

University of Wisconsin Colleges & University of Wisconsin-Extension

Strategic Plan 2008 - 2011

Color Coding:

-  Red: Continuing Education, Outreach and E-Learning (CEOEL)
-  Green: Broadcasting and Media Innovations (BAMI)
-  Aqua: Cooperative Extension (COOP)
-  Blue: Entrepreneurship and Economic Development (EED)
-  Violet: Governmental Relations (GOV)
-  Orange: Diversity and Workforce Development (D&WD)
-  Dark Red: UW Colleges (UWC)

Dates designate the projected completion date of a deliverable. Efforts that warrant annual progress reports are marked “OG” for “ongoing efforts”.

STRATEGIC PRIORITY A INNOVATION:

Become more agile and proactive in responding to state needs.

A
STRATEGIC
PRIORITY

STRATEGIC PRIORITY B DIVERSITY:

Increase diversity and global awareness.

B
STRATEGIC
PRIORITY

STRATEGIC PRIORITY C ECONOMIC DEVELOPMENT:

Nurture entrepreneurship, business, and economic development while preserving vital environmental and natural resources.

C
STRATEGIC
PRIORITY

STRATEGIC PRIORITY D ACCESS:

Increase access to the educational resources and degree programs of the UW System by reducing barriers to participation.

D
STRATEGIC
PRIORITY

STRATEGIC PRIORITY E SERVICE AND ENGAGEMENT:

Increase the capacity of Wisconsin youth, families and communities to improve the quality of life for a healthier and more vibrant Wisconsin.

E
STRATEGIC
PRIORITY

STRATEGIC PRIORITY F STEWARDSHIP AND SUPPORT:

Increase and effectively invest public and private resources for UW Colleges and UW-Extension.

F
STRATEGIC
PRIORITY

STRATEGIC PRIORITY A INNOVATION:
Become more agile and proactive in responding to
state needs.

**STRATEGIC
PRIORITY
A**

STRATEGIC PRIORITY A INNOVATION: Become more agile and proactive in responding to state needs.

Issue Statement:

- **Description:** Our various stakeholders need access to courses, degrees, knowledge, and resources in a timely manner.
- It's an issue because higher education institutions are often unable to respond in a timely fashion to changes faced by today's society. Our challenge is to be agile enough to rapidly address the emerging needs of society drawing upon the knowledge, skills and resources within the University of Wisconsin.
- The consequence for not addressing this issue: Failure to address this strategic priority will mean that we will become increasingly less relevant to and valued by our stakeholders.



Goal A1: Create, implement, and evaluate innovative institutional structures, financial, and business models.

Strategy A1a: Develop and experiment with approaches for combining multicasting and non-broadcast content delivery that are supported by sustainable partnership, operational and business models for digital broadcasting in radio and television.



2008

BAMI Comprehensive 2008 Election Year broadcast and web coverage including, among other things, Candidate Statements programs for broadcast and web, and 'web only' content on Wisconsin Vote.

BAMI Develop process to deliver Election Content and other News and Public Affairs (NPA) content to hand-held portable devices - building on Center for Public Broadcasting-Public Media Innovations (CPB-PM) grant from spring 2008.

BAMI Comprehensive 2008 Election Year broadcast and web coverage including, among other things, Candidate Statements programs for broadcast and web, and 'web only' content on Wisconsin Vote. e High Definition (HD) channels.

BAMI Implement "Public Action" software on selected Ideas Network programs and on the "Whad 'Ya Know" website in September, 2008, and evaluate effectiveness of this social networking tool in cooperation with the UW-Madison School of Journalism.

2009

BAMI Lead and continue evolving the University Place initiative, including the Center for Public Broadcasting-Local Service Initiative (CPB LSI) grant. Acquire lectures and expand to include other university-related content, for broadcast, web delivery and new media as appropriate. Develop Wisconsin Online Access Initiative (a UW-Madison Consortium).

BAMI "Here on Earth" Islam series will develop non-broadcast content during the 2008-09 Academic Year.

ONGOING

BAMI Develop a digital broadcast plan incorporating multicasting, high definition and data casting models. Ensure that multicast services emphasize local content, and reflects the needs and interests of the people of Wisconsin.

BAMI Expand delivery of Wisconsin Public Television (WPT) content via non-broadcast platforms, e.g. internet download and streaming (YouTube), iPod video and broadband wireless.

BAMI Complete implementation of media library systems for the Web. Resolve workflow processes with production and operations staff.

BAMI Continue “The Wisconsin Channel”; “University Place”; and Online Video Access Initiative projects with WPR, Educational Communications Board (ECB), UW and external partners; develop sustainable service models; explore options for revenue models (e.g., supplier vs. user fees, subscription, and membership).

BAMI Incorporate non-broadcast delivery of outreach content into at least 4 outreach projects.

BAMI Continue to work with ECB and local school districts to create curriculum materials for HTS and other programs/project.

Strategy A1b: Develop and implement a consistent, quality-driven model for creating, implementing and sustaining online collaborative degree programs

2008

CEOEL Implement use of consistent, quality-driven budget model for collaborative degree program.

2009

CEOEL Clearly define roles and responsibilities between Continuing Education, Outreach and E-Learning (CEOEL) and UW System campuses.

Strategy A1c: Complete the comprehensive strategic assessment and planning process focused on identifying organizational systems and structures that enhance or inhibit the ability to respond to stakeholder needs and develop action plans to address areas of concern.

2010

COOP

Completion of Cooperative Extension's strategic plan.

STRATEGIC
PRIORITY
A

Strategy A1d: Provide leadership for the statewide effort to implement the electronic transfer of academic records between all secondary and post-secondary institutions in Wisconsin.

2010

CEOEL

The statewide committee has selected a vendor and is currently searching for funding for this initiative. Once funding is secured, the committee will work with the vendor to implement this initiative statewide. The implementation phase of this initiative is a three year time frame to get all high schools and colleges on board, pending funding.

