



Outreach Year in Review 2001-2002

Connecting with Our Faculty and UW-Extension to Carry Out "The Wisconsin Idea"

Partnerships with our faculty and community highlighted 2001-2002 for Outreach and Extension. As a result, 7,000 community and state residents took advantage of more than 300 noncredit and credit learning experiences and services throughout the year. Included in our year's major accomplishments were the creation of the Outreach and Extension five-year *Strategic Plan*, the construction of a user-friendly website featuring secure, on-line registration capabilities (a leader in the UW System) for both credit and noncredit programs, and a thriving Learning in Retirement Institute that attracted a record membership of 550 older folks eager to continue to learn, thrive and grow. Here is an overview of some of the other accomplishments and activities that helped us connect UWGB to our community.

Highlights

K-12 Education Outreach

More than 1,000 K-12 teachers and administrators took part in 140 (mostly) graduate credit and several noncredit learning experiences last year. Due to the support of our Education faculty, more than 20 new adjunct graduate instructors (community professionals) and 30 brand new courses were approved during the year. Special highlights included the following:

- One and two-credit graduate training opportunities as part of the Wisconsin Initiative for Math, Science, and Technology Education (WIMSTE). Our partners included the Wisconsin Space Grant Consortium, Space Education Initiatives, the Einstein Project, and Space Explorers through funding from NASA.
- Mentor training for more than 100 childcare workers. Our partners included Community Childcare Connections and the Centers of Excellence
- Our selection as the preferred institution to work with a 13-member school district technology consortium in CESA 7 called the Eastern Wisconsin Instructional Technology Consortium. We are providing a variable credit course in technology integration for participants in the 2002 Summer Instructional Technology Academy.
- The June Global and Environmental Change Education Workshop and the graduate credit course for educators, sponsored by the National Institute for Global Environmental Change (NIGEC) and the Nebraska Earth Science Education Network (NESEN). Twenty-four Wisconsin educators were selected to participate.
- Our partnership with the *Menominee Culture Institute* at the College of the Menominee Nation and the Wisconsin Department of Public Instruction to offer graduate courses through a federal grant for the *American Indian Studies Summer Institute* in Keshena.
- The first *Sustaining Education Change Conference*, spearheaded by our Education faculty. More than 65 educational leaders from area businesses, K-12 schools, institutions of higher education, as well as undergraduate students participated.

Typical Comments from K-12 Participants

Teaching has become fun again. To see my students really learning and being successful just emphasizes how well these strategies work; this shows me that I am on the right track.

I learned more in this one-credit course about getting kids to actively think than in any course I've ever taken.

I am sure that the positive impact the dialogue and experience has had on me has influenced my presentations and interactions with my students.

This course has given me some excellent strategies to implement in my classroom. Using these activities has improved students' attitude, cooperation, and communication skills. I feel I'm a better teacher.

I have shared what I learned with my colleagues who were interested in new ideas for their classroom. My students like the new ways of learning that I am now using in my classroom. There is more interactive learning.

I have found great improvement in my students' retention of what they've learned. I also see a new enthusiasm for learning, and the awareness of each one's accountability. In my colleagues I've seen much more enthusiasm for their lessons.

Continuing Professional Education

The "power of partnerships" was highlighted this past year as programs in this area served the continuing education needs of over 1,500 professionals. The most successful of the 24 conferences and workshops were planned in consultation with campus/community advisory boards and with the strong support of cosponsoring partners.

A critical partnership for Continuing Professional Education programs this past

year has been the Northeast Wisconsin Alliance for Social Worker Continuing Education. Wisconsin social workers are required to complete at least 30 hours of continuing education every two years. Beginning in early 2000, the UWGB and UW-Oshkosh Outreach and Social Work faculty departments have sponsored an array of programs that meet those requirements. The combined resources of the four partners have produced the desired results: high-quality, needs-based programs that support increased job skills, career advancement and professional credentialing. Alliance-sponsored conferences on the topics including poverty, bereavement, ethics and advocacy drew over half (900+) of the total number of CPE participants this program year.

Success Story

The annual infant/toddler caregiver conference has become a "must-attend" event for many childcare professionals. For example, the St. Mary's Hospital Early Childhood Center in Green Bay closes its Infant/Toddler section the day of the program so that all 13 teachers may attend.

Other key programs which benefited from partner support included: *The 8th Annual Infant/Toddler Conference* for caregivers, featuring nationally known child development expert and author Janet Gonzalez-Mena and attended by 131 child care professionals; and the conference *ADHD: From Identification to Classroom Strategies*, which attracted 228 educators.

