



## OUTREACH YEAR IN REVIEW - 2000-2001

*Partnering With Our Faculty and UW-Extension To Carry Out "The Wisconsin Idea"*

**Business Partnership.** In March, we moved our four-person Small Business Development Center (SBDC) staff to a west-side location with three other on-site partners to create the **Business Assistance Center**. Our on-site partners are the Green Bay Area Chamber of Commerce's Advance Business Development Center, Service Corps of Retired Executives (SCORE), and the Great Lakes Asset Corporation. We have set up a common intake and referral process drawing on the resources of all partners; we are working more closely with SCORE, helping it grow and thrive; and we are changing SBDC's primary focus from start-ups to high growth businesses. And, we are working with more than a dozen off-site partners including our business faculty, Northeast Wisconsin Technical College and the Multicultural Center of Greater Green Bay to coordinate programs and services. Our vision remains as follows:

*The Business Assistance Center is the premier one-stop shop for entrepreneurs, business start-ups, and emerging/existing businesses seeking help with business planning, counseling, mentoring, financing, and education. The Center is a partnership among multiple organizations functioning as a single entity irrespective of organizational affiliation.*

**Outreach to K-12 Educators.** In partnership with our Education faculty, we offered 95 credit courses to K-12 teachers and administrators in FY '01, including the customization of 30 new courses to individual district needs, and nurturing of 17 new ad hoc instructors, to meet district needs in course content, location and time. We forged strong working relationships with our Education faculty for facilitating new course and ad hoc instructor approvals.

**E-Commerce.** In December we launched our association with *thisMarket.com* which offers our customers the option of registering with a credit card for noncredit learning experiences on-line in a secure environment. In the first six months, we had \$36,000 in sales through the Internet. We expect this to do nothing but grow.

**Learning in Retirement.** We celebrated the 10<sup>th</sup> anniversary of our Institute for Learning in Retirement which boasts 450+ members.

**Partnerships.** Our partners and partnerships were strong. We collaborated with the following organizations and agencies last year: UW-Oshkosh, UW-Stevens Point, CESA #7 and #8, Encompass Child Care Centers of Excellence, LAN Masters, the International Association of Great Lakes Research, United Way of Brown County, Bellin College of Nursing, the Northeastern Wisconsin Gifted and Talented Coordinators, Optimist Clubs, Wisconsin art galleries, state school music, art and physical education departments, Space Education, Space Explorers Inc., the Einstein Project, NASA, Green Bay Area Chamber of Commerce Partners in Education, Heritage Hill State Park, Child and Family Consultants, Centers of Excellence, Community Coordinated Care, Department of Public Instruction, Anti-Defamation League, the Coalition to Promote Respect, Unity Hospice, Neville Public Museum of Brown County, Brown County Cooperative Extension, and Eastern Wisconsin Area Health Education Center.

**Faculty Involvement.** Outreach involved more than 80 UW-Green Bay faculty members as speakers, presenters, advisory and planning committee members, and camp directors.



## OUTREACH YEAR IN REVIEW - 2000-2001

*Partnering With Our Faculty and UW-Extension To Carry Out "The Wisconsin Idea"*

### *Other Highlights from Business Programs*

**Funding.** We received \$35,000 in UW-Extension Cross Divisional Funding for *Successfully Incorporating Hispanics into the Workforce and Schools* and contracted with Wisconsin Public Service for between \$42,000 and \$56,000 to deliver five of seven modules of the company's Leadership Development Program for new and moderately experienced leaders.

**Management Development.** We drew nearly 300 business people to our Management Development workshops.

**International Business Development Program.** Continued participation as one of the sponsors of the International Business Development partnership which reached new heights by coordinating the China Trade Day and the Northern Networks Trade Conference.

**Entrepreneur Graduates.** We graduated 32 entrepreneurs with new or growing businesses from an extensive business planning workshop offered in partnership with the Wisconsin Department of Commerce in which the DOC covered 75 percent of the cost. .

**Undergraduate Opportunity.** We identified four work sites for teams of UW-Green Bay business majors who, as part of this upper division undergraduate course, helped these businesses solve problems and conduct projects. This course was offered through Professional Programs in Business in collaboration with the Small Business Institute (SBI).

