



UNIVERSITY OF WISCONSIN-EXTENSION
AND THE NEW ECONOMY:

Proven outreach education strategies to help
Wisconsin meet the New Economy challenge

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Executive Summary

UW-Extension, with its resources, programs, partnerships and a unique statewide network, is ready to play a major role in addressing the New Economy challenges. Furthermore, it is positioned to effectively link university resources with emerging community needs to meet those challenges. UW-Extension has taken the lead in developing economic development educational programs to meet the changing needs of Wisconsin.

- Building quality jobs—UW-Extension’s link to UW campuses provides direct assistance to small businesses, creating an entrepreneurial environment that supports high-salary employment opportunities.
- Enlarging venture capital investment— Through collaborations and partnerships, UW-Extension’s statewide network helps its clients gain access to a variety of sources of capital.
- Improving the regulatory climate—UW-Extension plays an important role in educating about new approaches to accomplish the goals of governmental regulatory activities, while fostering a growth-friendly climate.
- Improving Wisconsin’s fiscal future and entrepreneurial climate—Together with economic development partners and building on university-based expertise, UW-Extension is strengthening the state’s entrepreneurial climate by assisting the our most promising entrepreneurs.
- Educating the workforce—UW-Extension programs play a vital role in educating the workforce, providing adults and youth with workplace skills and competencies.
- Enhancing key infrastructures—UW-Extension addresses critical issues that support the economic success of communities, including housing, child care, health care and transportation, in ways that allow communities to develop the infrastructure necessary to support employers and workers.
- Building a distinctive brand/image to position Wisconsin as a technology and jobs leader—The world-renowned Wisconsin Idea is distinctive to the state and provides the historical basis for a new level of university-community engagement.

UW-Extension and its partners are well positioned to play a critical role in working with the state’s people, businesses and communities to capitalize on the opportunities of the New Economy. UW-Extension has a unique capacity to deliver outreach programs to all parts of the state utilizing the best features of “high-tech” and “high-touch.” Its programming efforts respond to the many facets of economic development being addressed in the state’s New Economy strategic planning.

Introduction

Wisconsin has a long history of leveraging university resources to enhance the quality of life for its residents. As the state works to address challenges and opportunities associated with major economic and social shifts, it must explore new ways to use these research and educational resources to promote future growth and prosperity.

The University of Wisconsin-Extension embodies a spirit of what has become known as “engagement,” defined in the simplest of terms as the efficient exchange of knowledge between the campus and the people. The purpose is to add value to both residents and the university. As other higher education institutions across the nation move to develop new strategies to encourage and facilitate engagement, Wisconsin has a strategic advantage in UW-Extension and its proven record of success.

UW-Extension, with its resources, programs, partnerships and a unique statewide network, is ready to play a major role in addressing the New Economy challenges. Furthermore, it is positioned to effectively link university resources with emerging community needs to meet those challenges.

This paper demonstrates UW-Extension’s unique outreach capabilities, including access to in-depth expertise and an unparalleled network of delivery channels and partnerships. It will outline UW-Extension’s:

- **Programming Niche**, featuring select examples of proven work and new concepts that address the important topics being considered in Wisconsin’s strategic New Economy plan;
- **Partnership Niche**, indicating how the organization can bring together the stakeholders necessary to fulfill this commitment; and
- **Delivery Niche**, describing how UW-Extension can meet new and emerging educational needs.



The **University of Wisconsin-Extension** works through 26 UW campuses and 72 Wisconsin counties to serve more than 1.6 million people each year. The third-largest institution in the UW System, its mission is to “apply university research, knowledge, and resources to meet the educational needs of people wherever they live and work.”

Major divisions include:

- **Broadcasting & Media Innovations**—educational, public service and cultural programming through Wisconsin Public Radio and Wisconsin Public Television (in partnership with the Wisconsin Educational Communications Board).
- **Business & Manufacturing**—technical, managerial, entrepreneurial business education, and one-to-one counseling offered through 13 campus-based Small Business Development Centers.
- **Continuing Education**—system-wide planning, prioritization and coordination of credit and non-credit programs that provide personal and professional development. Includes UW Learning Innovations, which leads asynchronous learning initiatives.
- **Cooperative Extension**—programs for individuals and communities in agriculture, water quality, solid and hazardous waste management, land-use planning, growth management, family and youth development, sustainable agriculture, and economic development.

