230 (3cr) Prereq: ENG 110, MTH 205, C-S 101 or 120
- _____ MGT 205 (3cr) * Prereq: Soph. Standing, ECO 110 or 120
- _____ I-S 220 (3cr) Prereq: C-S 101 or 120

* "C" or better required in each.

** MTH 207 is an automatic substitute for MTH 175

ADVISING TIPS

1. As soon as the class schedules are available for the next semester, make an appointment to see your advisor. Your advising appointment should be at least a week before your scheduled registration time. Feel free to seek advice during other times during the semester.
2. ECO 110 and 120 should be completed in the Freshman year.
3. Students should be aware of the University's Drop/Add Policies and Probation/Retention Standards as stated in the University Catalog.
4. Program Advising is also found on the CBA web pages: www.uwlax.edu/BA/BA_Home.html

Professional Core Courses

- ___ ECO 110
- ___ ECO 120
- ___ MGT 205
- ___ I-S 220
- ___ ACC 221
- ___ ACC 222
- ___ BUS 230
- ___ MKT 309
- ___ FIN 355
- ___ MGT 308
- ___ MGT-393
- ___ MGT-449

Mgt-449 should be taken in the student's last semester

MARKETING 24 credits

- ___ ___ MKT 341
- ___ ___ MKT 362
- ___ ___ MKT 365
- ___ ___ MKT 367
- ___ ___ MKT 370
- ___ ___ MKT 386
- ___ ___ MKT 415
- ___ ___ MKT 479

(Mkt-415 and Mkt-479 should be taken in the student's last semester.

INTERNATIONAL BUSINESS

IB Course Requirements 21cr.

- ___ ___ ECO 340
- ___ ___ FIN 440
- ___ ___ MKT 341
- ___ ___ MGT 360
- ___ ___ MGT 405

and two courses from the following:

- ___ ___ ACC 447 ___ ___ MGT 430
- ___ ___ ECO 311 ___ ___ MGT 431
- ___ ___ ECO 441 ___ ___ MGT 484
- ___ ___ FIN 477 ___ ___ 450/452 internship
- ___ ___ MKT 440 ___ ___ 499 (Indep. Study)
- ___ ___ MKT 445 ___ ___ Eco-375

(only 3 credits may be double counted toward the International Business Major from the student's Functional Area Major, or from Area Studies)

Area Studies (6cr.)

Two courses in one area: check prerequisites

- Development ECO 375, ANT 300
- Latin America GEO 316, POL 339
- Western Europe GEO 304, POL 338
- Eastern Europe GEO 311, POL 332
- Asia GEO 328, POL 333

Language Requirement ___

Study Abroad ___

INTERNATIONAL BUSINESS MINOR 32 credits

- ___ HST 151 ___ HST 152
- ___ ___ Foreign Language (1 year) (8 cr)

- ___ ECO 340
- ___ FIN 440
- ___ MGT 430
- ___ MKT 341

One from the following: ACC 447; ECO 311, 375, 441; FIN 477; MGT 360, 405, 431, 452, 484; MKT 440, 445

One from the following: ANT 203; ECO 311; GEO 110; POL 443

(College of Business Administration majors are required to complete at least eighteen (18) credits (of the 32) for this minor in addition to those which may be applied to General Education or their major.)

GENERAL ELECTIVES

(Business students are required to earn at least 60 credits in non-business coursework to graduate. Up to nine credits in economics count toward this total.)

Foreign Language Requirement: Students in the International Business Major must have the equivalent of a minimum of 16 hours of one Foreign Language prior to their Study Abroad (SA) Program. These credits may be earned through on-campus course work, or through retroactive credits from advanced placement.

NOTE: No more than 6 credits in internships will be counted toward the degree. Also, no more than 6 credits may be earned in independent studies (499).

Students whose first language is not English meet the IB major Foreign Language requirement by completing the TOEFL, and scoring at a level that meets University entrance requirements.

Study Abroad: All International Business Majors must participate in at least one Study Abroad (SA) program. The student must file an application with the IBAC for approval of his/her chosen program. The program must last for at least six (6) weeks on site. It must be conducted in a country/region of the world where the dominant language is the student's declared second language. It may consist of course work, an internship with work responsibilities, or some combination of the two. Students are advised to see their advisor on this issue as soon as they have been accepted into the International Business Major.

International students whose declared second language is English will be considered to have met the requirement for Study Abroad upon completion of all other degree requirements. An "International" student is defined as being one who has come to the United States and UWL for the express purpose of completing a UWL degree program.

The International Business Advisory Committee (IBAC) must approve any and all exceptions to the above requirements.

Marketing and International Business
(worst case in FLG and MTH)

Year 1

ENG-110	CST-110
FLG-101	FLG-102
MTH-150 (if necessary)	Mth-175
ECO-110	ECO-120
CS-101	Hst-151

Year 2

ACC-221	ACC-222
MGT-205	BUS-230
MTH-205	I-S-220
FLG-201	FLG-202
GenEd	prereq to Area Studies (Pol-101/202)

Year 3

MGT-308	MGT-393
MKT-309	Area Studies
FIN-355	MKT-341
Area Studies	MKT-362
GenEd	MGT-405
	GenEd

Year 4

MKT-367	MKT-370
MKT-365	MKT-386
GenEd	MKT-440
MGT-360	FIN-440
ECO-340	GenEd

Year 5

MKT-445	Study Abroad
MKT-415	
MKT-479	
MGT-449	
GenEd	



School District of Holmen

502 No. Main St., P.O. Box 580
Holmen, Wisconsin 54636-0580
Fax: 608-526-1333

April 3, 2001

Brian Burke, Senate Chair
Joint Finance Committee
316 S. Capitol
P.O. Box 7882
Madison, WI 53707-7882

and

John Gard, Assembly Chair
Joint Finance Committee
305 N. Capitol
P.O. Box 8952
Madison, WI 53708-8952

District Administrator
Dr. Fred Frick
526-1320

Business Office
Mr. Jay Clark
526-1304

Pupil Services
Mr. Rick Johnson
526-1309

Instructional Services
Ms. Sandy Richert
526-1311

RE: Revenue Cap Flexibility

Dear Chairperson,

Thank you for the opportunity to provide testimony. My name is Jay Clark and I represent the School District of Holmen. The testimony I will offer is in support of adding flexibility to the revenue limits imposed upon K-12 public schools.

The School District of Holmen has long placed a high priority on academic excellence and fiscal responsibility. Evidence of this is reflected in the Wisconsin Taxpayers Alliance, School Facts publication. It shows that Holmen has:

- Scores above the state average on standardized testing
- Below the state average teachers per pupil
- Below the state average administrators per pupil
- Below the state average compensation for teachers
- Below the state average administrative costs
- Spending per pupil in the bottom 10% of the state

As you can see, the conservative spending in Holmen provides no opportunity to make further budget reductions without compromising the academic excellence both Holmen and the State of Wisconsin expect of their public schools.

We have continued to meet the needs of the community in a very challenging growth environment. In the last ten years the school district has experienced 25% enrollment growth. In that time the district has presented to the public six referendum questions, four for building and facilities, and two for recurring operational cost exemptions to the revenue limits. All six were approved.

With this background information let me provide some of the rationale for the request for flexibility to the revenue caps.

Revenue Cap Formula

The revenue cap formula allows for changes in enrollment. Increasing the cap for growing schools and gradually decreasing for declining enrollment schools. For growing schools the revenue cap growth does not come close to meeting the needs of the students entering the school system. The reason for the insufficiency of the revenue growth is the three-year averaging

requirement within the formula. What this means is that when a new student moves into the school district we get revenue cap consideration for only one-third of that pupil (one pupil divided by the three years in the formula). However, we are bond to provide that pupil with a full education. That full education comes at full expense. This leaves us short the remaining two-thirds of the funding necessary to educate the child. This improves in the second year that the child is in the district to two-thirds funding. Finally, in the third year of attendance, the expense of educating the child is met by the revenue cap formula.

While this might appear to be a short term problem as described by this simple scenario, the fact is, in a district that continues to experience enrollment growth over the last ten years the scenario is never ending. We never catch up.

Imbalance Between Revenue Cap and QEO

The largest cost to our district is teacher's compensation. Nearly one-half, or \$14,000,000 of our \$30,000,000 budget, is dedicated to teacher compensation. Current law, specifically the QEO law, requires increases in this portion of our budget to be 4.0% or more. At the same time the state law only allows revenue caps to increase by 2.5% or less. This is not sustainable. Please provide revenue cap relief to create a proper balance.

Summer School

Meeting the needs of all students is necessary to help all students be successful. Some students require more time and attention to be successful. Schools have established programs to help these students. One of these programs is summer school. Summer school helps to make students contributing members of our society in their adult lives, rather than to be a burden upon it. The reduced summer school pupil count consideration (20% rather than 40%) will greatly reduce or eliminate summer school programming. In the best interest of students, the counting of summer school pupils should be gradually increased to 100% rather than being reduced.

