

**Division of Outreach and Adult Access  
Year in Review  
2005-2006**

*Barbara McClure-Lukens, Assistant Director  
Jan Thornton, Associate Provost*

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## Introduction and Overview

The broad array of programs offered by the Division of Outreach and Adult Access in fiscal year 2005-2006 demonstrates the dynamic nature of continuing education and the collective commitment of all Division staff to connecting UWGB to our community. Nearly 9,000 people registered for more than 300 Outreach and Adult Access programs, courses, conferences and workshops last year.

Outreach program offerings meet the two powerful strategic directions from our 2002-2007 Strategic Plan:

**Strategic Direction:** Become *the* preferred continuing education provider of choice for the people of Northeastern Wisconsin and selected state audiences by continuously improving the effectiveness and impacts of our programs and services.

- We increased the number of new students entering the Adult Degree Program 103 percent from 2004 to 2005, and 58 percent from 2005 to 2006. We attracted more new students in 2005 than in any year since 1999 except a bumper crop year in 2001 and we are on track this year for a 40 percent increase over the 1999 milestone year. Furthermore, we increased the number of enrollments in our classes 60 percent from spring/summer '04 to spring/summer '06.
- The new Emergency Management Certificate program was completed by its first graduates this spring. Seven students from all walks of life received the first certificates in the state of Wisconsin. This is a monumental step in a nationwide effort to increase the credentials of persons working in emergency management roles. The 15-credit Certificate program, offered by UWGB with a choice of graduate or undergraduate credit, features coursework in budgeting, mitigation, planning, responding and recovery from natural and manmade disasters.
- The Regional Economic Indicators project, funded by over \$18,000 through the UW-Extension EDvantage fund, resulted in a published set of regional economic indicators which assess the New Economy drivers of innovation, collaboration and culture. This tool will give regional leaders the information needed to guide the development of “The New North.”
- The annual Municipal Clerks and Treasurers Institute, bolstered by the new Administrators track, reached record enrollments and was recognized with a cover photo and a feature article in the *International Institute of Municipal Clerks News Digest*, September, 2005 issues.
- UW-Green Bay Education Outreach partnered with the College of Menominee Nation and the Department of Public Instruction once again this summer to offer the course “American Indian Studies Summer Institute” in conjunction with the “Training for All Teachers: Project Menominee” project. The purpose of the project is to provide educational opportunities for students, parents, educators, administrators, and policy makers on the Menominee Reservation designed to increase student achievement. Nineteen educators participated for undergraduate or graduate credit, bringing more than fourteen thousand dollars into our office.

**Strategic Direction:** Help UWGB become the “Connected University” by becoming a major platform from which UWGB achieves its goals with the community, by becoming more visible internally and externally.

- Outreach sponsored a high-profile Leadership Summit on Diversity, with co-sponsorship by the Green Bay Packers, the Green Bay Area Chamber of Commerce and Brown County UW-

Extension. Over 300 participants joined this community-wide gathering to strengthen a powerful voice for diversity and determine action steps.

- The initial offering of Grandparents University, designed for intergenerational learning and showcasing faculty expertise, drew rave reviews from the participants and an editorial feature in the Green Bay Press Gazette.
- The College Credit in High School program offered 25 courses, enrolled 440 students and will grow to 28 courses in the fiscal year 2006-2007. Outreach's efforts to serve capable high school juniors and seniors comply with UW System's encouragement of the campuses to increase collaboration with local school districts to make college courses more accessible to high school students. A half dozen campus faculty contributed to this program through interaction with high school faculty and review of student work.
- A DPDI grant secured by Outreach brought together a local high school, the Menominee Tribal School and the Oneida YES program. Results include a presentation for 1600 students by an American Indian speaker and a mentoring program for Latino high school freshmen.
- Outreach provided conference planning and facilitation for the innovative program *Whose Land Is It? The 3<sup>rd</sup> International Social Justice Symposium: The Many Faces of Land Restitution and Indigenous Rights*. This collaborative program, which featured an array of international speakers, drew several hundred participants over three days. The event was cosponsored by UWGB and St. Norbert College, and in collaboration with the Oneida Nation of Wisconsin. Secondary sponsors for the participation of social workers and other human service providers were the Northeast Wisconsin Alliance for Social Worker Continuing Education, a partnership of the UW-Green Bay and UW-Oshkosh Social Work Professional Programs and Outreach Offices.

**Personnel:** New staff members hired this year have brought our Division a sense of renewed spirit and optimism for the work we perform and the audiences we serve. New Outreach Program Associates Annie Lietzow and Kristi Larsen have joined our other fine Program Associates Gayle Thompson and Beverly Hendricks providing a strong and talented support base for all that we do. In addition, we completed a successful search for our new Director of the Small Business Development Center and hired Christina Trombley who brings with her rich experience in economic development and small business.

In summary, 2005-2006 was another year of new programs, new partnerships and new approaches to meeting the challenge of our campus' mission of *Connecting Learning to Life*. Reports from our program areas follow.

## **Interdisciplinary Studies (IST) Adult Degree Program**

The Adult Degree Program continued to grow in enrollment and to strengthen its program and its reputation. Here are several brief highlights:

**Curriculum:** Our IST degree requirements were streamlined and brought into compliance with the same General Education requirements used by all other majors at UWGB. We established a brand new area of emphasis in Organizational Communication with the faculty of ICS. We believe this will become an extremely popular and sought-after area of emphasis in our program. UWGB's Academic Advising now handles the Gen Ed transfer designations for all entering IST transfer students, thus treating our students the same as all other students transferring to UWGB. With the exception of the Capstone course, we phased out all courses that had been designed exclusively for IST majors. Thus, the courses we are now

offering all have originated in the faculty units and carry the same titles and course numbers as courses offered for traditional students. Ninety percent of our courses are being offered by our own faculty with a handful of fine ad hoc instructors who have been approved by the faculty.

**Enrollment:** We increased the number of new students entering the Adult Degree Program 103 percent from 2004 to 2005, and 58 percent from 2005 to 2006. We attracted more new students in 2005 than in any year since 1999 except a bumper crop year in 2001 and we are on track this year for a 40 percent increase over the 1999 milestone year. Furthermore, we increased the number of enrollments in our classes 60 percent from spring/summer '04 to spring/summer '06.