The Challenge

Participants at the University of Wisconsin's 2000 Economic Summit will identify strategies for strengthening Wisconsin's economy, focusing on seven key topics:

- Building Quality Jobs;
- Enlarging Venture Capital Investment;
- Improving the Regulatory Climate;
- Improving Wisconsin's Fiscal Future and Entrepreneurial Climate;
- Educating the Workforce;
- Enhancing Key Infrastructures; and
- Building a Distinctive Brand/Image to Position Wisconsin as a Technology and Jobs Leader.

"The grassroots learning communities fostered by Cooperative Extension, the support for lifelong learning provided by continuing and distance education and public broadcasting, and the partnerships underlying technology transfer activities that are all hallmarks of public and land-grant universities all were ahead of the times in encouraging a learning society that has now fully emerged."

--Graham Spanier
President of The Pennsylvania State University and Chair of the Kellogg Commission on the Future of State and Land-Grant Universities

The context for this effort is mounting evidence that Wisconsin's economy is dominated by older business sectors that rely less on intellectual capital than traditional inputs, have limited ability to attract venture capital, and have lower-wage jobs.

The New Economy is transitioning from the production of goods, commodities and services to one based on knowledge and information. This creates an environment characterized by rapid technological and social change, in which residents must grapple with very complex matters that demand an unprecedented level of sophisticated decision making and an extraordinary demand for access to knowledge. More than ever before, educational access and attainment are directly connected to earning power and economic prosperity.

To thrive, Wisconsin residents require greater access to educational delivery mechanisms and a broader menu of programs. With its incomparable grassroots programming experience and unique competencies in high-technology educational channels, UW-Extension can support strategies for maximizing innovation and enhancing Wisconsin's performance in a new world.

UW-Extension's Programming Niche

UW-Extension has taken the lead in developing specific programs to meet the changing educational needs of Wisconsin and in providing the vital facilitation and planning support to help communities deal with aspects of economic development that directly impact their quality of life. The following are a few specific examples of such foundation programs.

Building quality jobs

Direct assistance to small businesses can help create the entrepreneurial environment that creates high-salary employment opportunities. UW-Extension, through the Small Business Development Centers (SBDCs), is encouraging entrepreneurs and small business owners with important counseling, education and support to enhance the viability and vitality of their enterprises.

Through an annual client survey, UW-Extension's statewide SBDC network assesses the economic impact of business management counseling it provides. According to an independent analysis of the 1998-99 survey data, SBDC clients **created** 1,310 new jobs and **saved** 2,243 other jobs. Anecdotal evidence suggests that many of these jobs are in the high-technology sector.

For example, in Barron County, Dennis Aney began a high-end electronics manufacturing company in 1994, with the support of counseling from SBDC staff and faculty based at UW-Eau Claire. In 1999, Wisconsin Manufacturers and Commerce honored Aney's company, DCA Manufacturing, with a Grand Award in its Emerging Manufacturer category.

In addition to the SBDC efforts, Continuing Education programs on the 26 UW campuses, coordinated by UW-Extension, provide important opportunities for professionals to keep pace with changing technology and emerging career fields. One that draws upon campus expertise is the UW-Madison Department of Engineering Professional Development outreach course, "Introduction to Ammonia Refrigeration Systems." After attending this course, one senior vice president from a large frozen foods producer nearly doubled his refrigeration staff and established goals to increase company safety, profitability and productivity. The ammonia refrigeration course series is now a critical element of the company's staff development program.

UW-Extension's link to each UW campus also provides direct access to information that can help create high-quality, high-paying jobs. For example, the colleges of Agricultural and Natural Resources and Engineering at UW-Madison are developing both bio-based and computer-related technologies that have great promise for the future, but must be field-tested prior to large-scale implementation. UW-Extension's statewide outreach network and established relationships with business and industry can assist in developing these technologies to provide the education and programs designed to address concerns from regulatory agencies and the public.