Uncontrollable Cost Increases

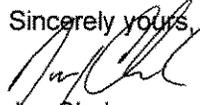
Utility costs increased in our district by \$60,000 this past year. The inflexibility of the revenue caps means that there is no opportunity to maintain current programming and meet this uncontrollable budget increase.

Unfunded Mandates

Special Education programming is, by state law, to be funded 60% by the state. This rate of funding was meant to provide school districts with the resources to meet mandated programming for these special children. The mandates are in place, however, the funding from the state is less than one-half of its commitment. The revenue caps deny us the opportunity to raise taxes to fund the mandates you have put in place. Consider the unrealistic nature of going to a referendum to ask the community to raise taxes that will meet the needs of 11% of our student population. The unrealistic nature of this becomes more clear when you consider that the majority of our taxpayers are "empty nesters".

In closing, please consider the above testimony as evidence that revenue cap relief is necessary. A school district such as ours that has long demonstrated fiscal responsibility is facing cutbacks in educational programming as the alternative. I would ask you to give your most sincere consideration to allowing school boards the authority to increase revenue caps by up to 2% per year. This allows local elected officials to do their job of providing quality education. At the same time this preserves the right of the taxpayer to vote a member off the board if the proper balance is not maintained between educational needs and taxes.

Sincerely yours,



Jay Clark

Director of Support Services

cc: file

April 2, 2001

To: Joint Finance Committee
From: Gerald Stalzer

Subject: Library System Funding and Local Library Impact

Dear Finance Committee Members,

My name is Gerald Stalzer and I reside at 16620 South 10th St, Galesville, Wisconsin. I serve my community by participating as a Board Member for our local public library.

Galesville Public Library is small in size and is experiencing increasing patron demand for services. Due to financial consideration we have not been able to address technology advances in a proper manner. We struggle to make ends meet. We rely on our Library System for financial aid, intralibrary loan; library staff, technology and educational support. Over the years this support has enabled our library to be able to satisfy the needs of it's patrons. However, times are changing and so are the needs of our patrons. Patrons want up to date access to information technology and other technological advancements at their library.

The Galesville Library Board has acknowledged the change in patron needs as well as the need for operationed upgrades. The library has taken remedial action by implementing a program for library automation and has requested participation in the regional shared automation network coordinated by the Winding Rivers Library System. As a result of these actions we will increase our reliance on our system for additional financial aid and service above and beyond the current levels received.

Our library has recently been advised by the Winding Rivers Library System that Governor McCallums budget had no change in the level of funding for library systems and, that, should this figure not be increased that financial aid and service to local libraries would be substantially reduced in the next biennium.

The impact of the Governor's no change budget will be disastrous for Galesville Public Library. We will not be able to achieve technological library advancements nor will we be able to provide up to date access to information technology resulting in an inability to meet the needs of most our patrons.

Galesville residents view our library with pride. It is an asset to the community with intrinsic value which is reflective of our tradition, culture, education and commerce. Please help us to sustain the integrity of our community asset by strongly supporting the statutory level of system aides.

The impact of the proposed under funded budget is not regional but will affect negatively nearly all of the rural libraries in the state. When this happens the integrity of the State Library System may be at risk as rural libraries will lose incentive to be a member of a library system.

Please support increased system funding. Thankyou for your consideration regarding this matter.

Very Truly Yours
Gerald Stalzer

TESTIMONY: JOINT FINANCE COMMITTEE
CLEARY CENTER, UW-L
3 APRIL 01
MICHAEL E. NELSON

Chairman Gard, Chairman Burke, members of the Committee. I am Mike Nelson, Dean of the College of Science and Allied Health at the University of Wisconsin-La Crosse. Thank you for giving me this opportunity to offer my comments.

As the unit name indicates, the College of Science and Allied Health has a complex mission. The College accepts some of the best and brightest students in Wisconsin to: 1) study in one of our allied health programs – Physician Assistant, Occupational Therapy, Physical Therapy, Nuclear Medicine Technology, Radiation Therapy, Medical Laboratory Science; or 2) major in one of the basic sciences. We also provide the science and mathematics component of the UW-L General Education Program.

The College is a national leader in fostering cooperative programs with private, state, and federal entities. For example, our River Studies Center, and the Upper Midwest Environmental Science Center (UMESC), a research laboratory of the United States Geological Survey, have a bilateral cooperative education agreement that is a national model for successful partnerships between federal agencies and state universities. As a result of this agreement: 1) 15 UMESC scientists are adjunct faculty members at UW-L. These scientists serve as co-advisors or committee members for our graduate students, co-advise undergraduate research students, supervise interns, co-author publications and research proposals, and co-teach courses in Biology; and 2) 40 UW-L students currently work at UMESC as interns, volunteers, or paid employees. Last year, the cooperative education agreement brought approximately \$1.2m in new money to UW-L. In addition, the University's first Wisconsin Distinguished Professor, Dr. James Wiener, is a former employee of UMESC.

A second example of collaboration between the College and regional partners is the Bridges to the Baccalaureate Program--- a federally funded (NIH) initiative that offers science students at Lac Courte Ojibway Community College (LCOOCC) the opportunity to conduct summer research with UW-L mentors. One of our goals is to use this summer research program as a stepping stone for these students to matriculate at baccalaureate institutions. The UW-L program has one of the highest transfer success rates of any program in the nation.

Our undergraduate program in physics has also received national attention within the last few years. Eight years ago the Department of Physics had about five majors. Today they have in excess of 100 majors and last fall attracted over 30 first-year students. Much of this success is due to our 3+2 engineering degree program. Students attend UW-L for three years and receive an education in a

liberal arts and sciences atmosphere. They then transfer to UW-Madison, UW-Milwaukee, UW-Platteville, or the University of Minnesota for their final two years. Graduates receive both a UW-L degree in Physics and an engineering degree from their transfer institution.

All of the allied health degrees have cooperative programs with medical institutions across the Midwest. Just one of the great examples of cooperation in this area is the Physician Assistant Degree whereby the certification is shared by UW-L, Gundersen Lutheran Medical Center, and Mayo Health System.

My concern is, that if funding is not restored to support the operation of the Health Science Center (HSC), the College may be forced to make a very difficult decision—to either support the basic sciences that provide the state with talented employees for our emerging and developing high tech industries, or to support the allied health programs that provide Wisconsin with a large number of vital health care workers. Without State support of the Health Science Center, one of these areas likely will suffer budget reductions. In either scenario, the people of Wisconsin will lose the skilled workers needed to support our growing new economy.

I might also offer that the College has plans to implement new high tech degrees or certificates in Software Engineering, Dosimetry, Pathology Assistant, and Geographic Information Systems. Any cutback in funding for the Health Science Center likely will affect funding for these programs as well.

Thank you for this time today. I ask for your consideration in restoring the HSC funding.

19721 Bluffview Place
Galesville, WI 54630
jhouge@trivest.net

April 3, 2001

Dear Committee Member:

Thank you for providing the opportunity for us to be part of this meeting of the Joint Finance Committee. I attended this session at UW-LaCrosse today in support of full funding for Wisconsin Library Systems. I know you have received much information from directors of the various library systems in Wisconsin and from members of various library boards. I want to add my voice to theirs. I am a library staff person, a wife of 25 years who has had to move her family 13 times, a mother of three children ages 9-22, a member of small community, and a long-time library patron. Public libraries have been an important part of my life for as long as I can remember.

These are the points I had hoped to make, in the event that I had the opportunity to speak to you today.

First, I understand that you have limited funds to work with, and that every organization that appears before you or writes to you feels theirs is the one with the most pressing needs. Farmers, business people, schools, charitable organizations and numerous other groups all face important financial issues today. Monies used in support of these groups would be put to good use. Your decisions are not often between good and bad use of the funds you must allocate, which would make the decision-making easier, but rather between good and best use of those funds. **I believe strengthening public libraries is a case of "best" use of funds, because strengthening public libraries is the one area through which ALL these groups and people can be helped.**

Why am I here supporting funding for library systems, rather than just concentrating on raising funds locally for my own library? Supporting library systems funding is in fact a major way in which I support my own small-town library. The better job we do at our library, the better able we are to assist the individuals in our community and other individuals throughout the state. While it is our first responsibility to serve our local community to the best of our ability, we feel strongly that it is also part of our mission to assist individuals in other communities in Wisconsin. Library systems help us to do this.

Library systems in Wisconsin improve library service by strengthening local libraries. We need their help! Among the services they provide are interlibrary loan, collection development, delivery service, continuing education, and consultations with individual libraries. In addition, through a shared library system which our library board has just voted to join, our small library in Galesville and others like it can be of greater service to the community at large and the people of the state of Wisconsin. We will need a great deal of help from our library system in order to begin participating in a shared system.

As a part-time staff member of the Galesville Public Library, I know how much we need and rely on our library system (Winding Rivers Library System). If they don't get the funding they need, they can't maintain even the level of assistance they now give us, and will not be able to offer additional assistance to help us prepare for future needs of our

patrons. This is true throughout the state; public library systems, along with local libraries, help everyone.