**Funding:** Our first year of self-funding was successful. We were able to support all instruction, fringe benefits, supplies and expenses for the program. Our funding model resulted in approximately \$70,000 being put into the hands of faculty units to spend for replacement courses and other expenses. In addition, IST students paid the campus' segregated fee for the first time, thus sharing the burden equally with traditional students.

## **Education Outreach**

*Carmen Leuthner, Director*

Fiscal year 2006 proved to be another productive and high impact year for the Education Outreach Office at the University of Wisconsin-Green Bay. More than 900 educators from the field of PK-12 education participated in over 160 professional development opportunities, primarily graduate credit courses, offered through the Education Outreach Office. Participants represented more than 84 public school districts located in eleven of the twelve CESA's across the state of Wisconsin. Sixty-eight percent of those enrolled in our programs were employed in schools located in CESA's 6, 7, and 8. Approximately one-third of participants hailed from outside of Northeastern Wisconsin. Education Outreach gross program revenue for this time period exceeded \$340,000.

Nine new adjunct course instructors (local professionals from the PK-16 field) and twenty-two new credit courses were approved during the year, thanks to the dedicated support from our UW-Green Bay Education faculty. More than sixteen UW-Green Bay faculty were directly involved in our programming efforts, with an even larger number of faculty and staff in support of them.

Six online courses were offered this past year, serving thirty-three participants. The spring graduate course "Using Technology to Enhance Student Learning" was delivered via Desire2Learn (D2L) --the web-based course management system used throughout the UW-System. Online registration proved to be increasingly popular with our constituents. More than thirty-four percent of our credit registrations during this reporting period came to us via our online registration option.

A variety of programming was developed and delivered with the goal of assisting educators and community professionals to understand and address issues of diversity, including Spanish for Educator I and II, Hmong Language and Culture for Professionals, Learning Basic Skills in Sign Language I and II, Conflict Resolution, Aspergers Syndrome: Strategies for Solving the Social Puzzle, Cultural Dimensions of Human Relations: A Global Perspective, and Child and Adolescent Psychiatric Disorders.

Perhaps the most significant improvement in terms of responsive programming is reflected in the increase in the number of enrollment options offered for educators. Although noncredit programming has been offered in the past, the demand from our constituents has come in the form of requests for graduate credit offerings. In light of the new educator licensing requirements and the gradual increase in educators pursuing recertification via professional development plans, Education Outreach made it a focus this past year to study the market and put the processes into place to grow the number of noncredit learning

opportunities offered, beginning in the Summer 2006 term. This included engagement in the following: examining area needs; researching best practices and determining operating parameters for offering dual enrollment options; determining criteria for credit, noncredit, and dual enrollment programs, and most importantly, curricular considerations; creating planning and budget forms and aligning our database to address these new program options; and examining and addressing issues of course/program cost, curriculum/syllabus, promotion (both paper and web), registration, data entry, rosters, budget, instructor compensation, expense allocation and budget reconciliation, to name a few considerations.

In closing, the Education Outreach program significantly contributed to the financial viability of the Division of Outreach and Adult Access, and in connecting the University of Wisconsin-Green Bay to the community. The development and growth of key partnerships with internal and external individuals and organizations as well as our customized, responsive approach in service to the educators of Northeast Wisconsin still remains our focus. Although the continuous change in the current landscape, including the change in educator re-licensure, presents us with challenges, the sound principles of our team will serve us well through this time of transition.

### **Offerings, Participants, and Revenue, FY '06**

	<b>Number of Programs</b>	<b>Enrollments</b>
Education Outreach <b>Noncredit</b>	10	151
Education Outreach <b>Credit</b>	153	761
<b>TOTAL</b>	163	912

#### **Credit Outreach Course Evaluation Summary Highlights:**

- Ninety-six percent of participants believed their course provided a stimulating atmosphere for critical and independent thinking.
- Ninety-six percent of the participants believed the instructor conducted the course in a manner that effectively encouraged learning.

#### **Program Highlights:**

1. The Mathematics Partnership grant project wrapped up this past fall. The Wisconsin Department of Public Instruction awarded a Mathematics and Science Program Partnership Grant of \$224,353 for the *Math Partnership Professional Development Project*. UW-Green Bay, along with CESA 7 partnered to establish a collaborative, intensive professional development program for teachers in grades five, six, and seven who are responsible for teaching math in the Manitowoc and Green Bay Public School Districts. The key goal of this project was to deepen math content knowledge of participating teachers, especially those at the elementary level who are generalists least likely to have a math-oriented academic background. In the summer of 2005, forty-two educators completed the first course in learning mathematics content. These same educators then completed a two credit graduate course in mathematics pedagogy in the Fall of 2005.

Comment from participant: “I feel I am a better teacher because I have experienced this class. I have research now that supports the method of teaching that incorporates more problem solving and have increased passion for teaching math in that way. I am more committed to creating opportunities to make math meaningful and connected for my students.”

2. UW-Oshkosh Professor Emerita and former UW-Green Bay Dean of Professional Studies Dr. Nancy Kaufman returned to the UWGB campus in June 2006 as the instructor for the summer program

Asperger Syndrome: Strategies for Solving the Social Puzzle. A group of twenty-seven participants composed of classroom teachers, administrators, a university professor, community service personnel, day care providers, and parents attended. This program provided an overview and history of Asperger Syndrome and focused on the assessment and strategies that can be used to help these children to maximize their learning potential.

**Comments from program attendees:**

- “The class will help me help my students. The class has made me more confident about working with Asperger Syndrome kids.”
  - “Helps me understand my son’s behaviors and the relationship to Asperger Syndrome. REMARKABLE INSIGHT!”
  - “I will be able to implement positive behavior strategies to increase their learning.”
  - “Nancy is great! Outreach program is super! Good class.”
3. The Winter 2006 “Drug Impairment Training for Education Professionals” workshop/graduate course held at Southern Door High School served a group of thirty participants composed of educators, administrators, health professionals, parents, and law enforcement personnel. Offered in conjunction with the National Highway Traffic Safety Administration and in partnership with the Southern Door School District, this program was developed to enable people working in the education setting to recognize signs and symptoms associated with drug impairment in their students.