Enlarging venture capital investment

Venture capital is key to development of newer businesses and business ideas that have the greatest potential for rapid growth. Access to venture capital and other types of long-term funding is key to the success and survival of any business. UW-Extension must expand its efforts to connect business owners with funding sources to support the vitality of Wisconsin's economic environment and is currently proposing to do so.

One model for such a successful program is the UW-Madison SBDC's annual Wisconsin Venture Fair, which pairs entrepreneurs who have promising early-stage businesses with venture capitalists. UW-Extension is working with UW-Madison to expand this concept to other regions of the state, utilizing the SBDC network. This is an example of spreading a proven idea across Wisconsin using an existing statewide network.

The statewide SBDC network has other ongoing collaborations and partnerships that help its clients gain access to a variety of sources of capital. An independent study showed that in 1998-99, SBDC counseling clients gained \$33.3 million in business financing. This fell in three broad categories, with \$7.3 million through Small Business Administration-related financing; \$17.5 million through traditional debt financing; and \$8.4 million through equity financing. By building on this network and facilitating the sharing of innovative efforts, UW-Extension adds value to campus-based SBDC programming.

Improving the regulatory climate

UW-Extension has the capacity to educate private enterprise and regulatory agency staff about the latest options available to meet both fiscal and regulatory goals. Such efforts are vital to achieving needed development without endangering Wisconsin's high quality of life. In the current environment, these groups are often in conflict concerning best methods to protect the environment while meeting business goals. As a neutral research-based institution, UW-Extension is uniquely positioned to work with both businesses and regulatory bodies to collect, evaluate and widely disseminate information about best practices that enable businesses to meet regulatory goals in an economically efficient manner.

UW-Extension draws upon its campus-based specialists, such as those in the Solid and Hazardous Waste Education Center, to work in concert with Wisconsin's Department of Natural Resources and Department of Commerce to help businesses meet regulatory responsibilities and avoid liability. Within this partnership, business needs are recognized and harmonized with state environmental goals, regulatory problems for businesses are minimized, and operational efficiency is increased. The result has been a decreased need for enforcement and increased regulatory compliance. These efforts are a model that can be more widely utilized across other agencies and institutions.

In addition, UW-Extension's Governmental Affairs Consortium plays an important role in educating government leaders, including elected officials and public managers, on new approaches to accomplish the goals of governmental regulatory activities, while fostering a growth-friendly climate. Their efforts are supported at the local level by county-based faculty and staff who assist efforts to enhance business expansion and increase jobs. Businesses receive help from campus-based research specialists to analyze labor markets and retail opportunities. Additional assistance such as analyzing local zoning and permit requirements that affect expansion or siting of new facilities is also provided. As these examples indicate, UW-Extension is playing an important role in improving the regulatory climate and, with additional support, could do much more.

Improving Wisconsin's fiscal future and entrepreneurial climate

With hundreds of local and regional economic development partners, a statewide presence and access to university-based expertise from across the UW System, UW-Extension's SBDC infrastructure is strengthening the state's entrepreneurial climate by assisting the state's most promising entrepreneurs. Frequently, entrepreneurs with viable ideas have neither experience to create and execute a business plan nor the means to acquire such skills. UW-Extension's SBDC, through a partnership with the Wisconsin Department of Commerce, offers the Entrepreneurial Training Grant (ETG) program to provide partial tuition reimbursement for individuals who complete a course in entrepreneurship, and who successfully complete a business plan. Fledgling entrepreneurs in all parts of the state are enrolling in this pilot program. This is another promising example of how UW-Extension can be utilized to reach people across Wisconsin with programs that other agencies may not have the infrastructure to support. It is a model that can be expanded in other areas.

Emerging and new businesses in Wisconsin also have access to educational programs that help them understand the rules and principles underlying international certification programs such as ISO 14000. With educational support from UW-Extension's Solid and Hazardous Waste Education Center and UW-Madison's Department of Engineering and Professional Development, these businesses are able to increase their chances of success in the international market.