CPE programs are producing measurable results. Of those who responded to a post workshop survey in 2001, 98 percent indicated they will attend future Infant/Toddler conferences and 88 percent of respondents who attended the keynote "Brainbuilding Games for Babies" agreed with the statement, *I have used my increased understanding and use of age-appropriate activities to stimulate the development of infants and toddlers.*

New for CPE this year was the *Certificate for Nonprofit Professionals*, planned in consultation with the United Way of Brown County staff and agency directors, the Green Bay Area Chamber of Commerce and the Neville Museum of Brown County. This new series offers one-day workshops that focus on five skill areas identified by nonprofit leaders as essential for success in managing and leading their organizations.

Typical Comments from CPE Participants
I enjoyed this workshop on ADHD. The information given has been very helpful. One of the biggest challenges we have as teachers is to make sure that parents understand what we see and what we are suggesting for their child. This workshop has given us information to use when discussing issues with parents.

Excellent presentation--eye opening—I will be able to open communications and deal more effectively with my clients who live in poverty. Participant, *Framework for Understanding Poverty*, Ruby Payne, presenter.

I expect to become much more effective in dealing with conflict resolution and being a more productive and valuable leader for any organization. Participant, workshop on *Leadership and Managing Change*, Certificate for Nonprofit Professionals.

Liberal Studies

Several new programs quadrupled enrollments to 550 from the previous year. Highlights included the following:

- *The Thoughtful Gardener* conference, cosponsored with the Green Bay Botanical Garden, UW-Green Bay Cofrin Center for Biodiversity, and Friends of Cofrin Library, that targeted the serious gardener.
- The *Click: Digital Print* conference, cosponsored with the Art Agency and the UW-Green Bay Art Department that drew artists and art

teachers from throughout the Midwest.

- *After the Attack*, a three-part series of free community forums on the impact of the September 11 attack, that drew concerned citizens who wanted to join in discussion with a panel of experts.

Partnerships with our Faculty

Seventy UWGB faculty and staff members worked in partnership with us as speakers, presenters, advisory and planning committee members, and camps directors last year. These people included the following:

From Business: Sally Dresdow, John Harris, Brent Hussin, Don McCartney, Ann Selk, Michael Troyer, Alla Wilson, and Karl Zehms
From Communication and the Arts: Bob Balsley, Kevin Collins, David Damkoehler, Toni Damkoehler, Cheryl Grosso, Ellen Hanchek, Sarah Meredith, Jennifer Mokren, Thomas Pfothenauer, John Plier, Robert Ratajczak, Laura Riddle, Chris Salerno, John Salerno, Christine Style, William Witwer, and Scott Wright
From Education: Sue Amtmann, Karen Bircher, James Coates, Juliet Cole, Janice Cusano, Timothy Kaufman, Theodor Korithoski, Arthur Lacey, Margaret Laughlin, Barbara Law, Pat Ragan, Tim Sewall, Sandy Stokes, Linda Tabers-Kwak, and Joan Thron
From Human Development: Regan Gurung, Fergus Hughes, Dennis Lorenz, and Illene Noppe
From Humanistic Studies: David Coury, Derek Jeffreys, Sonia Maruenda, and Lisa Poupart
From Information and Computing Sciences: Phil Clampitt, Chuck Matter, and Jeanellen Schwarzenbach
From Natural and Applied Sciences: Bob Howe, Woo Jeon, Jeff Nekola, Anjani Mehra, Steven Meyer, Aileen Yingst
From Public and Environmental Affairs: David Littig, Bill Niedzwiedz, and Lora Warner
From Social Change and Development: Andrew Austin, Mark Everingham, Craig Lockard, Carol Pollis, and Larry Smith
From Social Work: Linda Cates, Candy Conard, Ann Kok, Judy Martin, and Kevin Roeder

Youth Opportunities

In summer 2001, more than 2,000 young people attended 17 on-campus summer camps to explore music, art, enrichment, and computer science. Highlights included the following:

- The addition of the Wisconsin State Music Association Honors Camps held at UWGB for the first time. More than 500 of Wisconsin's finest student musicians stayed on our campus and performed at the Weidner Center.
- Summer Discovery day camps broke new enrollment records.
- Garnering nearly \$20,000 (the most ever) for this summer's programs in DPI and *Gear-up Scholarships* to support camps attendance for minority and/or disadvantaged students.
- Receiving \$4,000 through our *Adopt a School* collaboration with the Green Bay Optimist Club to support the attendance of minority and economically disadvantaged elementary students in Summer Discovery.