We are a small community of 1300 people. We have widespread community support and faithful volunteers, but we simply cannot afford-- nor do we have the time with a staff of two part-time librarians-- to buy, process, and circulate everything our patrons need. I have worked for larger libraries in the past, and no matter what its size, no library can provide every item its patrons need. In recent months, Winding Rivers has been able to locate for and deliver to us through interlibrary loan numerous items, including these:

- 📖 study materials for a woman taking the U.S. citizenship exam (she passed!);
- 📖 study guides for an adult man preparing for the high school equivalency exam;
- 📖 a great number of large-print items for some patrons who reside in assisted-living facilities in our community;
- 📖 plays for a children's drama presentation;
- 📖 guides to Fostoria glassware;
- 📖 information about the Great Peshtigo Fire in Wisconsin in 1871;
- 📖 children's books about death for a patron whose 5-year-old daughter had recently lost her young uncle

... and the list could go on and on. We are able to offer interlibrary loan items to public school children, to home-schoolers, to the vision- and hearing-impaired, and to business people in our community. Our patrons need these items, and we need Winding Rivers in order to provide them.

We recently received an evaluation of the Galesville Public Library from Winding Rivers, comparing us to other libraries of the same size. This evaluation offered many clear, helpful ideas as to how we can better serve our patrons.

Along with other libraries, we face a crucial need to advance technological capabilities. State residents need access to this information technology. This is costly and as of yet, library systems have not been funded to meet this pressing need. Staff members need continued training to move forward with the computer technology that will continue to increase as part of personal and business life. This will become of paramount importance to our library and others joining a shared system and as I have already said, we will need a great deal of help from our library system to accomplish this.

Library systems in Wisconsin have worked for years to assure that state residents can use any public library that is convenient for them. This "open access" is the best way to help our communities and businesses get the information they need. Finding new ways to help people and businesses to improve, a major goal of libraries, is at the core of economic development and the future of our state.

Thank you for your thoughtful consideration of full funding for Wisconsin library systems, and for taking time to hear the viewpoints presented here today.

Sincerely,

Meredith Houge

Testimony: Joint Finance Committee
University of Wisconsin System Operating Budget, 2001-03
(Emphasis on GPR Support for the La Crosse Health Science Center)
State Reduction in Technical College Funding for 2001-03

Martin R. Venneman, Executive Director
La Crosse Medical Health Science Consortium, Inc.
Tuesday April 3, 2001
Cleary Alumni and Friends Center
La Crosse, Wisconsin

Mr. Chairmen, members of the Committee, I thank you for the opportunity to address you regarding regional issues of concern in the 2001-03 biennial budget package. My name is Martin Venneman and I serve as Executive Director of the La Crosse Medical Health Science Consortium, Inc. As you have heard from several of our previous speakers, the Consortium represents a regional corporate alliance of the University of Wisconsin – La Crosse (a comprehensive, 4 year university within the UW-System), Western Wisconsin Technical College (a regional two year technical institution), Viterbo University (a private University), Gundersen Lutheran Medical Center (a major tertiary care center that services Western Wisconsin, Eastern Minnesota, and Northern Iowa), and Franciscan Skemp Healthcare (a subsidiary of the Mayo Health System). The member partners of the Consortium are fierce competitors in the delivery of education and/or healthcare but have set aside their competitive differences to form an organization to address regional and state needs in health care, medical health science education, and applied clinical research. The proposed reductions in funding within the 2001-2003 biennial budget for two principals within the Consortium (UW-La Crosse and Western Wisconsin Technical College) will have significant negative impact on the solidarity of the partnership and the continuing ability of the Consortium to provide leadership for the region in addressing the health care provider needs of the state. The effect would be felt especially in 15 counties in Western Wisconsin as bordered by Eau Claire County to the North, Juneau County to the East and Crawford/Grant Counties to the South.

On behalf of the Consortium, I would ask for the Committee's support in reinstating funding on behalf of the University of Wisconsin – La Crosse for the Operations and Maintenance expense associated with the Health Science Center. Not only has the University been the principal leader in spearheading regional activities of the Consortium, but the institution maintains a 60% use presence within the facility. A reduction of \$679,000 per year in currently provided operations and maintenance support would severely compromise the fiscal ability of the University to maintain its presence in the facility. Similarly, if the institution were to internally reallocate in order to accommodate a significant support reduction, there is no question that the University – and the Consortium - would be crippled in its ability to continue to proactively sponsor regional initiatives to address future health care practitioner and economic development priorities within the state.

Also on behalf of the Consortium, I would cordially request that the Committee reevaluate proposed program reductions in the Capacity Building Grant program and the Division of Vocational Rehabilitation. Revenue from these two programs support activities of a second prominent member of the Consortium: Western Wisconsin Technical College. The Technical College receives significant revenues from those programs and their reduction will be reflected in a net operating loss to the institution. That loss, compounded with increased costs in energy and health insurance, will have a substantial negative impact on the ability of Western Wisconsin Technical College to maintain a strong presence in the Health Science Center and to support Consortium activities.

In summary, I will offer that I deeply appreciate the challenges faced by the Wisconsin State Legislature and the Joint Finance Committee as you continue to move toward distilling the final 2001-2003 biennial budget. I will offer, however, that a reduction of existing and ongoing support for the University and the Technical College, thereby negatively impacting on the vitality of the Consortium as a regional cooperative entity, would be "penny wise but pound foolish." Without question, the currently proposed reductions will compromise the proactive vitality of the Consortium partnership and its ability to address the future needs of Western Wisconsin.

Thank you for considering my remarks.

Cooperation, Equity, and Funding for Library Services

Introduction

West central Wisconsin is a predominantly rural area, with small communities which must work together if they are to provide their citizens needed services. Governor Thompson encouraged cooperation and the reduction of duplicated effort; this was one of the reasons for creating the recent Kettl Commission. Governor McCallum has followed this path in support of cooperation, sharing, and efficiency.

The library community in Wisconsin has always understood this need for cooperation and has been one of the leaders in providing high quality public service at a very reasonable cost. At the core of library cooperation are the regional library systems which were created by the Legislature to enhance library development, promote resource sharing, and assure access to information for all state residents. The systems have succeeded in coordinating an information network that continues to keep public libraries one of the most important information and education agencies in the state. In rural communities, libraries are often the only place where people can connect with the broader world of technology and information.

In 2000, people borrowed just under 2 million items from libraries in this seven county region; that is nearly 8 items for every person in the Winding Rivers Library System area. The 34 public libraries were visited during the year by over 1,650,000 people and that's nearly 183,000 (12.4%) more visits than in 1999. About 200,000 people (3,800 every week) used electronic services at their libraries. It is obvious that libraries are as vital as ever and that many residents rely on the public library for their access to the Internet and its store of information.

Need: Library System Aids

If the network is to maintain its strength, however, library systems need to receive adequate funds to continue existing programs and forge ahead to advance technology for small libraries. In 1998, the Legislature and Governor determined what was adequate funding and made it a part of the statutes, mandating DPI to request this specified level. The Governor's budget does not acknowledge this statutory level; in fact, it offers no increase over the last biennium. In practical terms, no increase means a reduction in funding for library systems. Because of other actions taken by the Legislature in 1998, Winding Rivers will begin the new biennium with \$172,000 less in revenues each year than were available during the previous biennium. The loss comes from redirected county funds. Without an increase in state funding, we will have little choice but to reduce services and overhead. At the same time, we are in the early stages of developing a shared technology network that will allow our small libraries and their customers to share fully in the technological revolution. If this new cooperative venture is to get off the ground, it will require additional revenues. We ask that you revise the proposed budget by including library system aids at the 13% index. At that level, funding would be \$20,208,400 for the first year of the biennium and \$21,420,900 for the second year: an increase of \$12,130,000 for the two years. System aids is the state's portion of the cooperative library funding picture. If local municipalities and counties are expected to do their part, it is only equitable that the state do its part as well. While the increase may seem large compared to the base level of funding, that is only because the state has not kept up with its support over the past decade. This is the time to catch up.

Need: BadgerLink

One of the finest examples of cooperation in Wisconsin is the BadgerLink program that provides residents throughout the state online access to magazine and newspaper databases. These resources are even accessible from your home if you are connected to the Web. There is no question of the value of BadgerLink; it is used by millions of residents in all aspects of life, including government services. Funding for BadgerLink has come from the Universal Service Fund which is an appropriate source. (The level of funding in the Governor's budget is as follows: Year One = \$1,773,500; Year Two = \$1,850,200. This includes an increase over the two years of \$223,700.) While the level of support for BadgerLink provided in the Governor's budget is not an issue, the fact that he has proposed charging school districts a BadgerLink fee to generate part of the revenue is problematic. First, with spending limits already making it difficult for schools to meet their other mandates, additional fees for BadgerLink will prove devastating. But additionally, there is no logical reason to charge schools for this service when it is used by business, government, and private citizens, as well as schools and libraries. We urge you to remove this school fee assessment and fund BadgerLink from the Universal Service Fund.