UW-Extension already plays an active role in supporting the creation of new business. Enhancement of UW-Extension's capacity-building activities can have a major impact on improving the entrepreneurial climate statewide.

Educating the workforce

UW-Extension's Division of Continuing Education, working in concert with the offices of continuing education on each of the 26 UW-campuses, provides lifelong learning opportunities for professionals drawing upon the unique program arrays that exist on the campuses of the UW System. These programs play a vital role in educating the

workforce and providing individuals with the opportunity to advance and excel in the professions that are vital to New Economy success. Such programs include both credit and non-credit opportunities and are often specifically designed to meet the unique needs of an industry or client group such as working adults who wish to pursue specific degree programs. In aggregate, they significantly increase access to the kinds of educational opportunities needed to meet the New Economy challenge.

UW Learning Innovations, a partnership between UW-Extension and UW System Administration, employs the latest in information technology to provide access to University of Wisconsin courses without regard to the time and place constraints. The UW Learning Innovations and UW-Platteville collaboration provides adults an opportunity to earn a baccalaureate degree without the constraints of time and place associated with traditional degree programs. The curriculum is designed in an individualized format that can be self-paced and does not include on-campus residency requirements. UW Learning Innovations is working in a similar fashion with UW Colleges to create and offer on-line courses that lead to an associate's degree. Such pioneering efforts point the way to providing a level of access to education that was simply not possible before the advent of new technologies, and will play an important role in meeting New Economy workforce development needs.

UW-Extension programs also play a major role in dealing with the increasing diversity of the workforce. One of the areas of need is in language instruction that can be provided by drawing upon UW institution resources. For example, Quad Graphics and John Deere Horicon Works are being challenged by the lack of communication between Hispanic workers and their English-speaking counterparts. To meet this challenge, the companies worked with the UW-Fond du Lac Office of Continuing Education to provide instruction in the use of the Spanish language to English-only speaking employees at both companies.

A key element in meeting the workforce needs for the New Economy in the future is the need to invest in youth education through families and communities in the state. By taking a leadership role in convening and facilitating community and family-based approaches to youth programming, UW-Extension is helping to lay the foundation for a pipeline of workers that possess core work-related values, skills and competencies demanded in the New Economy.

Any successful effort to build competencies and basic skills must start with young people, by providing educational resources to families and communities. This is a key feature of UW-Extension youth and family programming in every county. UW-Extension enhances efforts to develop the most effective and efficient human services programming by utilizing the research base and global reach of the UW System. With additional resources, this network can have measurable impacts at the policy and organizational levels in Wisconsin communities by:

- Facilitating informed community-level decision making;
- Increasing cross-agency coordination, communication and planning;

- Maximizing local investments in youth and family programs most likely to yield the greatest benefits;
- Building accountability, and enabling communities to reinvest in successful programs versus those that may be ineffective; and
- Cultivating an environment of continuous quality improvement in community-based organizations and coalitions, resulting in greater use of ongoing evaluations and sharing of best practices.

Ultimately, these impacts will contribute to more benefits that are crucial for the people served by local programs targeting children, youth and families and the overall health of the state's economy through:

- Enhancing the development and later success of Wisconsin children and youth, resulting in a stronger future workforce;
- Reducing stress and improved quality of life for families, including working parents who will be more productive and less dependent upon other government resources; and
- Improving services delivered by local agencies and coalitions to address the most critical problems in their communities such as drug and alcohol abuse, violence and teen pregnancy prevention.

If Wisconsin is to compete with other states, it must draw upon the very best knowledge about how to impact youth and family development issues effectively and efficiently. UW-Extension can provide access to the knowledge that is needed for such an effort.

Enhancing key infrastructures

UW-Extension's statewide programs in land use and local government education help communities balance economic growth with improved quality of life. In particular, Wisconsin county and campus faculty work with communities to address important local infrastructure issues, including transportation, public works and access to services. These programs increase the efficiency of local infrastructure investments required for providing support for strong local business economies.