Strategy A1e: Beginning in fall 2008, the UW Colleges will be piloting the application of a new financial/enrollment management model on 3 UWC campuses: Barron County, Marshfield/Wood County, and Washington County.

2009

UWC

Work intensively with the pilot campuses to implement curricular, marketing, and financial model initiatives.

ONGOING

UWC

Development assessment matrix for evaluating pilot campus integrated enrollment management pilot initiatives progress and success.

UWC

After 18 months, deliver a full report with recommendations to the chancellor.

Strategy A1.f: Develop a Government Relations plan for the UW Colleges and UW-Extension that includes: a strategic assessment of resources and key relationships; a communication vehicle; and a comprehensive strategy that assures legislative success.

2008

GOV

Complete draft of legislative plan. Discuss draft with representatives from the four divisions of UW -Extension and UW Colleges. Compile input from review groups. E-mail completed draft to key constituencies.

STRATEGIC
PRIORITY
A

Goal A2: Develop and enhance multiple and multi-directional communication links between the UW and the people of Wisconsin toward the UW.

Strategy A2a: Re-examine, restructure and reconstitute as needed citizen input and advisory boards at the institution, division, and program levels with particular attention to increasing the presence of under represented groups.

ONGOING

EED

Continue recruiting underrepresented groups for membership on the Advisory Boards and Council. Add two people from these groups every year for the next three years.

EED

Continue adding programs targeted at minority populations across the state, through programming at the Small Business Development Centers (SBDC) level, and partnering at the SBDC and Wisconsin Entrepreneurs Network (WEN) level. Increase the number of programs for underrepresented groups by 5% a year for the next three years.

Strategy A2b: Survey stakeholders, conduct focus groups, conduct listening sessions, meet one-on-one, etc. with community leaders, engaged citizens, state legislators, stakeholders, and the general public to provide guidance and direction for new program development and share information on key issues to UW Colleges and UW-Extension

2009

GOV

Meet with 20 community leaders (identified by UW Colleges and UW-Extension Deans and Directors).

GOV

Meet with 50 targeted state legislators to discuss UW Colleges and UW-Extension issues.

GOV Conduct 4-6 regional Governmental Relations interactive training presentations for the staffs of UW Colleges and UW-Extension.

GOV Review results of Wisconsin Way hearings to assess “priorities” of the public. www.wisconsinway.org

BAMI Consult with members of the statewide Wisconsin Public Radio Association for program feedback and audience building at its September 2008 Retreat and the January and May 2009 meetings, and informally on an ongoing basis.

ONGOING

BAMI With UW Colleges, hold at least four community listening sessions in various regions of the state. Continue listening sessions for all history projects. Survey members on an annual basis. Invite broad community feedback via e-mail, phone, and mail. Use on-air announcements on a daily basis to encourage listeners to share their program comments on the web; compile and review by management and programming staff.

BAMI Convene WPT Outreach Advisory Team, distribute notes to management group.

BAMI Engage with WPT constituencies on a frequent and sustained basis. Participate in events that engage WPT with communities (eg: Rotary presentations, screenings, receptions, community events, etc.)

BAMI Produces 10 hours of WPR call-in programming daily that uses community leaders.

Strategy A2c: Experiment with, evaluate the utility of, and implement as warranted existing and emerging forms of technology.

2008

BAMI Evaluate Phase 1 of the Instructional Communications Systems (ICS) Pyle Center Technology Upgrade.

BAMI Define project scope, designs, funding and timelines for Phase 2 of the ICS Pyle Center Technology Upgrade.

BAMI Evaluate iTunesU for content delivery. Implement servic

BAMI Expand digital media streaming services.

BAMI Research how to design web pages for mobile viewing and build a web site optimized for mobile devices.

2009

CEOEL Short Message Service texting, podcasting, vodcasting, gaming and simulations, M learning and immersive technologies have been researched and evaluated for use in and implemented where appropriate in the development of courses and the learning community.

BAMI Implement New WisLine bridge hardware and scheduling/billing application.

BAMI Define and implement technology improvements to Rooms 314 and 111 of The Pyle Center and Room 129 of The Lowell Center as part of the UW System Classroom Improvement Program.

ONGOING

BAMI Continue and expand the WPT Insider's Blog by adding features and functions.

BAMI Beyond expanding broadcast, multicast, and datacast, WPT Engineering); targeted delivery to cell phones of election-related information; use of a range of video production equipment to address various technical requirements (Anycast, flip-cams, HD).

BAMI

Incorporate non-broadcast delivery of outreach content into at least 4 outreach projects.

BAMI

Work with ECB to develop strategies for new services and implementing new technologies (eg: web-based storytelling, interactive digital materials, etc.) into educational projects.

STRATEGIC
PRIORITY
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Strategy A2d: Expand the portfolio of communication materials informing multiple audiences about the opportunities to access information and educational programming and distribute them through statewide media through the institution’s local presence points. This includes federal, state and local elected leaders.

2008

CEOEL

Conduct Adult Student Initiative rollout.

2009

CEOEL

Short Message Service texting, podcasting, vodcasting, gaming and simulations, M learning and immersive technologies have been researched and evaluated for use in and implemented where appropriate in the development of courses and the learning community.

CEOEL

Adult Student Guide focused on adult prospective students designed, published and distributed.

CEOEL

Comprehensive ASI marketing campaign using multiple media sources developed and initiated.

CEOEL Adult student recruitment information materials and resources for student recruiters developed and available for use and distribution.

CEOEL Adult Student Sounding Board created.

2009

CEOEL Materials to market Online Green Business Degree developed and distributed.

CEOEL Materials to market Online Science, Technology, Engineering and Math (STEM) degree developed and distributed.

GOV Meet with key elected leaders to update them about current programs and events sponsored by UW Colleges and UW-Extension.

COOP County annual reports; national Public Issues Leadership Development Conference impact reports (PILD); Reports from legislative visits and "Working for Wisconsin" publication.

2010

CEOEL Materials to market the Online STEM degree developed and distributed.

ONGOING

GOV

Collaborate with the UWEX/UWC Public Relations team to develop messages that accurately reflect issues of UW Colleges and UW-Extension.

