

IDENTIFICATION OF THE EXTENSION FUNCTION
IN THE UNIVERSITY OF WISCONSIN SYSTEM

5-1-89

This document has been prepared as an Administrative Guideline to assist in the implementation of Regent policy on integration between UW-Extension and UW System institutions. These guidelines provide a format for a uniform identification of extension units, programs and faculty and staff of the UW institutions.

Other Relevant Documents:
Regent Policy, April 1982
Regent Policy, May 1985
Regent Policy, May 1988

THE UNIVERSITY OF WISCONSIN SYSTEM

Academic Information Series 5.3 (ACIS-5.3)

May 1989

IDENTIFICATION OF THE EXTENSION FUNCTION IN THE UNIVERSITY OF WISCONSIN SYSTEM

I. INTRODUCTION

The 1982 and 1988 Board of Regents Policy on Extension assigned cooperative responsibilities and shared authority for the extension function to UW-Extension and the other UW institutions. In addition, the 1988 Regent policy on joint appointments (since identified as collaborative appointments) of faculty/staff between UW-Extension and the other UW institutions provide these individuals with faculty and academic staff standing within UW-Extension. These policies set the tone for a true partnership among UW System institutions to extend their resources to the people of Wisconsin and to achieve mutual public recognition of this important work. Extension programs and their concrete benefits to professionals, businesses and communities throughout the state are among the best public relations tools available to the UW System and its individual institutions.

The unique structure of the extension function in Wisconsin, with its shared mission between UW-Extension and the other UW institutions, its distinct but interrelated roles and responsibilities for the planning and delivery of programs, and its use of collaborative appointments for faculty/staff, presents a special challenge in how each participating institution is identified for the public and key decision-makers.

The challenge is to expand and reinforce the identity of the extension function to achieve more widespread public support, recognition, and fiscal resources to benefit all UW institutional extension programs and their contributions to the people of the state.

The UW System Board of Regents recognized this challenge in their May 1988 policy on integration of the extension function by mandating:

"Consistent use of the term "extension" to identify UW institutional extension units, faculty and staff and programs within the statewide extension function."

To implement this policy, the Regents charged the Chancellor of UW-Extension, in consultation with the other UW institutional chancellors, to develop and implement as soon as feasible:

"A format for uniform identification of extension units, programs and faculty and staff of the UW institutions."

The policies and guidelines in this document recognize that the extension function is planned and implemented through the collaborative effort and shared authority between UW-Extension and the other UW institutions. They call for clear and consistent identification of the various elements of this collaborative relationship.

II. POLICIES AND PROCEDURES FOR IDENTIFICATION OF INSTITUTIONS, UNITS, PROGRAMS, AND FACULTY/STAFF RESPONSIBLE FOR THE EXTENSION FUNCTION

The following policies provide the faculty/staff and administrators directly involved with the extension function of the UW institutions opportunities to share in the responsibility to improve public perceptions and support for extension programs. They provide opportunities for:

1. each UW institution to be publicly identified with its extension programs;
2. enhancement of public perceptions and support of the extension function, and appreciation of the benefits of the extension of University resources to families, farms, businesses, and communities;
3. recognition by the public and key decision-makers of a coordinated, Systemwide extension program that can be identified with the public funding appropriated to UW-Extension.

The following policies apply to all programs and resources identified in the annual interinstitutional agreements between UW-Extension and the other UW institutions.¹ They require the support and cooperation of all administrators, units/departments, faculty/staff, and public information offices throughout the UW System.

A. Identification of Institutional Affiliation with the Extension Function:

1. Both the UW Institution and UW-Extension will be publicly identified with the programs, departments/units, and faculty/staff involved in the extension function as identified in the interinstitutional agreements, whether the program is sponsored primarily by the institution or primarily by UWEX.
2. The standard identifier for publicly identifying this institutional affiliation will be:

"UW-Institution/Extension" or "UW-Institution and UW-Extension."
3. Both cooperating institutions will be prominently identified in similar type size and

¹ This is interpreted to mean that Category 2 programs as defined in ACIS-5.1, II.B.2. are excluded from this policy.

location on brochures, catalogues, publications, press and promotional materials for UW institutional extension units and programs. Likewise, UWEX programs employing the resources of other UW institution(s) will identify those institution(s).