Comments from workshop and course attendees:

- “Wonderful information—will use to improve policy and procedure.” --school administrator
  - “Great workshop. Would love to see more of this type of education for the community.” – administrator
  - “Thanks for opening my eyes to what may be happening with my students.”—school principal
  - “I believe I will be better prepared to deal with the drug problems that I might encounter.”—teacher
  - “I will be able to complete better assessments of children suspected under the influence.” – School Liaison Officer
4. UW-Green Bay Education Outreach partnered with the College of Menominee Nation and the Department of Public Instruction once again this summer to offer the course “American Indian Studies Summer Institute” in conjunction with the “Training for All Teachers: Project Menominee” project. The purpose of the project is to provide educational opportunities for students, parents, educators, administrators, and policy makers on the Menominee Reservation designed to increase student achievement. Nineteen educators participated for undergraduate or graduate credit, bringing more than fourteen thousand dollars into our office.

Comments from course attendees:

- “Everything I learned has reinforced how necessary it is to meet each person as an individual with individual beliefs and cultural practices. Generalizations can lead to stereotyping and discrimination.”
- “Everything I have learned helps me in working with students, families, and all others from diverse backgrounds (and more)!! I am inspired and renewed!!”

**Partnerships with UW-Green Bay Faculty and Staff:** Cyndi Shepard and the Phuture Phoenix planning committee; Michael Herrity and the staff from the Registrar's Office; Dick Anderson and the staff from the Bursar's Office; Andrew Kersten, Lisa Poupart, Tim Kaufman and the faculty and staff from Education including Art Lacey, Asmamaw Yimer, Linda Tabers-Kwak, Sandra Stokes, Mark Kiehn, Karen Bircher, Pao Lor, Scott Ashmann, Pat Ragan, Steven Kimball, Jim Coates, and Mary Anne Spencer; Greg Davis, Andy Speth, Fritz Erickson, Juliet Cole and the Institute for Learning Partnership staff; Michael Casbourne, Russell Arendt, Cristina Ortiz, Brent Blahnik, Jay Harris, Laura Riddle, and Mark Brunette.

**Strengthened community relationships:** In addition to working closely with our own Education faculty, Education Outreach has collaborated with many agencies and organizations in developing quality learning opportunities for PK-12 educators. Our partners include: Space Education Initiatives, Space Explorers, Cooperative Educational Service Agency #7, Eastern Wisconsin Instructional Technology Consortium, CESA 7 Instructional Learning Services (ILS), Green Bay Area Chamber of Commerce Partners in Education, College of Menominee Nation, Wisconsin Department of Public Instruction, The Einstein Project, Child and Family Consultants, Crossroads at Big Creek Environmental Preserve in Sturgeon Bay, Institute for Learning Partnership, Northeast Wisconsin Technical College, Wisconsin Space Grant Consortium, Lakeshore Technical College, A Call To Action Organization, National Aeronautics and Space Administration, Wisconsin State Reading Association, Northeast Wisconsin Education Association, ERVING Distance Learning Network, UW-Green Bay Alumni Association, and Green Bay Botanical Garden.

**School Districts Served:** Customized professional development was delivered in conjunction with the following public school districts and private schools in Wisconsin: Xavier High School and St. Joseph Middle School in Appleton, Algoma, Green Bay, Mishicot, De Pere, Marion, Ashwaubenon, Brillion, Sevastopol, Sheboygan, Denmark, Alexander Mitchell Middle School in Milwaukee, Southern Door, Gibraltar, Oconto Falls, Arbor Vitae, Bonduel, Chilton, Sheboygan Falls, Clintonville, Howard-Suamico, Oneida Nation Schools, Manitowoc, Plymouth, Sturgeon Bay, Oostburg, Howards Grove, Kiel, Kohler, Wrightstown, and New Holstein.

**Administrative Initiatives:** In addition, to the key hiring of Annie Lietzow (see page 4), Education Outreach addressed several key issues this year, including the following: security and management of our paper records in compliance with FERPA; archival of credit and noncredit records in compliance with our RDA; adjustment of contract and operations in compliance with the new travel policy for instructors; transition from paper to electronic instructor contracts; development of a training manual for program support; and examination and clarification of internal processes and team member roles.

Addressing student service processes involving our special students was a big focus this year, and will continue to be so in the years to come. During this period, we focused on the following:

1. Registration and Admission --Staff from Student Services Offices along with Education Outreach staff have been involved in on-going discussions as we explore the viability of moving to Peoplesoft for Education Outreach special student credit course admission and registration.
2. Grades: Education Outreach took over the printing and mailing of final course grades to all of our students.
3. Deposits: The process and accountability for depositing checks was reviewed and improved.
4. Enrollment: The existing practice of charging graduate fees to students for undergraduate courses taken in the same semester as a graduate course was revisited. Registrar's and Student Billing are now in agreement to assess fees for credit outreach special students on a course by course basis, rather than on a semester basis at the higher fee.

**Marketing and Promotion:** Marketing and promotional efforts have been an important focus this year. Registration data from the past several years was used to adjust catalog and postcard distribution. We eliminated the full catalog in the Fall semester of 2005 and used a postcard and target promotion for fall offerings. This method afforded us a cost savings yet allowed us to continue to reach out to our market area. New this year, we added the e-postcard announcement that is emailed out to the customers in our credit and noncredit database. This achieves a third promotional contact (catalog, postcard, e-card), basically free of charge, to more than 3,000 customers in our data base. We have also tapped into regional networks that have been assisting us with the distribution of electronic notices of upcoming offerings, and we have devoted more time to writing and submitting press releases to University Communications for programs. We continue to promote our offerings for the QEI searchable database.