Strategy A2e: Build an inclusive learning community that supports multiple learning styles, diverse perspectives, and varying needs.

2009

CEOEL

Build a web portal for the Learning Community with e-commerce functionality.

CEOEL

Create a virtual space for user generated content.

CEOEL

Employer connections component, designed to serve as a conduit for employers and students to communicate, developed and launched in Learning Community Web Portal.

STRATEGIC
PRIORITY
A

STRATEGIC PRIORITY B DIVERSITY:
Increase diversity and global awareness.

B
STRATEGIC
PRIORITY

STRATEGIC PRIORITY B DIVERSITY: Increase diversity and global awareness.

Issue Statement:

- **Description:** The people of Wisconsin are becoming an increasingly diverse population in terms of race, ethnic origin, economic status, age, and systems of beliefs. In addition, they are a part of an expanding and increasingly complex and inter-related global society and economy.
- **It is an issue because:** The people of Wisconsin have not had access to the educational resources they need to address the issues of diversity and global awareness at the level and speed that is currently demanded.
- **Consequence for not addressing:** Failure to address this strategic priority in an inclusive and substantive way will put the state at a disadvantage in addressing its peoples' societal and economic needs in the future.



Goal B1: Serve diverse and underserved audiences.

Strategy B1a: Plan and implement programs that recognize the culture, heritage and diversity of Wisconsin and target programming for underserved audiences, through ongoing assessment and evaluation of audience needs.

2010

COOP

New Orleans immersion experience for staff, Puentes Immersion (Mexico) experience, Update on work with Diversity Specialist position serving across program areas, ongoing work of the Wisconsin Nutrition Education Program.

ONGOING

BAMI

Ensure that the Wisconsin Public Television schedule reflects our core values, mission, and maintains a representative percentage of program types that will resonate with the residents of the state.

BAMI

Produce television programs and related web content that present a combination of news and news analysis; explore the impact of public policy issues on the lives of people in Wisconsin; provide information and insight into political, social, economic and environmental issues of the state; and recognizes the culture, cultural heritage and diversity of Wisconsin.

BAMI

“Higher Ground” host Jonathan Overby presents music and conversations with artists with an Afro-Caribbean emphasis on a weekly basis; plan is to extend this program from three hours to four hours weekly.

BAMI

“Here On Earth” daily program with primary purpose to increase diversity and global awareness; produced with assistance from the UW-Madison Institute for International Studies

BAMI

“In Wisconsin”, “Here and Now”, and “Teen Connection”, routinely focus on issues of specific concern to underserved audiences. Coordinated broadcast and outreach activities (e.g., extended activities with “Way of the Warrior”) target underserved audiences.

BAMI

Broadcast WPR programs with content designed to increase awareness of diversity and global issues during specific periods; for example, Black History and Native American History months..

STRATEGIC
PRIORITY
B

BAMI

WPT's history projects recognize Wisconsin's culture, heritage and diversity and have components specifically targeted at underserved audiences (e.g., Native American veterans).

BAMI

Provide Community Outreach services to each WPT market area, track and report.

BAMI

Facilitate at least two screenings for the Community Forums on Race series.

BAMI

Coverage of State of the Tribes speech and other events of significance, such as the broadcast recognizing Martin Luther King, Jr. and broadcast of WI speech by Dalai Lama.

BAMI

WPR reporters are based around the state to provide programming that is reflective of diversity of the state. Assistant News Director Brian Bull focuses on Native American issues.

BAMI

WPR plans to produce a new series of 3-5 minute essays called "Wisconsin Life", reflecting a sense of place in Wisconsin; series is budgeted to begin production in Fall 2008.

STRATEGIC
PRIORITY
B

Strategy B1b: Use the technical capabilities of media to serve specific underserved audiences (closed captioning, multiple format delivery, multi-language formats, etc.) and incorporate culturally sensitive design elements.

2009

CEOEL

UW classes and program information will be accessible through an integrated online web portal.

CEOEL

The Learning Community web portal will provide online support and tools for student success including needs and readiness assessments, tutoring, course demos, writing assistance, and personalized advising, and UW specific information that facilitates program exploration, identification, engagement.

CEOEL

Prospective and existing students will have opportunities for virtual collaboration and mutual exploration of UW educational offerings, experiential insights, student-to-student support, and student-to-faculty communication.

CEOEL

The learning community will provide students with ancillary educational support by providing online information that will address adult-specific obstacles (child-care, transportation, time-management) that may inhibit educational goal attainment.

ONGOING

BAMI

All WPT programs are closed-captioned.

STRATEGIC
PRIORITY
B

Strategy B1c: Spearhead Wisconsin’s response to the national “Know How to Go” Program for low-income and first-generation college students.

ONGOING

CEOEL

“Know How to Go” program marketed through UW Higher Education Location Program (HELP), a system-wide newsletter sent three times per year to high school counselors and others and shared through presentations at annual counselors’ conference.

Goal B2: Recruit, hire and retain a more diverse faculty and staff.

Strategy B2a: Use internships, recruit at job fairs, target professional development initiatives and establish community resource lists for all recruitments.

ONGOING

BAMI

Work with Human Resources to actively seek minority applicants for all openings within the unit and serve on search and screen committees across the organization. Work to retain minority employees.

BAMI

Recruit, train and mentor student employees. Seek 2nd Emma Bowen scholar. (Foundation for Minority Interests in Media).

BAMI

Identify specific opportunities to recruit a more diverse work force through hires, use of interns and volunteers. With other tools, use recruiting venues to attract diverse applicant pool. Participate in UW-Extension minority intern program including the SAIP and Emma Bowen programs, and senior management participates in at least three job fairs per year.

COOP

Description of efforts to date.

STRATEGIC
PRIORITY
B

Strategy B2b: Provide formal orientation to address EEO requirements and to emphasize institutional commitment to diversity and multiculturalism in the workplace.

2009

CEOEL

Informational materials focused on diversity, multiculturalism, and EEO commitments developed and shared with staff.