Need: Statewide Library Service Contracts

For many years, the statewide library network has been enhanced by cooperative services from four agencies which have shared their resources, coordinated borrowing, or served from a central location statewide needs of individuals with special circumstances. To assist these institutions to provide these services, the state has funded contracts with each agency: the Library for the Blind and Physically Handicapped, Wisconsin Interlibrary Services, Milwaukee Public Library's Interlibrary Loan, and the Cooperative Children's Book Center. Modest cost-of-living increases were requested for these contracts, but the Governor's budget does not provide any help. These are small investments, even with the increases, that provide significant benefit throughout the state and save dollars at the local level. The total funds requested for operations were \$1,144,600 for year one and \$1,172,600 for year two; this is an increase of \$222,600. (\$161,600 was included for a new automation system for the Regional Library for the Blind; the Governor included these dollars in his budget.) This is precisely the kind of cooperation that has been touted as desirable, and we ask you to reinstate funding at the requested level.

Conclusion

We in the library community understand the challenges facing the Legislature with the budget process. In the past we have been very conservative in our requests for support, we have seldom received what we asked for, and we have been patient, doing the best we could to maintain strong services for the state's residents. Now we are facing the difficult reality of cumulative neglect, however, and this neglect is coupled with a changing information environment that is pushing all of us to provide new services and capabilities. The public are demanding these new services from us, even as they continue to expect that the traditional services remain. Improved funding is crucial for our small communities, and the rural residents of west central Wisconsin. The library services they have come to rely on are in jeopardy and we need your help to keep them healthy and available.

Thank you.

David L. Polodna

Winding Rivers Library System, 800 Main Street, La Crosse, WI 54601

608-789-7119

FOR IMMEDIATE RELEASE

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Michael Gelhausen, 262-673-8240

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Wisconsin Library Association Seeks Budget Improvements

“The governor’s budget erodes the state’s partnership with libraries,” said Wisconsin Library Association (WLA) President Michael Gelhausen. His comments came in reaction to the biennial budget proposal recently released from the governor’s office, which omits funding requested for several key library programs and contracts.

An increase in funding for Wisconsin’s public library systems was one key item the library community had hoped would be included in Governor McCallum’s budget proposal. “State funding is critical to maintaining the state-local partnership developed when public library systems were created in the 1970s,” Gelhausen said. He noted that WLA supports funding systems at an amount equal to 13 percent of local library expenditures—requiring an additional \$12,130,000 for this biennium. Gelhausen said overall funding levels are still only about 10 percent of local library expenditures, and year after year of funding freezes have left systems without the resources necessary to effectively carry out the mission for which they were created.

Other oversights included omission of increased funding requested for UW System libraries, the state Reference & Loan Library’s materials budget, and statewide resource contracts. “We’re disappointed in the governor’s failure to maintain adequate funding for the Library for the Blind and Physically Handicapped, Wisconsin InterLibrary Services, Milwaukee Public Library/Interlibrary Loan, and the Cooperative Children’s Book Center,” Gelhausen said. “These small, but vital, services need modest funding corrections to match their increased costs of doing business.”

(MORE)

Gelhausen also raised concerns about the governor's funding plan for BadgerLink, the web-based database of more than 6,000 magazines, journals, and newspapers accessible from businesses, homes, schools, and libraries. Rather than continuing to pay for this important resource through the Universal Service Fund, only a portion of the funding will be derived from that source. Additional funding needed to meet increased operating costs will be provided through fees assessed to school districts. "Given that school budgets are already pinched by spending controls, and that all the state's citizens and businesses have access to BadgerLink, it seems an unusual funding method," Gelhausen said. He also noted that implementing such a fee-based system will have administrative costs that were not included in the budget.

Gelhausen did give the governor high marks for retaining the Common School Fund income for use by school libraries. "This is the only source of revenue for many school libraries, so it is important not to dilute their funding."

Gelhausen also stressed the need for reprioritizing spending in the state. "As the state legislature deliberates the budget proposal," Gelhausen said, "WLA will be working with legislators and key legislative committees to make this budget proposal better for Wisconsin libraries and the customers they serve."

For more information, contact:

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Michael Gelhausen, 262-673-8240

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BadgerLink

Subject: BadgerLink

Date: Wed, 28 Mar 2001 10:03:01 +0800

From: Kim Berres <berresk@mpsd.k12.wi.us>

Organization: mpsd

To: jairoldi@nwls.lib.wi.us, mitchel@ifls.lib.wi.us, dlp@lacrosse.lib.wi.us,
mjbethke@mcpl.lib.wi.us, mmerrifi@mail.nfls.lib.wi.us, dbaker@kenosha.lib.wi.us,
hamon@scls.lib.wi.us, bob.pfeiffer@mcfls.org

Hello.

My name is Kim Berres and I am a Library Media Manager at Monroe Elementary in Manitowoc, Wisconsin.

I would like to offer my opinion on BadgerLink. I utilize BadgerLink numerous times in meeting curriculum requirements. Native Americans of Wisconsin is a part of our 3rd grade and 4th grade Social Studies class. However, material is sorely lacking in this area. We were highly successful in finding information on BadgerLink. The teachers and students can easily navigate and find their information. Also, the 3rd graders are studying the dairy industry, and I utilized BadgerLink to find their current information on this vital industry in Wisconsin.

I would like to see the funding for BadgerLink remain the same. Many school districts are scrambling to find funding for qualified staff and keeping them with the revenue caps in place. I am afraid if the cost is passed on to the school districts this vital resource will be gone. Likewise, I do not want BadgerLink to discontinue. I use this site on a regular basis with the students and staff at my school.

I would have preferred to attend a hearing, unfortunately the time of the hearings conflicts with other obligations. Please consider my written statement during your hearings.

Thank you.

Kim Berres

Joint Finance Committee Testimony
UW-La Crosse Cleary Center
April 3, 2001
Ron Lostetter, Assistant Chancellor
UW-La Crosse

Chair and members of the Joint Finance Committee.

My name is Ron Lostetter and I'm the Assistant Chancellor and Chief Financial Officer for the University of Wisconsin – La Crosse. Thank you for the opportunity to address you today on the UW-L Campus.

I am speaking in favor of the UW System Economic Stimulus Package and more specifically to the request to restore the entire funding to the UW-La Crosse Operations and Maintenance funds for the Health Science Center. The university did receive \$ 678,900 in the current fiscal year to support these expenses. What is requested here is to continue this annual funding. The Governors budget proposal would have only \$ 164,100 of this amount funded per year with the funding coming from student tuitions. We of course support the UW System request as part of the Economic Stimulus Package to have the GPR support of \$ 514,800 per year or \$ 1,029,600 in base funds for the 01-03 biennium added back for this crucial item.

Let me explain why we feel that this is such an important item in terms of the economic impact the Health Science Center can and with your support would continue to have on the region. At the Wisconsin Economic Summit that was held in Milwaukee this past November and early December, it was very clear that the development of the state's economy rested squarely within pretty defined regions. That is, the regions such as the West Central Wisconsin Region also known as the Coulee Region, were best suited to match future economic opportunities for the region with the various available resources such as regional, state, and federal funds, people of the region and existing regional businesses and educational entities. There are certainly more components to what will be the success of any region, but the point is, the regions will take advantage of what each has and not really be duplicates of each other around the state other than say in the fact that they are successful in their endeavors to improve regional economies. So as the regions succeed, so shall the state as a whole.

The major employer in our region is the health care industry. The leaders in this area are the Gundersen Lutheran and Franciscan Skemp HealthCare. Overall, over 10,000 people are employed in the Coulee Region in health care professions. Gundersen Lutheran and Franciscan Skemp HealthCare are partners in the La Crosse Medical Health Science Consortium along with UW – La Crosse, Western Wisconsin Technical College and Viterbo University. The Health Science Center houses Allied Health programs conducted by UW-La Crosse and WWTC. The graduates of these programs are absolutely crucial to the future of our regional health care providers. This chart shows the impact that the Consortium members have on this region in terms of where Consortium member health care facilities are located. The chart also includes those non-consortium health care providers that accept interns of programs taught in the Health Science Center. All or parts of 15 Wisconsin counties are included in this service area. There are scores and scores of cities, towns, and townships which include hundreds of thousands of residents.

It is quite clear that the Health Science Center programs have a huge regional impact. Your support of the continued full funding for the Operations and Maintenance budget for the Health Science Center will help insure that the regional health care providers have many of the crucial health care professionals they need to provide the region with vital health care services.

This is an investment in the regions economy; this is an investment in the State's economy. Overall, this is a win-win for all of us.

Thank you again for this opportunity to speak before you today. I would be happy to answer any questions you may have.