**Comment from Program Participant:** "UWGB Education Outreach was wonderful in helping me to schedule classes to get the credits I needed for recertification. The classes were excellent with dynamic instructors. I can't wait to take the strategies and information I learned and implement it into my classrooms. I now have more great tools to teach to the individual learning styles of my students."  
~Sue Simoens, Teacher

**Instructor Testimonial:** "My name is Brian Farrell, and I have been an Education Outreach instructor for the past few summers teaching *Learning Basic Skills in Sign Language I and II*. Every June I look forward to the two weeks when I get the opportunity to work with the Education Outreach staff and students that attend the course. The Education Outreach staff is top-notch. Their friendly personalities, professional dedication to details, and courteous consideration of student and instructor needs are the key to making this course a success. They go beyond the call of duty to insure a quality program. One of the benefits of the Education Outreach program is that it seeks to bring in people from the community who will learn skills, knowledge, and information that they will then be able to bring back out to the community at large. It has been an honor for me to have a small part in this process, and it is something I look forward to doing every year. At the end of the course, there is a feeling of community that was forged in the learning, laughter, and enlightenment. There is a reluctance to leave. People linger in the classroom because what happened here was special. My hope is that the students take this experience and replicate it in classrooms across this community with their students. And knowing the students I have had - they have done just that. This world is a better place because of them and the experiences they have had at UWGB's Education and Outreach program."

## **Government Affairs**

*Kassie VanRemortel, Director*

**Emergency Management Certificate Program:** The timing of Hurricane Katrina could not have been better for benefiting our Emergency Management Fall, 2005 class, *Disaster Recovery*. Emeritus Professor Dan Alesch, known internationally for his expertise in recovery, was our instructor. Channel 5 and Fox 11 News featured Dan and our program as a special interest story. The extensive news coverage and visibility resulted in renewed interest by the community and increased enrollments for the Emergency Management Certificate program.

In addition to the successful enrollments realized from the television coverage, UW-Green Bay's traditional students have begun enrolling in the program. An average of four students registered each semester. Since the idea for this program originated from Scott Furlong, this is a wonderful sign of growing interest and education need in the field.

After two years of offering the Emergency Management Certificate program, UW-Green Bay had their first graduates. Seven students from all walks of life received the first certificates in the state of

Wisconsin. This is the monumental step in a nationwide effort to increase the credentials of persons working in the emergency management roles around the state of Wisconsin.

**Municipal Administrators Institute:** The Municipal Administrators Institute is a new program developed to fulfill a need for training persons who hold the Administrators position in local government. In the past several years numerous municipal administrators had been attending the Clerks and Treasurers Institute. When asked why they were coming administrators replied, "...there was no formal hands-on training available for their job duties."

Another very important evolving phenomena occurring in the state of Wisconsin is the combining of the clerk/treasurer position with the administrator's job. Shrinking revenue streams, demands for less government and lack of funds have caused the need for drastic restructuring in local government. This new direction clearly pointed to the need for preparing clerks and treasurers for the next step up. The Municipal Administrators Institute does just that.

Delving into unknown territory the Municipal Administrators Institute was submitted to the International Institute of Municipal Clerks (IIMC) for approval as a Master Academy offering. After much deliberation and exchange of justification and paperwork UWGB's Municipal Administrators Institute was the first in the country and internationally to be approved and recognized by IIMC as a Master Academy program. Dr. Mohammad Eftekhari, Director of Education/Research from IIMC, said, "...many states do have combined clerk/treasurer/administrator positions, but Institute Directors have not chosen to serve this need." UW-Green Bay has taken the innovative steps to bring a higher level of education to the state of Wisconsin to service this important education need for public officials.

**Regional Economic Development Indicators Project:** The Regional Economic Development Indicators Project was a proposal funded for over eighteen thousand dollars through the EDvantage fund given by UW-Extension in Madison. The goal of this endeavor was three fold. The following were the objectives of the project:

1. Provide a set of regional economic outcome indicators which would reflect the New Economy drivers of innovation, collaboration, and culture.
2. Through a series of workshops and forums train business leaders how to use and develop the indicators
3. Share the learning in our region and tap into other resources with UW-Parkside, who was conducting a similar project in Racine

The project has been completed and has met all of the goals set forth by the original proposal. The real success or failure of the project will not be realized for several years. In the end the New North's economic prosperity is the responsibility of the businesses and citizens of the region. The talent and resources required for future regional prosperity are present in the NEW North. The group needs to focus under a common vision, strong leadership which is driven by creative resources available to the NEW North. The economic indicators that have been developed and provided are just one tool that will give our regional leaders the information needed to make decisions and determine where their successes and failures are occurring.

**Summary of participating Faculty in Government Programming:**

Government Affairs works closely with UW-Green Bay's academic faculty.

**Municipal Clerks and Treasurers:**

Faculty Advisors: 2

Instructors: UWGB: 6

UW-Madison: 2

UW-Oshkosh: 1

**Outcomes:**

Faculty:1

**Emergency Management Certificate Program**

Faculty Advisors: 6  
Instructor: UWGB: 1

**Spanish Project:**

Faculty: 2

**Regional Economic Development Indicators:**

Faculty: 1

**Faculty Development Conference:**

Faculty Advisor: 1  
Instructors: 10

UW Oshkosh: 1

UW Milwaukee: 1

**Public Management Essentials Certificate Program**

Instructor: UW-Madison: 1

**GAC Grant:**

Instructors: UW Madison: 2  
UW Oshkosh: 1  
UWM: 1

**Hype Project:**

Faculty: 1

## **Youth Opportunities**

*Mona Christensen, Director*

This report takes into account Summer Camp offerings from July 1, 2005 through June 30, 2006.

The camps in July/August 2005 include Jazz Ensemble, Middle School Band, Orchestra and Choral, Senior High Band Orchestra and Choral, Guitar, Spanish Immersion and Summer Discovery. Outside (contracted) groups include UCA/UDA, Bellin Running Camp, Volleyball, Navy Seals, Green Bay Boys and Girls Choir and McKinley Charter School.

The June 06 camps include the Middle and High School Summer Art Studio Camps, Vocal Jazz and Gospel Choir, plus two Bellin College of Nursing Camps and the Wisconsin School of Music Camps (WSMA). The Space Experience Camp, which was offered in June 05 was moved to August 06 (different fiscal year).