CEOEL

Quarterly lecture series includes diversity topics at least once a year.

UWC

The UW Colleges Human Resources Office in consultation with the Office of Academic Affairs will develop an orientation on diversity issues for all faculty, staff, and administrators which will be archived for new hires.

UWC

The UW Colleges Human Resources Office in consultation with the Office of Academic Affairs will develop a short guide to orient search and screen committee chairs at the campus, department, and institutional levels on equity and diversity topics in recruiting and hiring.

ONGOING

BAMI

Ensure that all Search and Screen committees understand our commitment to diversity and that they seek a broad range of prospects.

BAMI

Participate in BAMI and ECB diversity training and engage management staff in these efforts.

BAMI

Encourage staff participation in diversity training workshops. Staff participates also as trainers in the multicultural awareness workshops.

BAMI

Fulfill Federal Communications Commission (FCC) requirements in recruiting and hiring.

BAMI

Invite HR staff to at least one management meeting annually to review recruitment and retention tools.

BAMI

Review WPT strategies, practices, and opportunities for increasing staff diversity. Get recommendations from HR, leadership team, and staff.

STRATEGIC
PRIORITY
B

Strategy B2c: Create new positions that address the educational needs of underserved audiences.

2009

UWC

Form a task force to address the educational needs of adult learners and other underserved audiences. The task force could develop strategies for implementing programs and activities that will meet the needs of adult learners and underserved audiences.

UWC

The task force could review policies and procedures relating to serving adults with the goals of identifying obstacles and challenges, and develop recommendations for responding to the needs of underserved populations.

UWC

As resources permit, hire a coordinator to oversee the work of the task force.

2010

CEOEL

Hire a recruiter with responsibility for minority student recruitment and engagement pending ASI 2 funding.

Strategy B2d: Work proactively to fulfill the spirit and letter of federal, state and local civil rights laws and regulations, such as nondiscrimination, pay and promotional equity, accessibility, etc.

2009

D&WD

Focus and functions of the Workforce Equity and Diversity office will be defined and shared.

ONGOING

COOP

Descriptions of efforts to date.

Strategy B2e: Offer professional development and ongoing support for diverse faculty and staff.

2009

CEOEL

75% of staff will participate in professional development.

BAMI

Identify training/professional development goals and include in annual performance reviews.

STRATEGIC
PRIORITY
B

UWC Increase communication about UW System-wide professional development opportunities to diverse faculty and staff such as the programs and grants supported by the Institute on Race and Ethnicity.

UWC Create professional training for academic departments and functional units about mentoring diverse faculty and staff.

ONGOING

BAMI Host one professional development event monthly (ICS).

**STRATEGIC
PRIORITY
B**

Goal B3: Attract and retain more diverse stakeholders.

Strategy B3a: Identify new partners and strengthen existing relationships in Wisconsin communities with an emphasis on community-based organizations as a means of meeting the needs of underrepresented groups.

ONGOING

CEOEL Annually offer, award and administer the Diversity Program Development Initiative, which requires a community partner.

COOP Description of efforts to date based on team plans and reports.

Strategy B3b: Conduct community forums on race and diversity, in partnership with community partners and cultural organizations.

ONGOING

BAMI

Facilitate at least two screenings for the Community Forums on Race TV series.

Strategy B3c: Design marketing campaigns and other student support services, such as learning communities, that are reflective of and targeted to diverse audiences.

ONGOING

CEOEL

Have recruiting materials available in multiple languages. Gearing Up materials are published annually in Spanish. Advertise through outlets targeted to serve underrepresented audiences.

STRATEGIC
PRIORITY
B

Strategy B3d: Using the findings of the Equity Scorecard Project, actively target, recruit and retain students of color populations in the UWC campus/ community service areas.

2009

UWC

Increase admission of students of color populations to the UW Colleges by at least 2 percent in fall 2009.

ONGOING

UWC

Retain students of color (fall to fall) at a rate comparable to that of white students enrolled in the UW Colleges.

UWC

Improve retention of students of color at the course level at a rate comparable to that of white students.

Goal B4: Expand programs and classes curricular that increasing global awareness and foster diversity.

Strategy B4a: Explore and evaluate the market demand for programmatic opportunities for global competencies.

2009

CEOEL

Work with Edu-ventures and the University Continuing Education Association to conduct studies to define global leadership competencies and assess market need.

Strategy B4b: Increase the number of interdisciplinary and global studies courses and programs.

2010

UWC

The Office of Academic Affairs will work with the academic departments to increase by 10 percent the number of interdisciplinary and global studies courses in the curriculum.

Strategy B4c: Provide incentive funding to assist continuing education units across the UW System to offer programs for underserved audiences.

Strategy B4d: Enhance curriculum to include more diverse perspectives.

Goal B5: Enhance educational opportunities for faculty, staff, students and lifelong learners in area of diversity and global awareness.

Strategy B5a: Increase support for and track engagement with multicultural awareness training/education for administrators, faculty, staff, students and lifelong learners.

2009

BAMI

Present two staff professional development presentations on customer service.

STRATEGIC
PRIORITY
B

BAMI Provide and promote multicultural professional development and practices through staff development.

CEOEL 75% will have attended multicultural awareness training.

2010

COOP New Orleans Immersion experience, Puentes immersion experience.

B
STRATEGIC
PRIORITY

ONGOING

BAMI Participate in BAMI and ECB diversity training and engage management staff in these efforts.

BAMI Facilitate at least two screenings every year for the Community Forums on Race series.

D&WD Conduct Multicultural Awareness workshops for colleagues in various locations around the state (8/year)

Strategy B5b: Plan, implement, and assess institutional climate changes that are designed to improve intercultural dialogue and understanding.

2009

UWC The UW Colleges Diversity Leadership Committee will organize campus coordinating teams to review the campus Climate Study reports and lead campus-wide discussions on the Climate Study findings and identify 2 to 3 action steps.

ONGOING

CEOEL

Annually offer, award and administer the Diversity Program Development Initiative, which requires a community partner.