**Joint Finance Committee Meeting
LaCrosse, WI
April 3rd, 2001**

I am Carl Huth from Richland Center, Wisconsin. I and my wife, Susan, own and operate the Richland Locker Co., Inc., a small scale complete meat processing facility. We provide services, including State inspected slaughter, custom processing, sausage making, retail and wholesale meat sales. We also process wild game.

I am also a Director for the Wisconsin Association of Meat Processors. This is a Trade Association of meat processors. This is a Trade Association for small to medium sized meat processors and suppliers around the great State of Wisconsin.

Wisconsin has always been looked up to by other States and Trade Associations for the large number of facilities and the quality of products produced within our great State.

This is why I support a new meat lab at the University of Wisconsin in Madison!

I have been in the meat business for 26 year. My wife has been in it for 30 years. We have been to many training sessions and work shops. We also have just called for advise when a problem arrises. It is such a comfort to know we have professional background at our fingertips.

With all of the changes taking place today, our present meat lab is outdated. There has been many changes in the past seventy years since our present facility originated. In order to attract top notch scientists and students, and to create an atmosphere necessary to enhance and maintain the State of Wisconsin's excellent reputation for meat production and processing, we need a modern facility now!

Without a new meat lab, it will affect our livelihood, our employees, consumers, our State's animal agriculture economy, food safety and our standing in these areas, regional and nationally. I know our Department of Agriculture Trade and Consumer Protection also rely very heavily on this meat lab for training and research.

Right now, we have approximately 300 State licensed processing plants, 110 USDA businesses, and 5,000 grocery stores! These all have the potential to utilize their services and knowledge.

This meat lab is very essential for our agriculture community, farmers, future farmers, FFA and 4-H groups, students and new entrepreneurs.

Our State Trade Association Wisconsin Association of Meat Processors has already dedicated \$100,000. to this project. That doesn't sound like much in comparison to \$20,000,000.00 but it is a very sound commitment given by small businesses.

The future of our profession and our strong industry is facing a very critical time. With the outbreaks of E- coli and the news media painting a horrible picture with Hoof and Mouth Disease and Mad Cow Disease, it will be essential to give full consideration to funding this facility to help keep our State and Nation safe from these types of problems and keep our economy sound. Our consumers deserve wholesome, flavorful and safe meat products!

Thank you,



Carl Huth

590 S. Main St.

Richland Center, WI 53581

Business phone 608 647-4577

Residence 608 647-6458

*Written Testimony for the
Joint Finance Committee Hearing
April 3, 2001
UW-La Crosse Cleary Center*

Thank you for the opportunity to present this testimony to the Joint Finance Committee. Similar testimony is also being forwarded to the Joint Committee on Information Policy and Technology, also meeting today.

My name is Carol Popelka, and I am the Director of a video distance education network coordinated through CESA #4. **I am requesting continued support of the Telecommunications Access Program, one of the programs administered by TEACH Wisconsin.**

The Western Wisconsin Linked Education And Resource Network, known as WWLEARN, is a full-motion video distance learning network whose video links and data lines are subsidized by TEACH Wisconsin through the Telecommunications Access Program.

WWLEARN members include 13 high schools from Alma to DeSoto to Hillsboro and Sparta. With UW-La Crosse, WWTC and CESA 4, our total membership is 16. Like many of the 40-some other video networks across the state, **WWLEARN's mission is to provide enhanced curriculum offerings in the schools, professional development opportunities for teachers and greater access to community education for all the areas served by the network.**

WWLEARN'S main job is to facilitate high school course sharing among its members. We have offered such courses as Russian History, Philosophy, French, Business Law and Music Theory, to name a few. But just this year alone, **we have also taken over 800 children and teachers on 49 live video field trips to such place as Zoo Atlanta, NASA's Johnson Space Center in Houston, the U.S. capitol in Washington, D.C., and the Indianapolis Children's Museum** during which the presenters and the participants see and hear each other at all times.

A PE class studying muscles learned about the effects of micro-gravity on the body and how astronauts exercise in space, 2nd graders learned about giant pandas and the effects of their shrinking habitat in China, 4th and 5th graders were connected to an eagle researcher at the University of Montana in Bozeman to learn what was being done to protect golden eagles from electrocution on power lines, 6th graders studying ancient civilizations saw mummies of an Egyptian princess, a cat and a bird, then watch while the presenter "mummified" a dummy. Every one of those 120 kids can tell you just exactly how the brains were removed!

Each of those enrichment experiences was tied directly to the subject and the curriculum standards, and none of the trips would have been possible without the availability of the video technology that transported the students to those sites.

While you may be aware of the classes and enrichment activities that distance learning offers, there are countless other uses of the networks that you may not be aware of, again all made possible by the Telecommunications Access Program.

The Wisconsin Association of School Boards, WASB, has been holding meetings and briefings over the network. Math teachers from around the state have been meeting over the network to develop math curriculum. A member of the Bangor School Board going to school full time in Eau Claire joined the evening school board meetings via distance.

Superintendents were briefed on federal education legislation by the education specialist on Rep. Ron Kind's staff in Washington.

We've not calculated how much travel time and money was saved by those activities, but what value can you place on the 17-year old who doesn't have to drive to La Crosse for a tech college or university youth options class? The coulees and ridges here in God's Country are beautiful. They also make for treacherous driving, particularly in the winter. I'd rather have my son walk to his distance learning room for a class than have to drive to it.

While rural schools are most often cited as the greatest beneficiaries of distance learning, I'd like to point out that it's not always the small schools that benefit. One of WWLEARN's most successful courses is an AP Statistics class, taught out of DeSoto high school by an outstanding teacher there, to Onalaska High School, a school several times its size.

The video links and data lines supported by the Educational Telecommunications Access Program have had a significant and far-reaching effect on the schools of Wisconsin. The people who designed, built, and maintain the network, as well as we network directors and users, have been sought out by people all over the country and world to ask how we did it. Thanks to the vision of Wisconsin officials, we have a world-class network in BadgerNet, one that has yet to near its potential. I urge you, if you haven't already, to go into a high school in your district to see first-hand how the distance rooms are being used, and take advantage of this wonderful resource yourself to save time in your busy schedule.

Thank you again for the opportunity to address this issue. **Please continue to support diverse and enriched educational activities for the children of Wisconsin by continuing support of the Educational Telecommunications Access program at TEACH Wisconsin.**

GOOD MORNING, MY NAME IS STEVEN KUNES, I AM THE EXECUTIVE DIRECTOR FOR GREATER LA CROSSE HEALTH PLANS, INC., AN HMO WHOLLY OWNED BY MAYO GROUP PRACTICE. GREATER LA CROSSE HEALTH PLAN HAS SERVED A SEVEN COUNTY AREA AROUND LA CROSSE COUNTY SINCE 1986.

I WISH TO SPEAK IN OPPOSITION TO THE CHANGE IS STATUTE 611.67 (3). THE STATUTE CHANGE WOULD PROHIBIT HMOS FROM DELEGATING MANAGEMENT AUTHORITY TO ANOTHER ENTITY.

MANAGEMENT AUTHORITY AS DEFINED IN THE STATUTE IS THE AUTHORITY TO EXERCISE ANY MANAGEMENT CONTROL OF THE CORPORATION OR ITS UNDERWRITING, LOSS ADJUSTMENT, GENERAL SERVICING OF PRODUCTS OR FUNCTION OR OTHER MAJOR CORPORATE FUNCTIONS.

THE BUDGET BILL CHANGES 611.67(3) AS FOLLOWS: A CORPORATION MAY NOT BE A PARTY TO A CONTRACT WHICH HAS THE EFFECT OF DELEGATING MANAGEMENT AUTHORITY TO A PERSON TO THE SUBSTANTIAL EXCLUSION OF THE BOARD.

THE BILL REPEALS 611.67(3) WHICH SPECIFICALLY ALLOWS HMOS, LIMITED SERVICE HEALTH ORGANIZATIONS AND PREFERRED PROVIDER PLANS TO DELEGATE MANAGEMENT AUTHORITY ACCORDING TO A WRITTEN CONTRACT SUBJECT TO THE REVIEW OF THE OFFICE OF THE COMMISSIONER OF INSURANCE.

ON MARCH 26, THE BAN ON HMO MANAGEMENT CONTRACTS WAS INCLUDED ON THE LEGISLATIVE FISCAL BUREAU'S LIST OF NON-FISCAL POLICY ITEMS IN THE BUDGET.

WISCONSIN HEALTH PLANS URGE MEMBERS OF THE JOINT FINANCE COMMITTEE TO REMOVE THE LANGUAGE FROM THE BUDGET BECAUSE IT IS A CONTROVERSIAL POLICY ITEM.

THE BAN ON MANAGEMENT CONTRACTS WOULD MAKE A POTENTIALLY SIGNIFICANT CHANGE TO CURRENT LAW BY RESTRICTING OR ELIMINATING AN HMO'S ABILITY TO CONTRACT WITH A SEPARATE ENTITY TO CARRY OUT ADMINISTRATIVE AND MANAGEMENT FUNCTIONS ON BEHALF OF THE HMO.