Wisconsin's transportation system includes over 100,000 miles of local roads, with Wisconsin municipalities spending \$1 billion per year to repair and replace roads and bridges. The UW-Madison/UW-Extension partnership in the Transportation Information Center provides Wisconsin officials and transportation professionals with up-to-date skills for planning and implementing pavement management systems. Supported by an advisory committee of local elected officials and highway managers, the Transportation Information Center provides educational programs featuring governmental and industry experts, contractors and highway agency representatives.

One of the main infrastructure concerns is the need for deliberate planning. Comprehensive strategic planning will allow Wisconsin's communities to achieve

balanced growth and development, while maintaining a high quality of life and ensuring efficient service delivery. Sustainable development addresses the physical, social and fiscal infrastructure requisite to attracting and retaining New Economy jobs. County-based UW-Extension educators work with chambers of commerce, development agencies, local elected and appointed officials, resource stewards, businesses and other interests in broad coalitions to facilitate the establishment of a shared vision and specific strategies for attaining that goal.

Critical issues that support the economic success of communities, including housing, child care, health care and transportation are addressed in ways that allow communities to develop the infrastructure necessary to support employers and workers. UW-Extension, with its national reputation as a convener of strategic assessments that facilitate local solutions, will be the facilitator of programming to address New Economy issues.

Building a distinctive brand/image to position Wisconsin as a technology and jobs leader

To establish its own regional, national and worldwide image as a technology leader, Wisconsin must capitalize on current strengths—especially those that differentiate this state from all others. UW-Extension can contribute to this effort by showcasing its record of developing cutting-edge educational technology, its reputation as an effective conduit for research, and its success at co-branding with nationally recognized organizations. The Wisconsin Idea is distinctive to this state and provides the historical basis for a new level of university-community engagement. Having UW-Extension as an organization dedicated to providing access is a significant strategic advantage that can be further enhanced.

For example, by collaborating with technology leaders and drawing national attention to Wisconsin, UW-Extension's far-reaching collaborative efforts can enhance the state's high-tech image.

The Advanced Academic Distributed Learning Collaborative Laboratory (AADL-CoLab) is housed in The Pyle Center, UW-Extension's state-of-the-art distance learning and videoconferencing facility. This partnership among UW System, the Wisconsin Technical College System and the U.S. Department of Defense (DoD) serves as the testing, evaluation and demonstration facility for Internet-based distributed learning materials.

A new partnership between UW-Extension's Broadcasting and Media Innovations division and Microsoft TV will promote interactive television and offer courses in the design and development of content for the new medium. Television producers and Web developers from across the nation will come to Madison to learn the fundamentals of interactive TV production from UW-Extension experts.

Under a three-year, \$3-million grant from the Corporation for Public Broadcasting to run a National Center for Outreach, Wisconsin Public Television will act as a resource for all of public broadcasting's community-based efforts. Staff will design training modules for other public television stations and act as a clearinghouse for national programming.

In addition to supporting high-technology businesses and establishing related partnerships, UW-Extension will continue to have a direct role in maintaining many of the physical and environmental qualities that contribute to residents' overall quality of life. Outreach education and research that address the growing pressure on Wisconsin's natural resources will be vital to the survival of the state's strong tourism industry, to the physical health of its residents, and to the success of any efforts to attract New Economy industries.

These efforts are only a selection of the proven work that characterizes UW-Extension's Programming Niche. In the selections described above, the university is reaching the people of Wisconsin because of UW-Extension's preeminent position in delivering programs using "high-technology" and "high-touch" methods.

UW-Extension's Partnership Niche

The work of addressing Wisconsin's New Economy challenges cannot be done in isolation. UW-Extension has a proven ability to develop and sustain important partnerships. As an organization, UW-Extension offers the dynamic capacity to leverage collaboration across programming lines in Cooperative Extension, Continuing Education Extension, Business and Manufacturing Extension, and Broadcasting and Media Innovations.