UWC

Academic department chairs, Library Council, Senate Steering Committee, and other UW Colleges-wide entities will be charged with reviewing the Climate Study aggregate report and identify areas requiring attention and change.

Strategy B5c: Expand support for incorporating international learning experiences into the portfolio of opportunities for faculty, staff and students.

2009

UWC

Increase the duration of student-centered study abroad program offerings from short term (2 to 3 weeks) to a semester abroad (15 weeks).

ONGOING

UWC

Increase the number of faculty to faculty international exchange program opportunities.

Strategy B5d: Develop and offer a global awareness information series for employees.

ONGOING

CEOEL

Offer an ongoing quarterly lecture series on global awareness topics at least once a year.

STRATEGIC
PRIORITY
B

STRATEGIC PRIORITY C ECONOMIC DEVELOPMENT:
Nurture entrepreneurship, business, and economic
development while perserving vital environmental
and natural resources.

**STRATEGIC
PRIORITY
C**

**STRATEGIC PRIORITY C ECONOMIC DEVELOPMENT:
Nurture entrepreneurship, business, and economic
development while preserving vital environmental and
natural resources.**

Issue Statement:

- **Description:** The people of Wisconsin face a significant challenge in creating and nurturing an economic and social climate that encourages economic development while addressing important environmental concerns.
- It is an issue because the state can no longer rely on the manufacturing economy as a mainstay of its economy and does not have a history of providing an environment that is supportive of entrepreneurs.
- **Consequence for not addressing:** Failure to address this issue will result in Wisconsin's continuing decline relative to other states in the nation and, in



particular, relative to the neighboring states of Illinois and Minnesota.

Goal C1: Encourage the creation of viable new business enterprises that contribute to a sustainable future.

Strategy C1a: Identify additional ways to share best practices for encouraging new business starts.

ONGOING

EED

Increase Wisconsin business starts by 10% each year for the next three years.

EED

Promote collaboration among SBDC and WEN partners in order to achieve the goal of increasing business starts by 10% a year for the next three years.

Goal C2: Encourage the creation and expansion of high impact economic enterprises.

Strategy C2a: Identify and promote additional services to high impact companies.

2008

EED

The SBDC network, the Small Business Association (SBA) and the Wisconsin Department of Commerce have different definitions of “high impact economic enterprises”. Step one is to define high impact businesses that these key stakeholders can agree on.

2009

EED

Set up a technology transfer program offered across the state, either in person or remotely accessible.

EED

Form a focus group and determine needs of high impact programs.

ONGOING

EED

Increase referrals to WiSys, Center for Advanced Technology and Innovation (CATI), and Center for Innovation and Development (CID) 5% a year for the next three years.



- EED** Increase Small Business Innovation Research (SBIR) activity by 10% over the next five year period.
- EED** Increase capital infusion an average of 10% a year over a 4 year period.
- EED** Glean names from various data bases and send out mass marketing mailings that promote these “high impact” services once a year. With an agreed upon definition in place, brainstorm on an annual basis with SBDC and WEN directors on how to identify high impact businesses within their region, what services these businesses need and how to market our relevant services to them.
- EED** Create an active partnership with Wisconsin Angel Network (WAN), Chippewa Valley Angel Network, and other angel networks across the state.
- EED** Work with NanoRite and others to create awareness of Wisconsin’s capabilities in nanotechnology.



Goal C3: Create and support the development of a social and economic environment that supports entrepreneurs and entrepreneurship.

Strategy C3a: Elevate the UW-Extension Division of Entrepreneurship & Economic Development to a higher profile system-wide enterprise with shared leadership between UW Colleges/UWEX and UW System Administration.

Strategy C3b: Develop electronic tools that support entrepreneurs by providing easy access to supportive resources across the UW System institutions and includes the state agencies, The Wisconsin Technical System and other providers.

2008

- EED** Ensure rollout of Economic Development Portal (EDP)
- EED** Continue researching web 2.0 for possible relevance and adoption.

Strategy C3c: Expand regional economic development efforts linking campus-based research information and local economic development groups and develop standard measurement tools to use in demonstrating sustainable economic impact for the efforts.

2010

EED

Develop entrepreneurship index.

Goal C4: Utilize evidence-based research and education to advance sustainable development in all sectors of the economy.

Strategy C4a: Conduct evidence-based research that will inform families, businesses and communities in making decisions regarding the protection, preservation and conservation of Wisconsin’s geological, mineral, water, soil and biological resources.

STRATEGIC
PRIORITY
C

2010

COOP

Description based on CES team plans of work and reports

Strategy C4b: Research, evaluate and make accessible academic programs that advance sustainable development.

2009

CEOEL

Launch Green Business degree.

Goal C5: Increase training opportunities that address economic and workforce development needs across the state.

Strategy C5a: Work with national organizations, labor representatives and environmentalists to identify and capitalize on opportunities for sustainable economic development.

2009

CEOEL

Selected environmental professionals informed about union concerns and issues related to green business practices.

CEOEL

Training programs pertaining to green manufacturing and construction developed for union members.

STRATEGIC
PRIORITY
C

Strategy C5b: Increase the number of Wisconsin adults who enroll in and complete baccalaureate degree programs.

2009

CEOEL

Semiannual report of the number of adult students enrolled through our Committee on Baccalaureate Expansion (COBE) initiative noting both the total number of students and the institutions in which they have enrolled. We will work with the UW System Office of Policy Analysis and Research to track changes in percentage of adults enrolled.

STRATEGIC PRIORITY D ACCESS:
Increase access to the educational resources and degree programs of the UW System by reducing barriers to participation.

D
**STRATEGIC
PRIORITY**

STRATEGIC PRIORITY D ACCESS: Increase access to the educational resources and degree programs of the UW System by reducing barriers to participation.