Typical Comments from Camp Participants

I wish Summer Camp lasted all summer!
Student.

My children had nothing but good things to say about their time at camps. Thank you for enriching their lives!
Parent.

I highly recommend these camps to my students!
Teacher

Governmental Affairs

More than 500 local government employees took advantage of Outreach continuing education programs last year. The governmental program area's cornerstone program, the extensive, annual, weeklong *Municipal Clerks and Treasurers Institute* in July, drew record numbers of registrants. During that week, for the first time, 11 counties sent their clerks to a new track of courses designed specifically for county clerks that will be an every-other-year event.

During the year, new partnerships were forged with the Wisconsin County Treasurers Association and the Wisconsin Finance Officers Association. They will join six other organizations to be part of Outreach's major governmental partnerships – the Wisconsin Municipal Clerks Association, Municipal Treasurers Association of Wisconsin, Wisconsin County Clerks Association, Wisconsin Clerks of Circuit Court Association, Wisconsin County Constitutional Officers, and Wisconsin Register of Deeds Association.

Other highlights this year included the following:

- Attendance of 40 Clark County Board members at a new training program in Neillsville. This program will be a prototype for professional development for other county boards throughout the state.
- Relationship building with the City of Appleton and Brown County to work on plans to design and deliver continuing education to their employees.

Typical Comments from Governmental Employees

I have attended many, many seminars and conferences throughout the United States, from Rutgers University in New Jersey to

Orlando, Florida. I can personally attest to the professionalism, dedication and training skills of the presenters. ...I came away from the Institute refreshed, relaxed with new knowledge and experience.

Excellent-Always a great learning experience in your classes -- come back again.

Find it interesting in group sessions -- listening to different comments from a city, village or town. [You] learn more about people. Get him [the instructor] back!

High School College Credit Courses

Two hundred seventy eight of the best and brightest seniors in area high schools participated in the UW-Green Bay high school credit outreach program this year. Courses were offered in Bonduel, Clintonville, Shawano, Sturgeon Bay, Wausaukee and Wrightstown school districts. Two new courses were introduced this year: *Principles of Chemistry I* at Shawano High School and *Introduction to Literature* at Wausaukee High School. As a result, overall enrollment increased by more than 15 percent over the prior year.

A recent survey conducted by the Office of Outreach and Extension shows these impacts on the class of 1999-2000 one year after high school.

- The credits counted as an elective or satisfied a specific requirement for graduation [72 percent, a three percent increase over last year]
- Nearly a sixth of the respondents took the next level of college course in the content area and earned a letter grade of C or above. And of this group, 67 percent earned a letter grade of AB or above.

Partnerships with the Community

At any given time, Outreach is working in partnership with 50 to 70 institutions, organizations, businesses and school districts. Last year, these groups included the following: Wisconsin Public Service Corporation, UW-Oshkosh and Stevens Point, CESA #7 and #8, Encompass Child Care Centers of Excellence, 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, Wisconsin School Music Association, Space Education Initiatives, Space Explorers Inc., the Einstein Project, NASA, Green Bay Area Chamber of Commerce Advance Business Development Center and Partners in Education, Heritage Hill State Park, Child and Family Consultants, Centers of Excellence, Community Childcare Connections, Department of Public Instruction, Anti-Defamation League, Aurora Baycare Medical Center, Coalition to Promote Respect, Unity Hospice, Neville Public Museum of Brown County, Brown County Cooperative Extension, and Eastern Wisconsin Area Health Education Center, KSCADE Consortium, Fox Valley Technical College, Viterbo College, Wisconsin Space Grant Consortium, Wisconsin Initiative for Math, Science and Technology Education, Institute for Learning Partnership, Nebraska Earth Science Education Network (NESEN), National Institute for Global Environmental Change (NIGEC), College of Menominee Nation, GAPS Project (Greater Achievement for Professionals and Students) through the Wisconsin TLCF Program, Eastern Wisconsin Instructional Technology Consortium, Wisconsin Municipal Clerks Association, Municipal Treasurers Association of Wisconsin, Wisconsin Clerks Association, Wisconsin Register of Deeds Association, Wisconsin County Constitutional Officers, Wisconsin Clerks of Circuit Court Association, UWEX-Governmental Affairs Consortium, UW-Madison-Professional Development and Applied Studies, Wisconsin Government Finance Officers Association, International Institute of Municipal Clerks, and Municipal Treasurers Association of the U.S. and Canada.

- Ninety-five percent felt that the UW-Green Bay/High School learning experience had a positive effect on their achievement in college, a three percent increase over last year.