**Registrations and Financial Notes:** In a highly competitive market we would do well to keep most of our current customers and attract new customers. The unfortunate reality is that fixed costs keep going up, so fees keep going up and the market in most cases has either flattened or is dwindling. In addition, other local higher education music departments in the region have also started music camps. We have increased competition from Lakeland College, Lawrence University and St. Norbert College.

Though there was 100% growth in the Spanish Immersion Camp, 16% growth in the Senior High Music Camp, and 15% growth in the Guitar Camp in summer '05, all of the other camps showed enrollment losses from 7% in the Jazz Ensemble Camp to a whopping 48% loss in Summer Discovery. Though all of the direct and indirect expenses were covered by registration fees, it has become increasingly difficult to generate revenue for new programs.

**Focusing on Growth:** Developing programs with growth potential has become a priority. With music camp registrations decreasing in number, we are looking to other areas to find potential new markets.

- The Space Experience Camp, with a fascinating array of science experiments and projects for the middle and high school students and no competition in this region, has good potential to grow.
- Also, we saw significant gains in Spanish Immersion – 100% growth to 38 students. The closest immersion program is in Milwaukee; and the most notable immersion camp is in MN. This also has great potential for growth.

- Senior High Band, Orchestra and Choral Camp has shown some growth, hovering between the 200-250 range. We believe the promotion to increase the feeder camp enrollments has affected in a positive way the slight growth in the Senior Camp.
- Guitar Camp has capped at 91 students. It fills quickly and has waiting lists. Though there is some question to the validity of the camp meeting the ‘mission’ of the music department, overall the Guitar Camp is financially successful.

**Registrations for Fiscal ‘06 compared to ‘05.**

*Ending June 30, ‘05    Ending June 30, ‘06*

<u>Camp name</u>	<u>Fiscal 04-05</u>	<u>Fiscal 05-06</u>	<u>Gain/Loss</u>
Art Studio Camps	<u>189</u>	<u>172</u>	<u>-17</u>
Jazz Ensemble	<u>103</u>	<u>84</u>	<u>-19</u>
Vocal Jazz	<u>64</u>	<u>48</u>	<u>-16</u>
Middle School Music	<u>473</u>	<u>432</u>	<u>-41</u>
Spanish	<u>19</u>	<u>38</u>	<u>19</u>
Senior Music	<u>197</u>	<u>229</u>	<u>32</u>
Summer Discovery	<u>506</u>	<u>432</u>	<u>-74</u>
Guitar	<u>79</u>	<u>91</u>	<u>12</u>
*Space Experience	<u>39</u>	<u>Offered 8/06</u>	<u>--</u>
<b>Total Registrations</b>	<b><u>1669</u></b>	<b><u>1526</u></b>	<b><u>-143 (-8.6%)</u></b>

*Space Experience was moved to August 06 as a new fiscal year offering.*

Though the fiscal year showed a loss of 143 students or -8.6%, the significant loss was in the Summer Discovery program.

**Revenue streams for fiscal FY ‘06**

Weidner Center Rental:	\$ 5,630
Ecumenical Center:	\$ 1,890
Health Services	\$ 2,800
Duplicating:	\$ 5,333
Residence Life:	\$108,516
Food Service:	\$ 98,557
Municipal Services	\$ 1999
Parking Dept	\$ 462
One Cards – Union	\$ 4,123
S&E to Depts	\$ 4,068
PSC Rental	\$ 6,600
<b>Total Campus Stream</b>	<b>\$239,978</b>

This revenue stream flows to on campus auxiliaries that also depend on customers to meet their budgets. The camps program brings significant dollars to campus during the summer months when facilities are not typically used at their peak use. **The total revenue generated for 2005/2006 was \$396,733.94.**  
**Expenses were \$376,110.**

**Faculty Involvement:** The Music Camps employed the following faculty: Craig Hanke, Kevin Collins, John Salerno, William Witwer, Rebecca Tout, Paul Bhasin, Cheryl Grosso, Sarah Meredith, and Mark Kiehn. We hired Angeles Rodriguez (Humanistic Studies – Spanish) to work as the camp director for the Spanish Immersion Camp, and Denise Carlson-Gardner (COA) and Ann Rodrian (Admissions) as facilitators for the outside groups Universal Dance Teams and Universal Cheerleading Associations (respectively). The salaries for these faculty/staff total over **\$18, 500**.

**Community Teachers:** We could not operate this camp program without a large number of adjunct faculty who serve as classroom instructors, camp directors (in a few cases), head counselors or floor counselors. Salaries for these positions total **\$105,622.00**.

### **Program Highlights**

#### *New Offering: Space Experience Camp*

With a new camp director working directly with NASA's Space Education program, with connections to our Space Grant Consortium, Space Experience Camp has great potential to grow and to add a new educational niche to the camp program. With a goal to add more to the academic side of the program, the science (including robotics, heat shields, rocketry) lab experiences for these students were top notch. The students in the camp loved being here and were challenged.

#### *Program Growth: Spanish Immersion*

To a program high of 38, Spanish Immersion grew due to community connections of the camp director, Angeles Rodriguez. Most students found this program on the web, and we had several students from out of state, including Illinois and Iowa.

#### *Program Growth: Guitar Camp*

Limited only by the number of qualified instructors, the Guitar Camp capped at 91 students. There are very few camps like this one in the country and for some reason, this camp has the highest number of students from outside Wisconsin. Rock on!

#### *Program Spark: Senior High Music Camp*

The strategy was to build the feeder camp (Middle School music) to increase the numbers in the Senior Camp. With a 30 person jump, (16%) we are finally seeing some retention from the middle program as students attend the senior program. This occurred even though we needed to charge more than the elusive \$400 price marker.

**Impacts:** With revenue streams over \$239,000 for the campus, registration numbers of over 1500 students and by attracting 100 out-of state campers to our campus, the camps have become a significant internal customer and serves as a recruitment outlet for the University. By featuring our UWGB faculty as instructors and directors, students learn from experts in their field in a variety of areas. Students and parents also use their camp experience to 'try out' a campus before applying for college. By offering programs of interest that address needs of the pre-college student, we augment their school-year experiences and offer an on-campus experience at the same time.