Issue Statement:

- **Description:** Significant numbers of the people of Wisconsin are unable to participate in pursuing their higher education goals because they do not have access to higher education opportunities.
- It is an issue because we need a more highly educated, sophisticated and expanded workforce that includes larger numbers of baccalaureate and graduate degree-holders.
- **Consequence for not addressing:** Unless we can address the issue of providing increased access to educational opportunities for the currently underserved and under-represented, we will continue to fall behind other states in terms of creating the workforce that we need in order to be competitive in the future.



Goal D1: Develop new approaches to fulfilling the access mission.

Strategy D1a: Explore, evaluate and implement, if approved, restricted baccalaureate authorization for UW Colleges.

2009

UWC

Develop implementation strategies for offering the Bachelor of Applied Arts and Sciences (BAAS) degree face-to-face and online including, but not limited to, curriculum, student records, tuition, student financial aid, academic and career advising, technology, library services, and business processes.

UWC

Revise UW Colleges mission and goals statement to accommodate offering a bachelor's degree.

Strategy D1b: Research, evaluate and champion the development of high-impact, high demand adult focused degrees and programs.

2008

CEOEL

Market research for global leadership and health care underway.

2009

CEOEL

Work with UW System campuses to develop new adult-focused degrees.

CEOEL

Explore health care degrees and identify new online degrees.

D
STRATEGIC
PRIORITY

Strategy D1c: Expand programming to address the lifelong learning needs of the people of Wisconsin where they live and work.

2009

BAMI Expand statewide facilitator core group to 25 counties through partnership with Wisconsin Library Association and additional training.

BAMI Further develop process to deliver Election Content and other NPA content to hand-held portable devices - building on CPB-PMI grant from spring 2008.

ONGOING

BAMI Further expand deployment of video (and other content) on platforms such as YouTube; become a reliable station go-to source for this kind of work.

BAMI Provide access to university resources through University Place broadcast and online content. Expand statewide outreach activities.

BAMI Coordinate the scheduling and delivery of all Wisconsin Technical College telecourses aired on the broadcast and cable channels.

BAMI Provide outreach to each WPT market area, track and report.

BAMI Produce television programs and related web content that present a combination of news and news analysis; explore the impact of public policy issues on the lives of people in Wisconsin; provide information and insight into political, social, economic and environmental issues of the state; and recognize the culture, cultural heritage and diversity of Wisconsin.

BAMI Produce programs (and related material/activities) that illuminate Wisconsin History.



BAMI

Continue to work with Wisconsin Historical Society (WHS) and local history groups in Home Town Stories Lasting Tools Proposals.

BAMI

UW faculty are frequent guests on the WPR daily call-in programs. Funds have been provided in the FY09 budget to develop similar programs specific to each of the regions in Wisconsin that WPR serves.

Goal D2: Increase programming and services targeted to adult and place-bound students to address access issues.

Strategy D2a: Expand the numbers of accelerated format courses available to students.

2009

UWC

Increase accelerated hybrid course offerings by a least 75 percent.

UWC

Increase the number of UW Colleges campuses offering accelerated hybrid courses from 9 to 11.

UWC

Experiment with accelerated course offerings online.

2010

UWC

Increase the number of UW Colleges campuses offering accelerated hybrid courses from 11 to 13.

Strategy D2b: Expand the range of student support services and access points available to and targeted for adult and place-bound students.

2009

CEOEL

Implement pro-active advising of adult students.

STRATEGIC
PRIORITY
D

CEOEL

UW classes and program information will be accessible through an integrated online web portal.

CEOEL

The Learning Community will provide online support and tools for student success including needs and readiness assessments, tutoring, course demos, writing assistance, and personalized advising, and UW specific information that facilitates program exploration, identification, engagement, retention and successful completion of educational goals.

CEOEL

Prospective and existing students will have opportunities for virtual collaboration and mutual exploration of UW educational offerings, experiential insights, student-to-student support, and student-to-faculty communication.

CEOEL

The learning community will provide students with ancillary educational support by providing online information that will address adult-specific obstacles (child-care, transportation, time-management) that may inhibit educational goal attainment.

UWC

Working collaboratively with Continuing Education, Outreach and E-Learning, increase the number of adult student recruiters in the UW Colleges.

UWC

Implement a more intentional pro-active advising program targeted to adult students.

ONGOING

CEOEL

Recruiting materials will be made available in multiple languages. "Gearing Up" materials are published annually in Spanish. Advertise through outlets targeted to serve underrepresented audiences.

UWC

Create marketing materials specifically targeted to adults.

D
STRATEGIC
PRIORITY

Strategy D2c: Integrate a customer relationship management system with the student services function.

2010

CEOEL

Integrate a customer relationship management system (CRMA) with student services functions.

Strategy D2d: Add areas of emphases to the existing UWC Associate of Arts and Science degree.

2009

UWC

By fall 2009, a minimum of 5 areas of emphases will be implemented on multiple UW Colleges campuses.

2010

UWC

By fall 2010, a minimum of 15 areas of emphases will be implemented on multiple UW Colleges campuses.

ONGOING

UWC

Develop and implement 3 to 5 areas of emphases online.

STRATEGIC
PRIORITY
D

Goal D3: Use technology-based, educational delivery systems, existing networks, and the establishment of new physical locations to increase access to the educational resources of the UW System.

Strategy D3a: Increase the number of baccalaureate degree completion programs opportunities offered online in partnership with other UW institutions.

2009

CEOEL Launch the Green Business degree.

2010

CEOEL Launch STEM degree.

ONGOING

CEOEL Launch Health Care degree.

D
**STRATEGIC
PRIORITY**

Strategy D3b: Explore, evaluate, and implement, as warranted, expansion into additional physical locations.

2009

UWC Continue to explore possibly offering the proposed BAAS degree in Madison, Watertown, Fort Atkinson, and Milwaukee.

UWC

In fall 2009, implement UW-Northwoods in at least one region in northern Wisconsin.

UWC

In fall 2009, pilot the UW-Home initiative in Amery (Polk County).

Strategy D3c: Enhance the development and use of existing and emerging technology-based systems to increase access to research-based information and the delivery of credit and noncredit higher education including the development and access to multiple digital television and radio broadcast channels.