Typical Comments from Students, Parents and Administrators

From student survey:

I felt the experience better prepared me for college and gave me a great head start.

...put me ahead of people my age and helped me to achieve my goal (academic success in college).

Helped me to realize that commitment plays a great deal in overall achievement.

...it was the hardest class I have had to take.

From parent “letters to the editor”:

[My high school seniors] were exposed to a level of instruction that no high school course could match. Pam and Gene Ruppert, Clintonville Tribune-Gazette

Our family believes that earning college credits during high school is a tremendous help. Mary Teichtler DeVault and John Teichtler, Door County Advocate, Sturgeon Bay

I appreciated the opportunity for my son to experience a college caliber class and to receive college credits. [The knowledge] will certainly help him in his college career. Pam Aide, Peshtigo Times and Marinette Eagle-Herald

From “listening sessions” held in selected districts:

Students who have gone through the [program] have said that they knew what to expect, grew up, were well prepared and it was a positive experience. Pat McCarthy, president, Clintonville Board of Education

Small Business Development Center

Business Assistance Center

The Small Business Development Center (SBDC) completed its first full year as an on-site partner of the Business Assistance Center (BAC) at 835 Potts Ave. on the west side of Green Bay. Last year, more than 1700 business people and aspiring business people were helped by the SBDC as part of the BAC, a one-stop shop for business assistance with multiple organizations functioning as a single entity irrespective of organizational affiliation. Other on-site partners include the Green Bay Area Chamber of Commerce’s Advance Business Development Center, its 30-business incubator, and the Service Corps of Retired Executives (SCORE). Highlights of the SBDC’s programs and business counseling services include the following:

- Our partnership with the Door County Economic Development Corporation and Northeast Wisconsin Technical College-Sturgeon Bay to offer a 12-week *Entrepreneurial Training Program* in Door County. Representatives of 19 businesses worked to write comprehensive business plans as part of this course.
- A new offering that taught business owners how to use information from their accounting software to make good management decisions.
- Continuation of involvement in the Wisconsin Public Service’s *Leadership Development Program*. In spite of the economic downturn, this business outreach program has endured because WPS management considers it very important to the company’s future success. More than 80 WPS employees have “graduated” from four yearlong series of sessions over the past two years and five more classes are

currently in progress or being planned for the future.

- The economy did significantly affect us this past year, however, especially our *Management Development Certificate Programs*. Medium-sized companies that normally send their new and middle managers to these programs were especially hard hit. Many had to delay their participation or cancel due to cuts in their training budgets.

Typical Comments from Business Participants

Very knowledgeable speaker. Interesting and valuable material. Thanks for the practical tips.

Participant, *How To Value a Small, Closely Held Business*.

Really appreciated the clarifications and additional information.

Very good and informative class.

Participants, *How To Avoid the Ten Most Common QuickBooks Mistakes*

Excellent session. I thoroughly enjoyed it! Dale did an excellent job delivering information and facilitating discussion.

Dale did a great job . . . makes a difference when you have an experienced instructor.

Participants, *Compensation Management*.

Sara [the instructor] is very knowledgeable and did an excellent job making complex information easy to understand for non-benefits people.

Participant, *Benefits Management*.

Material makes sense, instructor is very open - listens as well as speaks.

Participant, *Better Communication*.

The information itself is not new. But now I know how to recognize it and use more constructive techniques.

I am very pleased - sometimes you sign up for workshops and get a very "canned"

package. [Instructor] Dr. Stewart-Gross really understands her subject and its importance in today's workplace. She is a very engaging facilitator.

Participants, *How To Manage Conflict for Professional and Personal Success*.

Outreach Staff Involvement in Campus and Community

Many of our Outreach staff members contribute to campus and community life in significant ways. For example, SBDC Program Coordinator **Doug Gjerde** was a member of the Rotary Club of Green Bay and helps with meals at a local homeless shelter. He is a member of the latest class of the two-year Extension Administrative Leadership Development Program (EALP) and participates on the SBDC's statewide E-commerce Task Force. This past year he attended the State Science and Technology Institute, which deals with science and technology related economic development, and he attended the NxLevel Annual Meeting, which addresses entrepreneurial education issues. Doug was named Director of the SBDC, effective July 1, 2002.

Youth Opportunities Coordinator **Cindy Hacker** was a "big sister" for Big Brothers Big Sisters of Brown County this past year. She was active on the RFP food service committee that resulted in the commissioning for the campus of a new food service company, Sodexo. She worked closely with the Optimist Clubs of Green Bay to help underserved elementary students.