**Outlying Counties.** Established a regular schedule of on-site business counseling services for Door and Marinette counties.

### *Typical Comments*

From business workshop participants responding to questions related to how performance on the job will be enhanced:

*Better able to position conflict resolution up front.*

*Not taking things personal in the workplace, also not to be defensive.*

*To think about how I present a problem and listen to others on their side of the story.*

*Getting new employees to the level of awareness of good customer service.*

*Applying active listening skills and finding solutions to customer complaints.*



## OUTREACH YEAR IN REVIEW - 2000-2001

*Partnering With Our Faculty and UW-Extension To Carry Out "The Wisconsin Idea"*

### ***Continuing Professional Education and Education Outreach***

More than 1,400 professionals in the following fields participated in continuing education programs during the past year in order to advance their knowledge and their careers: information technology, nutrition, university teaching, environmental science, bereavement, human services, child care, ministry, nonprofit boards, health care, education, social work

Each program, planned in consultation with an advisory board or with community partners, met the learning objectives of the intended audience. Highlights included *You Didn't Say What I Saw You Say: Cross Cultural Communication*, attended by 137 social workers; Seventh Annual Infant/Toddler Conference, featuring the authors of *Baby Minds: Brain-Building Games Your Baby Will Love*, attended by 157 child care professionals; and *Building Effective Nonprofit Boards*, attended by 113 area non-profit board members, staff, and volunteers

New CPE programs resulting from collaborations begun in FY '01 included the following:

- Programs for parents and child care providers through the Encompass Child Care Centers of Excellence Grant.
- Microsoft Windows 2000 MCSE training for information technology professionals through LAN Masters Technical Education Services.
- Phytochemicals conference for Registered Dietitians through Nutritional Sciences, UW-Green Bay.

#### ***Typical Comments***

##### From professionals:

*This conference provided great information and stimulating ideas. I learned new ways to engage students.*

*I'll be very conscious of [the speaker's] suggestions for developing productive relationships with persons of different cultures . . .*

*I'm going to become a child care center director this fall . . . I'm very excited about sharing this with the teachers and the parents.*

*This workshop provided an excellent balance of science and practical application.*

*So many myths about how to talk about death were clarified. . . .*

*Excellent information our nonprofit can use. We are growing quickly, and our board must keep up with these changes.*

##### From K-12 participants:

*I feel more relaxed and confident in my teaching now. I'm assured that what I am doing is right.*

*I feel that I will be able to challenge my students better at "their" level . . .*

*It has spiced up my teaching. I like to know these . . . critical thinking strategies. It gives me control and insight.*

*All applicable, useful information will improve my teaching of writing and the students writing.*

*It's made me look at what I do in a different way.*



# OUTREACH YEAR IN REVIEW - 2000-2001

*Partnering With Our Faculty and UW-Extension To Carry Out "The Wisconsin Idea"*

## *Youth Opportunities and Governmental Affairs*

### ***From Youth Opportunities***

Approximately 3000 students participated in Outreach's extensive array of summer camps including music, art, computer, and summer enrichment. In addition, Outreach facilitated summer camps for Bellin College of Nursing for aspiring nurses, the Wisconsin State Honors Music Association for talented musicians, Universal Cheer and Dance Association, and the American All Stars.

Our students came from as far away as China, but more typically, hailed from a concentrated demographic triangle between Green Bay, Madison and Milwaukee.

### ***From Governmental Affairs***

Attendance at the annual Municipal Clerks and Treasurers Institute reached an all time high of 222, a six percent increase over the year before. In addition, eight government-related workshops were held throughout the state which attracted attendance of 300. These programs reflect adult education principles and sensitivity to the evolving needs of the target audience. Opportunities for skills practice and transferability to a participant's professional life are part of the program objectives.