2009

BAMI

Evaluate Phase 1 of the ICS Pyle Center Technology Upgrade

BAMI

Define project scope, designs, funding and timelines for Phase 2 of the ICS Pyle Center Technology Upgrade.

BAMI

Evaluate iTunesU for content delivery. Implement service.

BAMI

Expand digital media streaming services.

STRATEGIC
PRIORITY
D

2009

CEOEL

SMS texting, podcasting, vodcasting, gaming and simulations, M learning and immersive technologies have been researched and evaluated for use in and implemented where appropriate in the development of courses and the learning community.

BAMI

Implement New WisLine bridge hardware and scheduling/billing application.

BAMI

Define and implement technology improvements to Rooms 314 and 111 of The Pyle Center and Room 129 of The Lowell Center as part of the UW System Classroom Improvement Program.

BAMI

Research how to design web pages for mobile viewing and build a web site optimized for mobile devices.

ONGOING

BAMI

Evident throughout the WPT broadcast schedule. Emerging services include multicasting (“University Place”); datacasting (currently reaching 55+ K-12 schools); the Online Video Access Initiative; Wisconsin Vote; Portal Wisconsin; explorations by the BAMI Integrated Media

BAMI

Coordinate the scheduling and delivery of all UW tech college tele-courses aired on the broadcast and cable channel

BAMI

Incorporate non-broadcast delivery of outreach content into at least 4 outreach projects. (Ongoing)

BAMI

Lead and continue evolving the University Place initiative, including the CPB LSI grant.

BAMI

Acquire lectures and expand to include other university-related content, for broadcast, web delivery and new media as appropriate.



Goal D4: Expand efforts to raise the Wisconsin public's educational aspirations.

Strategy D4a: Implement targeted public relations and marketing efforts to alert the public to the range of opportunities to pursue educational goals offered by the UW system institutions.

2008

CEOEL

Write and publish a white paper that can be integrated into a marketing campaign to promote the value of an educated workforce and higher education.

ONGOING

CEOEL

Design and implement a comprehensive marketing campaign to alert public to opportunities offered by UW System institutions.

Strategy D4b: Cross-market credit and degree programs to non-credit audiences.

Goal D5: Remove financial barriers to participation.

Strategy D5a: Research funding options to provide financial support and scholarships for traditional and nontraditional students.

2008

CEOEL

Identify state employers with significant tuition or reimbursement or other support services.

2009

CEOEL

Incorporate tuition reimbursement database into Learning Community.

STRATEGIC
PRIORITY
D

Strategy D5b: Increase fundraising activities in the campuses' service areas and statewide.

2009

UWC

Provide UW Colleges-wide professional development opportunities for campus deans in strategic fundraising.

ONGOING

UWC

Explore statewide fundraising strategies focused on private and business organizations for campus deans.

Strategy D5c: Increase submissions of local, private, state, and federal grants.

2009

UWC

Strengthen UWC Grants Office and UW Colleges campuses relationships.

UWC

Increase incentives for faculty and staff to pursue grant funding.

UWC

Build stronger campus commitment to pursuing grant opportunities.

ONGOING

UWC

Build stronger linkages to UW-Extension and other UW System institutions to collaborate on grant funding opportunities.

UWC

Increase faculty and staff knowledge, commitment, and comfort level with grant writing and project development by offering campus-based grant-writing workshops.

D
STRATEGIC
PRIORITY

Strategy D5d: Increase advocacy and public information efforts to increase funding for financial aid and other financial support for programs.

2008

GOV

Collaborate with UW System External Relations staff to develop a successful strategy and potential legislation to increase financial aid.

GOV

Meet with Wisconsin Children and Families, a non-profit group that advocates for increased financial aid and access to higher education to develop strategy.

GOV

Collaborate with Wisconsin Children and Families and other key stakeholders to develop a comprehensive strategy to increase financial aid.

2009

GOV

Meet with key legislators to advocate for potential legislation to increase financial aid.

Goal D6: Increase continuing education opportunities.

Strategy D6a: Develop new curricula as needed based on gap identification.

2009

CEOEL

Incorporate tuition reimbursement database into Learning Community.

CEOEL

The Learning Community web portal will provide online support and tools for student success including needs and readiness assessments, tutoring, course demos, writing assistance, and personalized advising, and UW specific information that facilitates program exploration, identification, engagement, retention and successful completion of educational goals.



CEOEL

Prospective and existing students will have opportunities for virtual collaboration and mutual exploration of UW educational offerings, experiential insights, student-to-student support, and student-to-faculty communication.

CEOEL

The learning community will provide students with ancillary educational support by providing online information that will address adult-specific obstacles (child-care, transportation, time-management) that may inhibit educational goal attainment.

CEOEL

Have recruiting materials available in multiple languages. Gearing Up materials are published annually in Spanish. Advertise through outlets targeted to serve underrepresented audiences.

CEOEL

Launch the Green Business degree.

2010

CEOEL

Launch STEM degree.

STRATEGIC
PRIORITY
D

2011

CEOEL

Launch Health Care degree.

ONGOING

EED

Develop bookshelf modules to use on topics such as Flooding—Disaster Response each time current events dictate new programming.

EED Develop one new program a year on up and coming topics such as bio-tech, going green and nanotechnology

Strategy D6b: Meet the development and re-licensure needs of people in the professions.

2009

CEOEL Update and relaunch licensure information website in Web 2.0

Strategy D6c: Work with labor and business leaders to expand the educational opportunities provided for workers.

2008

CEOEL Establish connection with Labor Education Training Center to assist laid-off workers.

2009

CEOEL Inform selected environmental professionals about union concerns and issues related to green business practices.

CEOEL Training programs pertaining to green manufacturing and construction developed for union members.

D
**STRATEGIC
PRIORITY**

Goal D7: Build and nurture institutional collaborations that support access.

Strategy D7a: Establish and strengthen the network of technology transfer opportunities between university researchers across the UW System institutions and entrepreneurs.