## College Credit in High School

*Robert Skorczewski, Director*

**Four hundred forty of the best and brightest area high school students** participated in **25 courses** as part of Outreach's College Credit in High School (CCIHS) program last year, **generating more than \$245,000 in tuition revenue**. Courses such as "Principles of Chemistry," "College Writing," "Fundamentals of Public Address," "Calculus and Analytic Geometry," and "Introduction to Psychology" were taught on-site at Bonduel, Clintonville, Goodman, Little Chute, Menominee Indian, Shawano, Sturgeon Bay, Wausaukee, and Wrightstown school districts (see Appendix A).

A **2005 survey** conducted by the Office of Outreach and Extension shows these impacts on students one year after high school.

- The credits counted as an elective or satisfied a specific requirement for graduation [100%]
- Thirty-four percent of the respondents took the next level of college course in the content area and 72% earned a letter grade of AB or above.
- Everyone [100%] felt that the UW-Green Bay/High School learning experience had a positive affect on their achievement in college.
- A sizeable number [61%] of the respondents received a scholarship to attend the college or university they are attending now.

In keeping with our strategic goal to expand programming, **28 courses will be offered next year**, and **two new instructors** will join the program cadre in 2006-2007 (see Appendix B).

Outreach's efforts to serve capable high school juniors and seniors comply with UW System's encouragement of the campuses to increase collaboration with local school districts to make college courses more accessible to high school students. Since 1976, more than 6,300 high school juniors and seniors have completed a UWGB college course through this program.

Outreach works closely with faculty to assure that courses offered as part of the CCIHS program meet the standards for instruction, content, student work expectations and evaluation that exist within UWGB's on-campus degree programs. High school faculty who teach UWGB courses in high school have a master's degree in the discipline in which the course is offered or in another related discipline and have the specific approval of the appropriate university academic department. They meet all instructional and appropriate university departmental standards to qualify as an adjunct instructor.

**A half dozen regular faculty were actively involved in the program last year.** They were instrumental in the approval and preparation of high school faculty selected to teach our courses. Some had regular professional interaction with the high school faculty, or made on-site visits to review student work and ensure comparability of course work and grading standards. And one other scored hundreds of essays written as part of the English placement examination process.

Table A  
College Credit in High School Courses 2005-2006

**Fall 2005**

<b>District</b>	<b>Courses Offered</b>	<b>Credits</b>	<b>Headcount</b>	<b>Teachers</b>
Shawano	Principles of Chemistry I	5	9	Mike Wegner
Shawano	Principles of Chemistry I	5	17	Mike Wegner
N.E.W. Lutheran	College Writing	3	19	Kelly Lamkin
Shawano	College Writing	3	22	Lynn Brodhagen
Shawano	College Writing	3	19	Lynn Brodhagen
Bonduel	Fundamentals of Public Address	3	13	Mary Hoppe
Bonduel	College Writing	3	27	Mary Hoppe
Wausaukee	College Writing	3	7	Rob Farcus
Menominee	Introduction to Literature	3	6	Joelyne Hoerth
Menominee	Introduction to English Literature I	3	2	Joelyne Hoerth
Clintonville	Introduction to American Literature I	3	26	Julie Rohrer
Goodman	Calculus and Analytic Geometry I	4	3	Charles Komp
Little Chute	Fundamentals of Public Address	3	25	Jeanellyn Schwarzenbach

**Spring 2006**

<b>District</b>	<b>Courses Offered</b>	<b>Credits</b>	<b>Headcount</b>	<b>Teachers</b>
Little Chute	Fundamentals of Public Address	3	22	Jeanellyn Schwarzenbach
Little Chute	Introduction to Psychology	3	39	Kathy Phillippi-Immel
Shawano	Expository Writing	3	17	Lynn Brodhagen
Shawano	Expository Writing	3	24	Lynn Brodhagen
N.E.W. Lutheran	Expository Writing	3	19	Kelly Lamkin
Bonduel	Expository Writing	3	27	Mary Hoppe
Sturgeon Bay	College Writing	3	21	Holly Meikle
Wrightstown	College Writing	3	25	Lois Sauberlich
Sturgeon Bay	Expository Writing	3	18	Holly Meikle
Menominee	Introduction to English Literature II	3	2	Joelyne Hoerth
Menominee	College Writing	3	5	Joelyne Hoerth
Clintonville	Introduction to American Literature II	3	26	Julie Rohrer

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Table B  
**New** and Continuing CCIHS Courses and Instructors  
 Planned for 2006-2007

**Fall 2005**

	<b>School</b>	<b>Instructor</b>	<b>Cr</b>	<b>Crse Number</b>	<b>Sec</b>	<b>Course Name</b>
1	Crivitz	Julie Retza	5	CHEM 211	710	Principles of Chemistry I
2	Seymour	Seth Reuter	5	CHEM 211	711	Principles of Chemistry I
3	Shawano	Mike Wegner	5	CHEM 211	712	Principles of Chemistry I
4	Shawano	Mike Wegner	5	CHEM 211	713	Principles of Chemistry I
5	N.E.W. Lutheran	Kelly Lamkin	3	ENG COMP 100	710	College Writing
6	Shawano	Lynn Brodhagen	3	ENG COMP 100	711	College Writing
7	Shawano	Lynn Brodhagen	3	ENG COMP 100	712	College Writing
8	Bonduel	Mary Hoppe	3	COMN PRO 133	710	Fundamentals of Public Address
9	Bonduel	Mary Hoppe	3	ENG COMP 100	713	College Writing
10	Wausaukee	Rob Farcus	3	ENG COMP 100	714	College Writing
11	Menominee	Joelyne Hoerth	3	ENGLISH 104	710	Introduction to Literature
12	Menominee	Joelyne Hoerth	3	ENGLISH 214	710	Introduction to English Literature I
13	Clintonville	Julie Rohrer	3	ENGLISH 216	710	Introduction to American Literature I
14	Goodman	Charles Komp	4	MATH 202	784	Calculus and Analytic Geometry I
15	Little Chute	Jeanellyn Schwarzenbach	3	COMM 133	710	Fundamentals of Public Address