THE PROPOSED LANGUAGE IS NOT GOOD FOR HEALTH PLANS, THEIR EMPLOYER CLIENTS, OR INDIVIDUALS. HMOS ENTER INTO MANAGEMENT CONTRACTS TO MAKE THE MOST EFFICIENT USE OF HEALTH CARE DOLLARS. HMOS' ADMINISTRATIVE COSTS ARE CONSISTENTLY LOWER THAN THOSE OF INDEMNITY INSURERS. AT A TIME OF RAPIDLY INCREASING HEALTH CARE COSTS, THE STATE SHOULD NOT DISCOURAGE ADMINISTRATIVE EFFICIENCIES.

DESPITE ALL THE RHETORIC ABOUT HMOS ALLEGEDLY "INTERFERING" WITH MEDICAL DECISIONS, THE LANGUAGE IN THE BUDGET BILL COULD PROHIBIT HMOS FROM CONTRACTING WITH MEDICAL PROFESSIONALS TO OVERSEE PATIENT CARE ISSUES. POLICYMAKERS HAVE CONSISTENTLY AND CLEARLY STATED THAT MEDICAL DECISIONS SHOULD BE MADE BY MEDICAL PROFESSIONALS. ENACTMENT OF THE BUDGET LANGUAGE COULD DIRECTLY CONTRADICT THIS PRINCIPLE.

THE PROPONENT OF THIS LANGUAGE ARGUES THAT CURRENT LAW MUST BE CHANGED BECAUSE IT ALLOWS HMOS TO AVOID MAKING IMPORTANT FINANCIAL DISCLOSURES TO THE OFFICE OF THE COMMISSIONER OF INSURANCE. THIS IS FALSE. HMOS WITH MANAGEMENT AGREEMENTS MUST DISCLOSE THE SAME FINANCIAL PERFORMANCE INFORMATION AS OTHER HMOS. ALL HMOS MUST PUBLICLY REPORT ADMINISTRATIVE COSTS, CLAIMS COSTS AND UTILIZATION STATISTICS ON A QUARTERLY BASIS.

THE OFFICE OF THE COMMISSIONER OF INSURANCE (OCI) HAS THE AUTHORITY UNDER CURRENT LAW TO

**DISAPPROVE ANY CONTRACTS THAT DELEGATE
MANAGEMENT AUTHORITY. OCI CAN AND DOES REQUEST
CHANGES IF THERE ARE REGULATORY CONCERNS ABOUT
CONTRACT PROVISIONS. THE ONLY HMO MANAGEMENT
CONTRACTS THAT CURRENTLY EXIST HAVE BEEN
REVIEWED BY OCI. HISTORICALLY, OCI HAS DONE A GOOD
JOB IN APPROVING THE DELEGATED MANAGEMENT
AUTHORITY.**

**PLEASE CONSIDER REMOVAL OF THE BAN ON MANAGEMENT
CONTRACTS AS EXPLAINED IN SECTION 3742-3748, 3752-3753
AND 9247(1) OF THE BUDGET BILL AND ALLOW OCI TO
CONTROL UNDER THE CURRENT LAW AND LET HMOS
ADHERE TO THAT AUTHORITY.**

THANK YOU.

Stew m. Ginn
4/3/01

Testimony for the Wisconsin Joint Budget Committee
3 April 2001

Good morning. My name is Mark Zellmer, a physician assistant, a UW-L faculty member, director of the PA Program, and Chair of the Clinical Science Department which houses 5 health professional educational programs in the Health Science Center. In the seven years since I first visited La Crosse, the state of Wisconsin has seen the vision of public-private partnership in the training of health professionals for rural western Wisconsin come to fruition. Though the PA Program's partnership involving UW-L, Gundersen Lutheran, and the Mayo Clinic has brought to the region a program that none of the three institutions could have developed on their own, the construction of the Health Science Center represents a much larger partnership to meet a multiplicity of needs in rural western Wisconsin.

I'd like to talk just a moment about just one example of those needs for health care providers. In many areas healthcare institutions are unable to provide services due to a lack of trained employees. A year ago in Trempealeau County, the need for primary care providers seemed to have been met or was at least stabilized. However, since then 3 of the 14 physicians in the county and one PA have left and two more physicians have reduced or closed their practices due to age and illness. So a year later there is a great need to providers, and the two PA graduates of our program that serve the county have become even more critical for to the provision of health care services there.

The Health Science Center brought together five institutions, some competitors, and several hundred corporate and individual donors for the common good of the region. Now just a few blocks down the street is a wonderful \$27 million dollar facility that today is educating healthcare providers for the regions future, providing healthcare services to students and the poor, and conducting health research. After having funded Health Science Center operation and maintenance costs for the first two years of the building's existence, the State budget proposed sharply reduces this funding. At the same time, as you know from your own bills at home, utility costs have sharply increased. Thus, it appears that the state of Wisconsin is saying to this region, "It's nice that you in western Wisconsin have collaborated to realize the dream of a public-private health care partnership, but now the public is no longer interested in keeping the lights on for the project."

As a citizen and taxpayer of Wisconsin, and one of the hundreds of small donors to the Health Science Center, I find it fiscally irresponsible and an incredibly poor stewardship of the resources that have constructed the Health Science Center, for the state to now reduce and nearly eliminate funding for the UW-L portion of the electricity, operation and maintenance of the facility. Thus, I urge the legislature to restore and make permanent the funding for UW-L's portion of the operation and maintenance of the Health Science Center.



Mark R. Zellmer, MA, PA-C
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Testimony to the Joint Finance Committee
Support for Public Health System Funding
April 3, 2001 - La Crosse Wisconsin

My name is Doug Mormann, Director, La Crosse County Health Dept. I am speaking on behalf of The Wisconsin Public Health Association to encourage you to add funding of \$8,000,000 (\$2.5 million GPR dollars into the first year and \$5.5 million dollars during the second year of the biennium) to support the health assessment and planning activities of local health departments as required by State Statute 251.05 and consistent with the 12 essential services identified in the 2010 State Health Plan. Currently, these activities are supported primarily with local tax dollars and minimal Federal dollars. A recent study conducted by three Wisconsin Public Health organizations, (WPHA, WALHDAB, and WEHA) concluded that local health departments need adequate funding to fulfill the primary activities of Public Health. Local Public Health is seeking a state partnership in the process of building healthier communities!

In his presentation of the Budget to the Legislature, Governor McCallum expressed a goal of "reducing Wisconsin's overall tax burden" and "improving the quality of life of all citizens" by "helping others reach their full potential in life, meeting our commitments and protecting the environment". He proposed that the values of "showing compassion for the neediest members of our society and working cooperatively to take care of the people's business" are important. Public health services at the local level can play a significant role in reaching these goals. Long term success in the resolution of health problems is achievable if public and private sectors collaborate, assess, and plan strategies to address health problems in a cost effective manner. Local units of government are carrying the financial burden in the delivery of public health services. State support is required to expand the capacity of local government and to partner with the private sector in the effort to keep all persons healthy.

The recently completed work of the Kettl commission recommends that "strong incentives be created for governments to collaborate on behalf of their citizens" and that "state-local partnerships" will play a key role in enabling Wisconsin to be a leader. Wisconsin's State Health Plan for 2010 specifically supports assessment and planning in the provision of the 12 essential services, and indicates that public and private partnerships need to occur in every community. I am requesting that you make a commitment to the health of Wisconsin's citizens by supporting a state-local partnership with the inclusion of state funding for public health into the budget for local public health activities.

Local planning efforts can and do bring improvements to the health status of the people in a community. The following are examples of coordination of the public and private sector to meet local needs:

Three Rivers Community Dental Clinic began seeing Medicaid insured and other persons that are having difficulty finding dental services by bringing together volunteer dentists, dental hygienists, dental assistants and other volunteers and the resources of local foundations, AHEC, the district dental society, Gunderson Lutheran, Franciscan Skemp, Western Wisconsin Technical College, UW-La Crosse, Viterbo University, La Crosse County Health Dept and others to help meet a community need.

Caring Inc, a health screening and assessment service for homeless individuals and families in the La Crosse area has come together through the contributions of local foundations, Viterbo University School of Nursing, Salvation Army and the La Crosse County Health and Human Service Depts.

La Crosse Area Health Initiative, a group interested in reducing the death and disease caused by tobacco use includes members of American Cancer Society, American Lung Association, American Heart Association, Franciscan Skemp Health Care, Gundersen Lutheran, private companies. As the result of their effort the exposure of La Crosse area citizens and visitors to tobacco smoke in restaurants and a variety of other private and public work sites has significantly reduced.

Three Rivers Harvest is collecting food from food warehouses and grocery stores to be distributed to persons that do not have sufficient food. This program is supported by private foundations, University Extension, AHEC, La Crosse County Health Dept. and a variety of volunteers from all parts of the community.

Each of these efforts are successful as the result of local private funds and resources being brought together with public resources through a coordinated effort.