Manager of Business Counseling **Ernie Johnson** taught two courses for UWGB's Professional Programs in Business. He served on the Curative Workshop Board, the Advisory Board for Advance, the Small Business Council, the Chamber's Economic Development Professionals Committees, the Economic Retention Committee for *On Broadway*, and as a reviewer for business plans submitted by local area candidates for Youth Opportunity business grants.

Education Outreach Program Manager **Carmen Leuthner** is a member of the Board of Directors for the Einstein Project of Green Bay. She served as a space science instructor for the Einstein Project's winter teacher in-service and summer

science academy. Carmen also served as an instructor for Space Education Initiatives in the summer Space Academy as part of the Wisconsin Initiative for Math, Science, and Technology Education. She is a member of the CESA 7 Curriculum and Instruction Coordinators Network and is actively involved in her church. Carmen completed her coursework in a Masters Degree in Educational Leadership last year.

Continuing Professional Education Outreach Program Manager **Barbara McClure-Lukens** was nominated to represent UWGB for the 2002 Academic Staff Regents Award for Excellence. Barbara serves as the campus representative on the Systemwide Extension Council. She is the founding president of the UW-Green Bay Friends of Cofrin Library, has served on its Board since 1996, is the president of the Board of Trustees of the Nicolet Federated Library System, and is a member of the Board of the Green Bay Botanical Garden.

Governmental Affairs and Learning in Retirement Program Assistant **Sherry Rasmussen** was featured in the *Green Bay Press-Gazette* and on WGBA Channel 26 as "Good Neighbor of the Week" last year. She serves as chair of the campus' Classified Administrative Staff and as a member of the town of Bellevue Planning Commission. She also is a bell ringer for the Salvation Army, creates personnel hygiene kits for Golden House for Make-a-Difference Day, and is a contact person for the Give-A-Kid-A-Book campaign.

Outreach Program Manager **Bob Skorczewski** completed his second consecutive, two-year term as an elected member of UWGB's Academic Staff Committee. During his tenure, he made many contributions to the Academic Staff including serving as ex-officio chair of the ASC, heading up the re-writing of Academic Staff Personnel Policies, acting as Liaison to the Faculty Senate, and serving as the campus representative to the UW System Academic Staff Council. He also assists new students and their parents with the dormitory move-in process each fall.

Program Assistant for Youth Opportunities and College Credit in High Schools **Julie Smith** is a member of the Classified Administrative Support Allocations Committee. She also served on the campus' Request for Proposal Committee to determine the on-campus Copy Center vendor.

Education Outreach Program Assistant **Gayle Thompson** and her husband are licensed foster parents for the Brown County Department of Human Services. Four foster children have lived with them over the last four years, and they are in the process of adopting one of them. During the past five years, the Thompsons also have hosted five foreign exchange students (from Germany, Norway, and Macedonia) during the academic school year for Bay Port High School when their own children were students there.

Director **Jan Thornton** served as a member of the Board of Directors of the Literacy Council of Brown County and organized the Council's annual "Bee for Literacy" in February. She served on the Search and Screen Committee for our new Provost Sue Hammersmith, as well as on the campus's Marketing Council, Facilities Usage Committee, Leadership Council, and the Institute for Learning Partnership Steering Committee. She presented at two economic development conferences and attended the national *Outreach Scholarship Conference* at Pennsylvania State University in October.

Governmental Affairs Program Manager **Kassie Van Remortel** served on the advisory education committees for the Wisconsin County Clerks Association and Wisconsin Municipal Clerks Association. She was a member of the scholarship committee for the Wisconsin Municipal Clerks and sang in her church choir.

Outreach and Extension Results -- 2001-2002 Programs and Enrollments

Noncredit Programs

Program	Programs Offered	Enrollments
Business	99	1,151
K-12 Educators	4	114
Continuing Professional Education	24	1,535
Liberal Studies	8	551
Governmental Affairs	19	511
Youth Opportunities (Summer 2001)	17	2,076
Total Noncredit	171	5,938

Credit Outreach Programs

Program Area	Courses Offered	Enrollments
K-12 Educators	135	950
Business	-	-
Bellin College of Nursing	4	104
Miscellaneous	3	34
High School College Credit	17	278
Total Credit	159	1,366
GRAND TOTAL (Credit and Noncredit Programs)	330	7,304

Business Counseling Cases – CY 2001	212
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Outreach and Extension Staff

Jan Thornton, M.A., Ph.D., Director
Doug Gjerde, MBA, Director, SBDC
Cynthia Hacker, M.S., 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
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