**Spring 2006**

	<b>School</b>	<b>Instructor</b>	<b>Cr</b>	<b>Crse Number</b>	<b>Sec</b>	<b>Course Name</b>
1	Little Chute	Jeanellyn Schwarzenbach	3	COMN PRO 133	710	Fundamentals of Public Address
2	Little Chute	Kathy Phillippi-Immel	3	PSYCH 102	710	Introduction to Psychology
3	Shawano	Lynn Brodhagen	3	ENG COMP 105	710	Expository Writing
4	Shawano	Lynn Brodhagen	3	ENG COMP 105	711	Expository Writing
5	N.E.W. Lutheran	Kelly Lamkin	3	ENG COMP 105	712	Expository Writing
6	Bonduel	Mary Hoppe	3	ENG COMP 105	713	Expository Writing
7	Sturgeon Bay	Holly Meikle	3	ENG COMP 100	710	College Writing
8	Wrightstown	Lois Sauberlich	3	ENG COMP 100	711	College Writing
9	Wrightstown	Lois Sauberlich	3	ENG COMP 100	712	College Writing
10	Sturgeon Bay	Holly Meikle	3	ENG COMP 105	714	Expository Writing
11	Wausaukee	Rob Farcus	3	ENG COMP 105	715	Expository Writing
12	Menominee	Joelyne Hoerth	3	ENG COMP 100	713	College Writing
13	Menominee	Joelyne Hoerth	3	ENGLISH 215	710	Introduction to English Literature II
14	Clintonville	Julie Rohrer	3	ENGLISH 217	710	Introduction to American Literature II

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## Downtown Learning Center

*Robert Skorczewski, Director*

The lease for the University of Wisconsin-Green Bay Downtown Learning Center (DLC) was terminated in February, 2006. In the 1 ½ years since the opening in August 2004, the DLC had become the chosen venue for a variety of events. All UWGB faculty, staff, students and alumni were invited to use the DLC at no charge for UWGB-sponsored events: meetings, training, orientation, receptions, information sessions, classes, storytelling, lectures, discussions, workshops, conferences, programs, retreats, etc.

The DLC was equipped with a single classroom that can seat up to 48 persons, a 10-seat conference room, office/reception area and storage room, and was conveniently located near the Food Court in Washington Commons in Downtown Green Bay. Parking was well-situated.

State of the art facilities offered a variety of room layouts, incorporate innovative audio and video technologies and utilize a large screen projection system.

The calendar of events, illustrated layouts, online reservation request, maps and parking information were available on the Web. Visitors could take a virtual tour of the facilities.

### July, 2005-February, 2006

Number of unique events held	76
Number of persons served	1,140

## Continuing Professional Education. Liberal Studies

*Barbara McClure-Lukens, Director*

### Continuing Professional Education

The focus of programming in 2005-2006 was concentrated in these three areas:

- Northeast Wisconsin Alliance for Social Worker Continuing Professional Education
- The UWGB Institute on Dying, Death and Bereavement
- Management of Major National/International Conferences
  - State of the Lake and Great Lakes Beach Association National Conference
  - Alternatives National Conference (revenue transferred to Youth Opportunities)

A decrease in overall program revenue and enrollment figures in these program areas is due to a reassignment of job duties for this position.

### Continuing Professional Education: Statistics, including Alliance programming

	FY '05	FY '06
Number of CPE Programs Offered	20	7
Total CPE Enrollment	1276	1,033
Gross Revenue	\$109,865	\$44,948

### Alliance-Sponsored Program-programs coordinated by UWGB

	<b>FY '05</b>	<b>FY '06</b>
<b>Total Number of Alliance Programs Offered</b>	<b>9</b>	<b>5</b>
<b>Total CEHs offered</b>	<b>53</b>	<b>24</b>
<b>Total Number of Registrants</b>	<b>669</b>	<b>482</b>

### **Liberal Studies**

New programs in this area were:

- Outreach sponsored a high-profile Leadership Summit on Diversity, with co-sponsorship by the Green Bay Packers, the Green Bay Area Chamber of Commerce and Brown County UW-Extension. Over 300 participants joined this community-wide gathering to strengthen a powerful voice for diversity and determine action steps.
- Conversational Spanish classes for UWGB faculty and staff

Continuing programs:

- UWGB Downtown: Connecting for Lunch
- Provided conference planning and facilitation for the innovative program *Whose Land Is It? The 3<sup>rd</sup> International Social Justice Symposium: The Many Faces of Land Restitution and Indigenous Rights*. This collaborative program, which featured an array of international speakers, drew several hundred participants over 3 days. The event was cosponsored by UWGB and St. Norbert College, and in collaboration with the Cultural Heritage Department and the Tribal Historic Preservation Office of the Oneida Nation of Wisconsin. Secondary sponsors for the participation of social workers and other human service providers were the Northeast Wisconsin Alliance for Social Worker Continuing Education, a partnership of the UW-Green Bay and UW-Oshkosh Social Work Professional Programs and Outreach Offices.

### **Liberal Studies**

	<b>FY '05</b>	<b>FY '06</b>
<b>Number of LS programs offered</b>	<b>18</b>	<b>9</b>
<b>Total LS enrollment</b>	<b>638</b>	<b>529</b>
<b>Gross Revenue</b>	<b>\$8,355</b>	<b>\$10,850</b>

## **Small Business Development Center**

*Christina Trombley, Director*

Fiscal Year 2006 ended with several changes for the Small Business Development Center. The SBDC moved into its new offices as a partner in the Business Assistance Center. The long-time business counselor retired at the end of the Fiscal Year and there was a transition of leadership with new Director, Christina Trombley, coming on board.

The SBDC provided 46 programs, serving 695 participants. An additional 149 clients were served with one-on-one advising and technical assistance. Evaluations in both service areas continue to be strong.

**Certificate Training:** Regional businesses are served well by two certificate programs: Management Development Certificate Program and Human Resources Management Certificate Program. Over 20 participants earned their certificates through the programs in the past year. Additionally, each program continues to be assessed and managed to deliver tools and skills for today's managers.