4. In addition to the standard identifier, other statements may be added to these materials. For example:

"UW-Institution and UW-Extension -- working together to fulfill the Wisconsin Idea."

"UW-Institution and UW-Extension -- partners in the Wisconsin Idea."

"UW-Institution and UW-Extension -- bringing the resources of the University to the people of Wisconsin."

The phrase "Funded in part by funds administered through UW-Extension" or variations thereof are not acceptable as either the primary identifier or additional statement.

5. Because of federal requirements, franked mail letterhead for Cooperative Extension integrated departments must include the UWEX logo, the designation University of Wisconsin-Extension, and the Cooperative Extension Service identification at the top. Other titles, emblems and logos may also be used for identification.
6. Federal requirements also call for identification of the U.S. Small Business Administration on all printed materials of the Small Business Development Center/Business Outreach units of the UW institutions.

B. Identification of UW Institutional Units Responsible for the Extension Function.

To simplify public and media understanding and create a uniform image of the extension function on all campuses, the word "Extension" will be incorporated into the titles of the central administrative unit responsible for the extension function at each institution.

It is recognized that some of these units within the UW institutions are responsible for more activities than the extension programs funded through the Interinstitutional Agreements. The following examples are offered as ways to incorporate the word "Extension" into the titles of units and divisions responsible for extension programming:

"UW-Institution Division of Extension and Continuing Education"

"UW-Institution Extension/Outreach"

"UW-Institution Extension and Summer Sessions"

C. Identification of Institutional Extension Programs:

To maintain a clear, consistent, and uniform identity and support for the UW institution and the extension function, the word "extension" will be used to identify extension programs funded through Interinstitutional Agreements between each UW institution and UW-Extension.

While the primary identifier will go to the sponsoring UW institution, programs will be clearly identified with the extension function in news releases, publications, reports, and introductions. Because news media will not use an unlimited number of designations for multiple cooperating institutions and departments, the easiest way to identify programs with the extension function is to designate both cooperating institutions on the press release letterhead, and to simply use the word 'extension' as a modifier in the copy.

The following examples are offered to recognize the extension function, as well as the UW institutional affiliation of integrated extension programs:

"The extension program at UW-Stout will feature ... "

"An October workshop for social workers has been announced by the UW-Milwaukee Division of Extension and Continuing Education. The extension program will focus on ..."

"Circulation managers from throughout the midwest have been invited to a University of Wisconsin-Madison extension conference November 8-9."

"An extension program exploring the role of the nurse as a family counselor will be offered by the UW-Green Bay."

"The program is offered by the UW-Whitewater in cooperation with UW-Extension."

"The program is offered through a partnership between UW-Oshkosh and UW-Extension."

D. Identification of Faculty/Staff With Collaborative Appointments

The goal of achieving a clear and uniform identity for the extension function of the UW institutions can be enhanced by referencing the extension function when describing activities of faculty/staff holding collaborative appointments. This can be accomplished either by using the "little e" extension identifier or by identifying both cooperating institutions. Following are some examples to achieve this goal:

"Jane Doe, extension music professor at UW-Superior ..."

"According to John Jones, UW-Platteville extension agronomist ..."

"UW-Whitewater Business Professor Jane Doe will teach the seminar, which is offered by the UW-Whitewater Small Business Development Center in cooperation with UW-Extension."

"The weekend workshop, offered by the UW-Green Bay in partnership with UW-Extension, will be led by UW-Green Bay economist John Doe."

"(Publication) by Assistant Professor John Jones, extension landscape architect, UW-Milwaukee, and Professor Jane Doe, extension horticulturist, UW-Madison."

III. SUMMARY

Extension, as both an institution and a function of the UW System, has achieved considerable statewide identity and support over the past 24 years -- an identity that is crucial to continued public and fiscal support for the extension programs of all the UW institutions. Thus, it is vital that an identity for the extension function be maintained and strengthened throughout the state. In Wisconsin, the University tradition throughout this century has been to use the word "extension" to define the extension of its programs and resources beyond the boundaries of its campuses. The consistent use of the word "extension" will enhance public perceptions of a unified, coordinated, Systemwide extension effort in which each university and center performs a unique and important role.