In addition, UW-Extension effectively maintains important external partnerships and cultivates new collaborative relationships to achieve its educational goals and address emerging needs. The UW campuses and Wisconsin counties contribute heavily to UW-Extension's capacity to serve as the link between the university and the state, providing effective educational delivery channels for the professions, business and industry, workers, and the public.

Relationships with other public agencies, including federal, state and local nonprofit organizations and public schools, are growing. These partners have significant outreach and networking objectives that are central to their ultimate success. They recognize the strength of UW-Extension's educational and technical infrastructure as a valued means of providing this education and support for programs they administer.

Partnerships developed with private agencies and businesses are also growing in importance. Some are founded on the need for programs and services by the private entity, while others facilitate the evaluation of new ideas being generated in the marketplace. Private sector partners include: Microsoft, IBM, Cisco, EDS, FirstLogic,

U.S. Internet Industry Association, Harley Davidson, Consolidated Papers, DIPEC Inc., Quad Graphics, Teel Plastics and John Deere.

The partnership work of UW-Extension represents the very best of the “engagement” idea. It draws upon the special needs, desires and resources of each partner to meet the challenge and opportunities presented by the emergence of the New Economy.

UW-Extension’s Delivery Niche

A central feature of UW-Extension is its ability to reach educational consumers wherever they live and work, using faculty and staff who are experts in designing and delivering programs that address the needs of families, businesses and communities. UW-Extension’s established presence in communities and homes, and its ability to tap knowledge resources across the UW System and beyond, are unequalled. Likewise, UW-Extension’s unique ability to bring robust educational resources to television- and radio-sized audiences, and the unlimited possibilities associated with its instructional technology research, are uniquely suited to tackling emerging educational challenges.

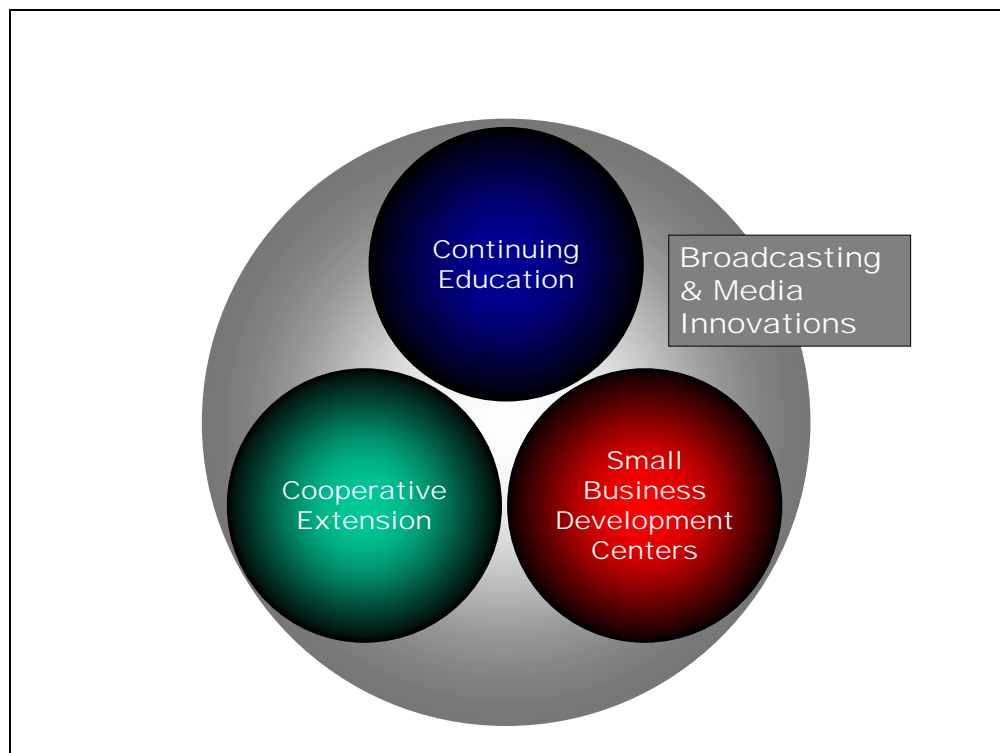
UW-Extension plays a leadership role in the research, assessment, design and development of new instructional technology. New areas for media research and innovation include:

- Broadband technology – using Internet 2 as a model for the future broadband delivery of video programming and information to public television stations.
- Digital broadcasting – delivering information and data to computers through broadcasting. The “last mile” delivery of data through broadcasting allows equal access to information.
- Media asset management – experimenting with digital storage and video indexing system software to allow users to identify and search for video clips by subject.
- Interactive television – creating interactive programming that uses the convergence technology of interactive television to connect public television viewers to additional university content.
- Other digital technology innovations – demonstrating other innovative digital technology possibilities for delivering public service information and education.
- Distributed learning – building on the AADL-CoLab’s work with the U.S. Department of Defense, new tools and technologies will be tested, evaluated and demonstrated to show how technologies can enhance learning for all residents of the state.

UW-Extension’s creation of its new division of Broadcasting and Media Innovations (combining public broadcasting assets with Internet and other new media resources), the ongoing work at UW Learning Innovations, and opportunities anticipated from the University’s 2001-03 biennial budget Instructional Technology request, provide an infrastructure for expanded outreach statewide - and beyond. Media research and innovation will allow UW-Extension to further expand outreach education delivery to the

state. In the process, UW-Extension is creating the educational delivery systems that hold the key to meeting the lifelong learning needs and demands of the New Economy.

UW-Extension is the product of a time when policy-makers decided that university resources should be within “one day’s horseback ride” of every resident. The information age, in which the flow of information and the windows of economic opportunity move at an astounding pace, requires that educational resources be “only a click away.” UW-Extension has effectively made that transition, adopting new strategies and technologies to keep pace with changing needs and higher demand. In the New Economy world, knowledge must actively permeate every corner of Wisconsin communities, and the University must virtually eliminate the distance—real or perceived—between people and the educational resources they require. UW-Extension is poised to continue that evolution.



Through the individual and collaborative work of its four divisions, UW-Extension is uniquely positioned to address emerging issues. Cooperative Extension can bring to bear expertise in community development, family and youth, environmental quality and agri-business. Continuing Education connects the expertise of the university faculty with the community. The Small Business Development Centers provide counseling and educational programming to support business development. Broadcasting and Media Innovations, through the powerful reach of radio, television and the computer, has the ability to touch every citizen of the state.

UW-Extension's Unique Ability to Meet the New Economy Challenge

UW-Extension and its partners are well positioned to play a critical role in working with the state's people, businesses and communities to capitalize on the opportunities of the New Economy. UW-Extension has a unique capacity to deliver outreach programs to all parts of the state utilizing the best features of "high-tech" and "high-touch." Its programming efforts respond to the many facets of economic development being addressed in the state's New Economy strategic planning.

Perhaps the greatest single strength that UW-Extension will bring is the capacity to deliver on the human development aspects of Wisconsin's shift to the New Economy. This transition will result in challenges for participants, their families and their communities. A critical role played by UW-Extension in the past has been the development of strategies to address the state's quality of life and place in the face of dramatic change.

UW-Extension has been a critical player in developing, maintaining and enhancing important community, social and natural resources. More attention will need to be paid to community and human development in an economic environment that will likely produce less career stability and require many important decisions regarding the pace and type of growth that residents support. UW-Extension will be called upon to be the convener of strategic assessments as people respond to these issues, facilitators of programming to address them, and educators on topics germane to the many needs of the people of the state.

There is a rich heritage in higher education outreach service. The Kellogg Commission on the Future of State and Land Grant Universities defines engagement by "refer(ring) to institutions that have redesigned their teaching, research, and extension and service functions to become even more sympathetically and productively involved with their communities." This is the nationally recognized "Wisconsin Idea."

In the early 1900s, Extension programs brought the university as close to the farmer as his pigpen or toolhouse, and made university laboratories part of the manufacturer's plant. At the dawn of the 21st century, the University of Wisconsin and the limitless potential associated with its educational resources must be omnipresent in homes, businesses, town halls and in every corner of Wisconsin.

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