**Support for Entrepreneurship:** The SBDC holds at its core the ability to assist in building Northeast Wisconsin's next great companies. To that end, we have offered several Entrepreneurial Training Programs throughout the region. In partnership with the Wisconsin Department of Commerce, we are able to offer this training with 75% tuition reimbursement for qualified applicants. By partnering with county economic development organizations, we have made great strides at providing this service throughout our 11-county area.

**Core partnerships:** Programs and counseling services were provided in conjunction with the following partners in the last year:

- Advance Business Development Center
- Green Bay Area Chamber of Commerce
- City of Green Bay
- Two Rivers Mainstreet
- Kewaunee County Economic Development Corporation
- Wisconsin Entrepreneurs Network
- Shawano County Economic Progress Inc.
- Shawano Chamber of Commerce
- University of Wisconsin- Cooperative Extension
- SCORE
- Marinette Chamber of Commerce
- Door County Economic Development Corporation
- Urban Hope Entrepreneur Center
- UW-Extension county offices in Shawano, Menominee, Manitowoc, Oconto and Calumet counties

**New initiatives:** The SBDC will focus their energies on serving high-impact, high-growth companies to help them reach that next level of success.

- The Leadership Development Institute – an in-depth leadership development program providing a unique educational and skill-building experience for CEOs, Presidents, and top-level managers.
- "First Step Series -- a series of programs aimed at the new entrepreneur to move their companies from survival to growth
- Management Development Certificate Program - a revitalization of this program to include new opportunities for training, including coaching models, diversity and performance metrics.

*Appendix A*  
**Numbers of Programs and Enrollments**  
**Outreach and Adult Access – FY '06**  
Noncredit Programs

<b>Program</b>	<b>Number of Programs</b>	<b>Enrollments</b>
Business	46	695
K-12 Educators	10	151
Continuing Professional Education	7	1,033
Liberal Studies	9	529
Governmental Affairs	24	772
Summer Camps (music, art, computer, Spanish)	10	1,526
Outside Summer Camps (Wis. School Music Assoc., Bellin College of Nursing, Universal Cheer, Navy Sea Cadets, McKinley Charter, GB Boys/Girls Choir, Volleyball)	10	1,440
Learning in Retirement Institute	Membership driven	758
<b>Total Noncredit</b>	<b>116</b>	<b>6,904</b>

**Credit Outreach Programs**

<b>Program Area</b>	<b>Number of Courses Offered</b>	<b>Enrollments</b>
K-12 Educators	153	777
Adult Degree Program	36	700
Bellin College of Nursing	3	93
Miscellaneous Emergency Management (3); Gerontology Certificate (2); UWGB English Composition (1)	6	73
High School College Credit	25	440
<b>Total Credit</b>	<b>223</b>	<b>2083</b>
<b>GRAND TOTAL</b> (Credit and Noncredit Programs)	<b>339</b>	<b>8,987</b>

<b>Business Counseling Cases – CY 2005</b>	359
<b>Business Counseling Hours – CY 2005</b>	878

<b>Downtown Learning Center #Programs</b> <i>*the DLC closed 2/27/06</i>	76
<b>Downtown Learning Center # Participants</b>	1,140

**REVENUE STREAMS**  
**Internal Expenditures-Outreach Financial Contributions to the UWGB Economy**  
**Program by Program Breakdown**  
*(Some figures are estimates)*  
**2005-2006**

	CPE/ LS	SBDC	Camps	Gov. Affairs	Learning In Retirement	Credit Outreach	Education Outreach- Noncredit	Adult Degree Program	TOTALS
<b>Residence Life</b>			\$108,516						<b>\$108,516</b>
<b>Food Service</b>	\$3,671		\$98,557	\$100	\$1,969		\$2,137	\$93	<b>\$106,527</b>
<b>Overload, Summer Salary and Course Buy-outs for Faculty and Staff</b>		\$4,860	\$35,000	\$28,300		\$29,978		\$198,575	<b>\$296,713</b>
<b>Copy Center</b>	\$2,104	\$10,707	\$5,333	\$8,247	\$1,539	\$12,370		\$12,276	<b>\$52,576</b>
<b>Contribution to other Units' S&amp;E</b>			\$4,068	\$500		\$10,000 Education ; \$12,000 Lawton Gallery and AIC			<b>\$26,568</b>
<b>Revenue Share with PGS Dean for national conference</b>			\$7,000						<b>\$7,000</b>
<b>Downtown Learning Center Expenses</b>						\$29,879			<b>\$29,879</b>
<b>Computer User Fees (CIT)</b>	\$1,610		\$1,610	\$2,415	\$1,610	\$4,025		\$805	<b>\$12,075</b>
<b>Weidner Center Rental</b>			\$5,630						<b>\$5,630</b>
<b>Campus Overhead from SBA</b>		\$7,000							<b>\$7,000</b>
<b>University Union Rent</b>	\$840		\$500						<b>\$1,340</b>
<b>University Communications Operations</b>	\$91	\$420	\$1,200						<b>\$1,291</b>
<b>Computer Lab Rental (CIT)</b>				\$100					<b>\$100</b>
<b>Media Resources</b>			\$78		\$20	\$1,918			<b>\$2,016</b>
<b>Health Services</b>			\$2,800						<b>\$2,800</b>
<b>Motor Pool</b>			\$1,800					\$525	<b>\$2,325</b>
<b>Computer Rentals (CIT)</b>			\$300						<b>\$300</b>
<b>Parking-annual fee</b>	\$2,400		\$462		\$3,660				<b>\$6,522</b>
<b>Contribution to Community Initiatives on behalf of UWGB</b>	\$4,800 Diversity Summit \$500 Hispanic Fair	\$5,000 North Summit; \$5,000 Entrepren. Connection							<b>\$15,300</b>
<b>Computer replacement-13 stations</b>				\$10,862					<b>\$10,862</b>
<b>TOTALS</b>	<b>\$16,016</b>	<b>\$32,987</b>	<b>\$272,854</b>	<b>\$50,524</b>	<b>\$8,798</b>	<b>\$100,170</b>	<b>\$2,137</b>	<b>\$212,274</b>	<b>\$695,760</b>