These successes are only a small part of what can be done when the imagination and resources of a community can be focused on a community health problem. Government is an appropriate vehicle for bringing these resources together. Communities, with the help of local health depts. all across Wisconsin have completed assessments of health needs and begun the process of building responses to these needs like those described above. State Government support is needed to assist in these efforts that will result in a healthier and more productive population.

If funding for this effort is not available this funding cycle please consider conducting a legislative council study of the potential for improving the health and quality of life in Wisconsin through a state local partnership to coordinate and direct local public and private resources toward meeting high priority program.

Testimony for the Joint Committee on Finance Budget Hearings

Clark D. Nordberg, Executive Director – Bethel Home & Services, Inc. 608/637-2171

April 3, 2001

University La Crosse Cleary Alumni & Friends Center

I. Introduction

My name is Clark Nordberg, Executive Director of Bethel Home & Services, Inc. Bethel Home & Services is a 121 bed, skilled nursing facility, approximately 45 years old. We offer a full continuum of care for the elderly in our service area ranging from independent care to home care to group homes, RCAC and skilled nursing care. We also provide adult day care. Bethel Home has had a proud history of providing services for the aging and doing so in an economically responsible fashion. Last year approximately 50% of our residents discharged went home or to a less restrictive environment. Bethel Home's sole purpose is to provide quality care to the aging population and quality employment opportunities to our staff. Last year Bethel Home provided care to approximately 500 citizens of Vernon, Crawford and Monroe counties. Today I would like to give you some examples of how the past and current reimbursement system and proposed budget has not kept pace with inflation and has put quality nursing homes, like Bethel Home & Services, into a truly crisis situation.

II. Past Reimbursement

First, let me deal with the numbers. As you are aware, the budgets in the recent past have not provided any new GPR money to nursing home reimbursement. The industry has been creative in working with the government on programs, such as intergovernmental transfers, for increased reimbursement. If you reference page 10 of my hand out you will see that the nursing home direct care ceilings have been respectively 3%, 2.3% and 0.3% in the last three years, much less than inflation. The Medicaid support services ceilings increases have been roughly 2% over the last two years and it is proposed we take a 5% cut in reimbursement for 2001 and beyond. This is at a time when our staffing levels continue to be hampered by a nursing shortage resulting in the necessity to pay our nurses significantly more than the inflationary allowance in reimbursement. Also, at a time when inflation

rates are 3% - 5%. To give you an example of our situation this year, our reimbursement for the last half of the current biennium equates to 1.69%, or \$50,000 total. Our utility bill alone will be \$30,000 more than we budgeted. If you take \$30,000 away from that \$50,000, it leaves \$20,000 to pay for staff increases for over 100 staff and increased cost of supplies. I would ask you how to make these economics to work?

III. Medicaid Population

Please keep in mind that I am talking about Medicaid funded residents here, which make up approximately 70% of Bethel Home's population. In 1998 a report was done by BDO Siedman indicating that our cost to provide care to those residents was \$95.07 per day. The reimbursement during that same time period was \$94.19 per day, resulting in a loss to the facility on Medicare/Medicaid residents of \$0.88 per patient per day. Adding to this frustration is the fact that nearly 80% of all residents are admitted directly from hospitals requiring extensive care services and supervision, but staying with us for a much shorter length of stay. While our utilization is higher and our admissions are much higher, our lengths of stays are growing shorter and shorter. This creates a situation where our staff has to work harder to assess and provide care for residents that they do not know, only to have them leave the facility quickly. Again, I would ask you, how do you economically provide quality care and maintain a quality staff with this type of reimbursement? I could go on reciting statistics, but let me get to the point.

IV. Resident & Staff Implications

Bethel Home is a non-profit organization that cares for 121 residents. In doing so we provide jobs for approximately 150 staff. I am talking here about people who do the hardest jobs imaginable in caring for the chronically ill elderly. These same people are paid wages which are embarrassingly low. If something is not done with this reimbursement we will not be able to provide increases for these staff. The consequences of this, by no fault of our staff, we will be providing less than quality care to our residents. Add to this that the regulatory system is presenting stiff penalties for inadequate care. We are in a no win situation. ~~Gentlemen~~, I am telling you today that the nursing home industry is in a crisis. If you have heard this song before, I can tell you today that it is true. It is a

common statistic that over 40 nursing homes in the State are in receivership. That means they are broke. Without addressing the current budget situation, more nursing homes will be broke. It has been proven through the Family Care system that nursing homes have become the safety net for those people who Family Care cannot otherwise provide care for. This safety net has been drastically under funded in the last three budget cycles. Please don't let this happen to the quality, not for profit nursing homes of Wisconsin.

What can you do about it? The Governor's nursing facility recommendations for 2001, Senate bill 55, Assembly bill 144, would increase the Medicaid nursing facility funding by \$115 million dollars in 2001-2002 and by \$157.2 million in 2002-2003 (pg. 12-15 of handout). This type of funding would meet inflationary indices for the next biennium and would also begin to make up for shortfalls of the past. The entire increase would be funded from an anticipated expansion of the intergovernmental transfer program. No new GPR State dollars are authorized in this budget. IGT would also entirely fund a \$15 million rate increase for other Medicaid providers over the biennium.

I am asking you today to support the Governor's intergovernmental transfer in total.

Frankly, if it doesn't go through we will have to request that the State fund the entire \$115 million dollars. I am asking also, do not let others ^{strip} ~~raid~~ the funds generated through IGT, *That you keep the Medicaid trust fund intact.* This is a program developed by the nursing home industry and the Governor's office solely for the nursing homes and is desperately needed at this time. I realize that other human service agencies are also in desperate need of funding, We are on the verge of collapse.

The second thing that I would ask you for today is for increased funding to WWTC for RN and Nurse Aide programs. We are facing a serious shortfall of RNs and Nurses Aides and something needs to be done to address that. Currently Bethel Home has four open licensed positions. We have been running ads for over three months. As of last weekend my Director of Nursing, Assistant Director of Nursing and two nurse managers worked a total of 6 shifts in order to cover the openings. This cannot continue. We cannot ask our nurse managers to pull shifts and still provide quality oversight over the long term. The management is in place to oversee and manage employees, not to pull shifts. The only way

we can address this situation is through the efforts of our local technical colleges in providing nursing and CNA courses to address this shortfall. We are fortunate in the La Crosse area to have a technical college that is willing to work with nursing homes and the nursing program to provide whatever is needed by way of training to these individuals. Please support WWTC in its efforts by funding those programs.

Thank you for your time and consideration today.

MESSAGE TO THE WISCONSIN JOINT FINANCE COMMITTEE

From: Debra R. Johnson, CPA, CFP

Graduate of UWL – Bachelor of Science - Accounting

Partner in Hawkins, Ash, Baptie & Co., LLP

2000 United Way Campaign Chair

Past Chairperson, College of Business Administration, Board of Advisors

President – Elect, The La Crosse Rotary Club, July 1, 2001

Member numerous non-profit boards

Taxpayer

I respectfully request that funding be restored to the \$678,900 level for the next two fiscal years to support the operation of the Health Science Center. I would like to address two significant reasons why the finance committee cannot consider omitting the \$678,900 from the proposed executive budget.

First, the Coulee Region is a world-class community with a good quality of life. But like all communities, there are significant issues that need to be addressed. The recent Community Compass 2 project was a collaborative project involving a diverse spectrum of individuals, organizations and government agencies. Four categories of needs were identified: financial challenges including lack of affordable dental and medical care; substance abuse; youth and families at risk; and diversity issues including lack of tolerance and racial discrimination. Eighty five percent of the children at one elementary school qualifies for free or reduced lunches. Wisconsin Housing and Economic Development Authority continues to approve financing and tax credits for construction of low to moderate income elderly and family housing. The City of La Crosse continues to approve HOME Funds to finance housing construction for the very low income. All are factors that add credibility to financial challenges and the lack of affordable dental and medical care. The opening of the Health Science Center brings the promise of quality dental care for those individuals and families of limited financial means and it brings a hope of future medical services for individuals on medical assistance.

Secondly, the Health Science Center is an excellent example of community, state and private collaboration. To a region whose civic leaders most often disregards the rewards and success of collaboration, the on-going success of the Health Science Center justifies the initial collaboration of our two medical facilities, WWTC, UWL, Viterbo University, the taxpayers of the Coulee Region, the local legislators and state government. Without the team approach, the Center would not be available as a hands-on teaching facility, would not provide distance education to outlying counties, or provide help to individuals in need.