### ***Typical Comments***

From parents and grandparents of Youth Opportunities campers:

*My daughter found this camp to be the best of the many camps she attended this summer. Quality instruction, varied activities, and a huge 'fun factor' all added to the positive experience. Looking forward to next summer already!*

*These classes acknowledge differences in kids. They encourage creativity and diverse thinking. They teach the kids through play and discovery. A very positive experience with a caring group of people.*

*The past week at UWGB has been an unforgettable experience for my grandchildren. The professional talent of their teachers has a very positive impact on children. It has made my grandchildren realize the wonderful potential in them to be anything they want to be.*

From governmental workers:

*Learned many things that I can use to improve my performance at work.*

*Dynamic speaker...presentation and resources were excellent.*

*Hands on ...was exactly what I do, very relevant.*



***High School College Credit Courses***

Two hundred thirty four of the best and brightest seniors in area high schools participated in the UW-Green Bay high school credit outreach program last year. Gerald Heroux, one of its founding teachers, retired after thirty-four years at Wausaukee High School, 22 of them teaching UW-Green Bay's *College Writing* and *Expository Writing* courses. Craig Akey, who originated the program at Clintonville High School, announced plans to retire next year. In both cases, the Outreach Program Manger in charge worked along side of school district staff and campus faculty to screen and hire their successors. And after months of planning and preparation, approval was given to offer *Principles of Chemistry I* at Shawano High School next year.

A recent survey conducted by the Office of Outreach and Extension shows these impacts on the class of 1998-99 one year after high school.

- The credits counted as an elective or satisfied a specific requirement for graduation [69%]
- Nearly a third of the respondents took the next level of college course in the content area and earned a letter grade of AB or above.
- Ninety-two percent felt that the UW-Green Bay/High School learning experience had a positive affect on their achievement in college.

---

**Outreach and Extension**  
**Wood Hall 480, UW-Green Bay**  
**Green Bay, WI 54311-7001**  
**920-465-2102**  
<http://www.uwgb.edu>

***Typical Comments***

From High Schoolers:

*It really allowed me to develop the diligence and quality required to be successful at college.*

*...allowed me to graduate in 4 years instead of 4 1/2-5!*

*It was more difficult than many classes I have taken since high school.*

*They prepared me well because my writing was better than the other freshmen, and it showed.*

---

***Outreach and Extension Staff***

- Jan Thornton**, M.A., Ph.D., Director
- Doug Gjerde**, MBA, Program Manager, SBDC
- Cynthia Hacker**, M.A., Coordinator, Youth Opportunities
- Ernie Johnson**, M.S., Manager of Business Counseling, SBDC
- Carmen Leuthner**, B.S., Coordinator, K-12 Education Outreach
- Barbara McClure-Lukens**, MLS, Coordinator, Continuing Professional Education and Liberal Studies
- Bob Skorczewski**, M.S., Coordinator, Credit Outreach
- Kassie Van Remortel**, M.A., Coordinator, Governmental Affairs Outreach

***Outreach Program Assistants***

- Judi Blahnik**
- Lori Entringer**
- Janet McNeil**
- Sherry Rasmussen**
- Julie Smith**
- Gayle Thompson**



# OUTREACH YEAR IN REVIEW - 2000-2001

*Partnering With Our Faculty and UW-Extension To Carry Out "The Wisconsin Idea"*

## Outreach and Extension Results 2000-2001 Programs and Enrollments *Noncredit Programs*

<b>Program</b>	<b>Number of Programs</b>	<b>Enrollments</b>
Business	60	965
K-12 Educators	16	205
Continuing Professional Education	37	1,395
Liberal Studies	2	132
Governmental Affairs	19	521
Youth Opportunities (Summer 2000)	13	2,240
<b>Total Noncredit</b>	<b>147</b>	<b>5,458</b>

## *Credit Outreach Programs*

<b>Program Area</b>	<b>Number of Programs</b>	<b>Enrollments</b>
K-12 Educators	95	723
Business	-	-
Bellin College of Nursing	4	109
Miscellaneous	5	80
High School College Credit	15	234
<b>Total Credit</b>	<b>119</b>	<b>1,146</b>
<b>GRAND TOTAL</b> (Credit and Noncredit Programs)	<b>266</b>	<b>6,748</b>

<b>Business Counseling Cases – CY 2000</b>	<b>251</b>
--	------------