But collaboration does not end with constructing a building. Honoring a commitment to fund the on-going day to day operations is part of the plan that the Wisconsin Legislature must address. We are not requesting new funding,

Debra R. Johnson
Page 2

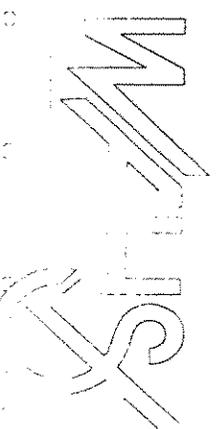
only the continuation of funding currently in the 1999 – 2001 budget. By following through with the Wisconsin's share of its financial commitment to support the Center, rural areas can be hopeful that training provided at the Center would provide more physician assistants and physical therapists available to work with their communities. By following through with Wisconsin's share of its financial commitment, diversity and cultural issues can be eliminated, individual advancement encouraged and affordable education and training provided to Southeast Asians and other minorities. La Crosse and surrounding communities will become stronger and more attractive to companies and steady economic growth will follow.

The Health Science Center is new and the results will be measurable. The Compass 2 results are already identified. A team approach is required to meet the challenges identified and a positive approach is through the continued operation of the Health Science Center. UWL is part of the community commitment. UWL needs to receive the financial commitment from the State Legislature. This is no time to minimize the potential of this valuable resource. We built it through collaboration, now let's fund the operations through collaboration.

Issue: 2001-2003 Medicaid Nursing Facility Funding Increases

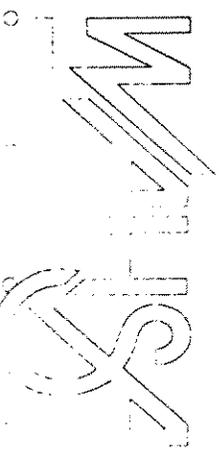
- **The Governor's 2001-2003 Budget would increase Medicaid (MA) nursing facility funding by \$115 million in 2001-02 and by \$157.2 million in 2002-03** (Note: the Governor's 2001-03 Executive Budget Summary indicates larger increases to reflect a technical adjustment in current IGT funding).

- **This presentation clarifies the funding level that would be provided under the Governor's budget and addresses the critical need for these increases.**

The logo for WMS (Western Medical Services) is located in the bottom right corner. It features the letters 'WMS' in a stylized, outlined font. The 'W' is composed of several parallel diagonal lines, and the 'S' is a simple outline. The 'M' is also outlined and positioned between the 'W' and the 'S'.

Briefing Overview

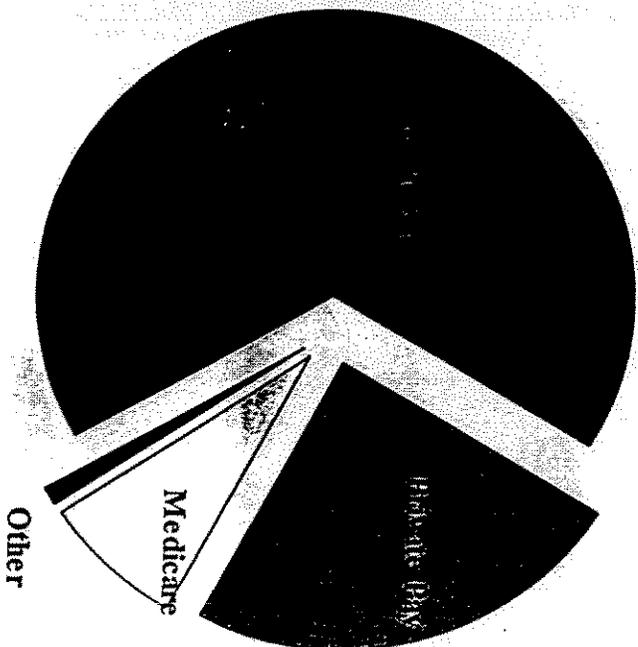
- Why do nursing homes need additional Medicaid funding increases?
- What level of funding increases would be provided under the Governor's budget?
- How would these increases be funded?
- What happens if the expanded IGT Program isn't approved?



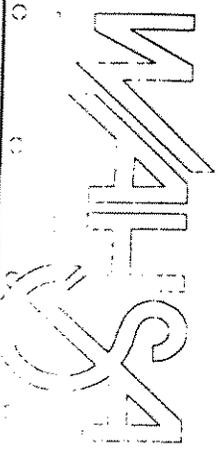
Why do Nursing Facilities Need Additional Medicaid Funding Increases?

- Nearly 70% of all nursing facility residents are Medicaid recipients--When Medicaid doesn't provide adequate facility payments, the added burden on the facility/residents/staff is enormous.

Nursing Facility Residents
by Payor Source

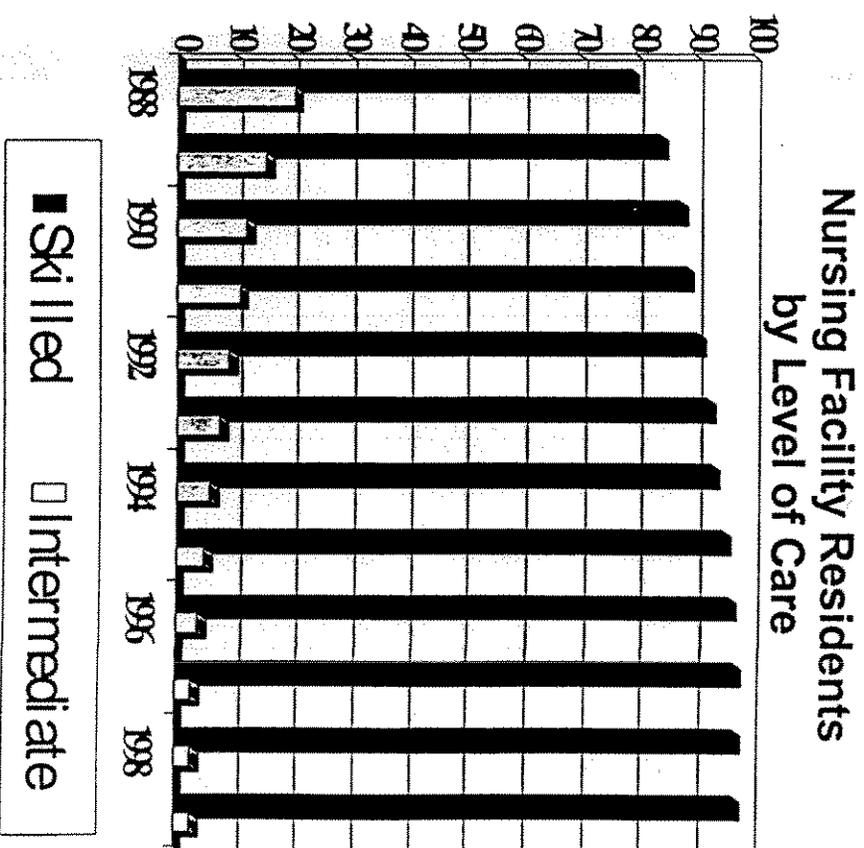


Source: DHFS 1999 Annual Survey of Nursing homes

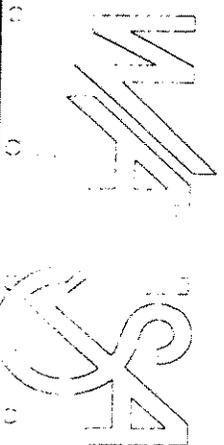


Additional Medicaid Funding Increases Are Critical

- Resident acuity, and related costs, continue to skyrocket.
- Nearly 80% of all Residents are admitted directly from hospitals and require extensive care, services and supervision.



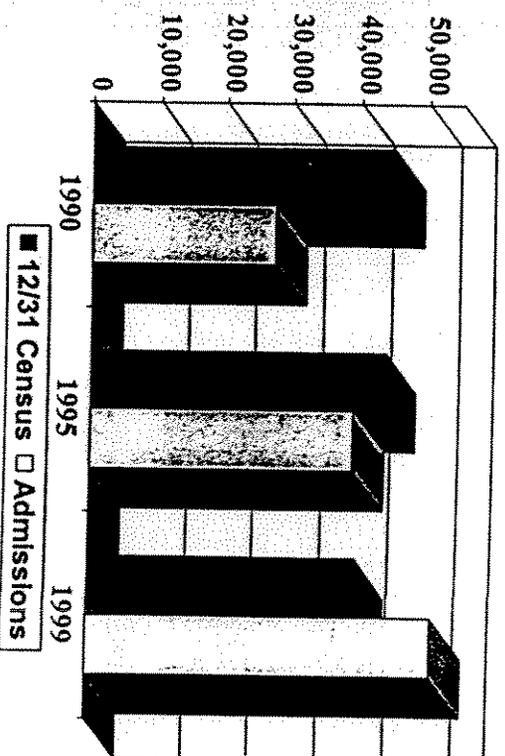
Source: DHFS, 1999 WI Nursing Homes & Residents



Additional Medicaid Funding Increases Are Critical

- Admissions to nursing facilities have increased by 87% since 1990. These admissions require intensive assessment and care planning resources.
- Contrary to popular belief, more residents (40%) receive restorative or rehabilitative care, and are discharged to home, than end-of-life care (31%).

Resident Census and Admissions
1990-1999



Source: DHFS, 1999 WI Nursing Homes & Residents