ONGOING

EED

Participate as sponsor, collaborator and attendee at annual events like Stout's Technology Transfer Institute and Conference.

EED

Assign a representative from SBDC or WEN to speak and/or attend at least ten conferences a year on the topic of technology transfer.

Strategy D7b: Partner within UW System and other higher education institutions to provide high level university-based content for delivery in new program formats (University Place) made possible by the conversion to digital broadcast technology.

2009

BAMI

TV: Propose ideas for cross-divisional funding for UWEX partnerships/projects. (3/1/09)

BAMI

TV: Lead and continue evolving the University Place initiative, including the CPB LSI grant. Acquire lectures and expand to include other university-related content, for broadcast, web delivery and new media as appropriate. Examples include University Place (ongoing); the Online Video Access Initiative (currently BAMI, UW-Madison DoIT, Libraries, University Communications, and Division of Continuing Studies (I Tunes U demo fall, 20008).

STRATEGIC
PRIORITY
D

Strategy D7c: Negotiate, develop, and implement collaborations with two-year and four-year institutions state-wide.

2009

UWC

Increase collaboration activities between the UW Colleges and the Wisconsin Technical College System.

UWC

Increase collaboration activities between the UW Colleges and UW System institutions.

ONGOING

UWC

Explore and initiate collaborations between the UW Colleges and Wisconsin 4-year private liberal arts colleges.

Strategy D7d. Develop system-wide budget and administrative models for collaborative degree.

2009

CEOEL

Implement use of consistent, quality-driven budget model for collaborative degree program.

CEOEL

Define roles and responsibilities between CEOEL and campuses.

D
STRATEGIC
PRIORITY

STRATEGIC PRIORITY E SERVICE AND ENGAGEMENT:
Increase the capacity of Wisconsin youth, families
and communities to improve the quality of life for a
healthier and more vibrant Wisconsin.

E
STRATEGIC
PRIORITY

**STRATEGIC PRIORITY E SERVICE AND ENGAGEMENT:
Increase the capacity of Wisconsin youth, families and
communities to improve the quality of life for a healthier
and more vibrant Wisconsin.**

Issue Statement:

- **Description:** Youth, families and communities of Wisconsin do not have access to the knowledge and resources they need to address the challenges and pressures they face in today's society.
- It is an issue because today's youth, families and communities face unprecedented challenges and rapid change and often lack opportunities to develop the capacity to address those challenges effectively.
- **Consequence for not addressing:** If we do not provide the needed research-based knowledge and information to build the needed capacity, our stakeholders will look elsewhere for the support they need and will no longer value our contribution to addressing today's needs.



Goal E1: Address contemporary social challenges at the individual and community levels.

Strategy E1a: Raise community awareness and understanding of social and public policy issues.

2010

COOP

Description based on team plans of work and reports.

Strategy E1b: Increase efforts to promote literacy.

2008

BAMI

With Wisconsin Bookworms collaboration, maintain book distribution at 6000 children.

BAMI

Conduct Ready to Lead in Literacy (RTLL) workshops under contract with Center for Public Broadcasting (CPB) reaching 400 children. Conduct annual Reading Rainbow contest. Conduct annual Kids Open House event. Create activity sheets to accompany Wisconsin Bookworms books. Conduct a full or half-day conference for childcare providers.

ONGOING

BAMI

Extensive resources for children, including broadcast (“Between the Lions”, classroom (“Into the Book”); and outreach (caregiver training, Wisconsin Bookworms)

BAMI

Meet with ECB staff 6 times a year to plan children’s outreach and joint efforts.

STRATEGIC
PRIORITY
E

Strategy E1c: Work with UW Institutions to develop educational materials, tools and resources for nontraditional students that remove barriers to access and success.

2008

CEOEL

Conduct system-wide workshop for student services personnel.

2009

CEOEL

SMS texting, podcasting, vodcasting, gaming and simulations, M learning and immersive technologies have been researched and evaluated for use in and implemented where appropriate in the development of courses and the learning community.

CEOEL

Work with UW System administration committee on Addressing Barriers to Adult Participation, pending system action.

CEOEL

Increase acceptance of Prior Learning Assessment.

CEOEL

Expand partnerships and incentivize campuses to implement Adult Learner friendly institutional programs.

E
STRATEGIC
PRIORITY

Goal E2: Enhance lifelong civic engagement.

Strategy E2a: Produce programming and related web content that combines news, news analysis, public policy issues, provides comprehensive election year coverage, and provides insight into political, social, economic, and environmental issues.

2008

BAMI

Broadcast election-related programming (debates, documentaries) in accessible time slots.

ONGOING

BAMI

This is what WPR does every day with 10 hours of interview/call-in programs and 13 newscasts every day. We are working to enhance that content by hiring two new producers who will work to share resources between the talk and news staff, increasing their effectiveness. We expect to have more examples like having our State Capitol reporter on with Joy Cardin every Monday morning to analyze state legislative issues. We will have more instances of reporters appearing on talk programs, and of reporters using content that is created by newsmakers during talk programs in their newscasts.

BAMI

Extensive and award winning coverage of Wisconsin politics (WPT, WPR, Wisconsin Vote); ongoing coverage of environmental issues (“In Wisconsin”); ongoing coverage of political and economic issues (“Here and How”.) Produce television programs and related web content that present a combination of news and news analysis; explore the impact of public policy issues on the lives of people in Wisconsin; provide information and insight into political, social, economic and environmental issues of the state; and recognize the culture, cultural heritage and diversity of Wisconsin.

Strategy E2b: Expand and strengthen Cooperative Extension Youth in Governance and Teen Court Initiatives in counties, providing opportunities for the voice of youth to be heard in public issues.

2010

STRATEGIC
PRIORITY
E

COOP

Description based on CES eam plans of work and reports.

Strategy E2c: Expand service-learning and community engagement activities.

2009

UWC

Appoint a UW Colleges Service-Learning Coordinator.

UWC

Working collaboratively with UW-Extension Cooperative Extension and with the Wisconsin Institute for Public Policy and Service, expand UW Colleges faculty-student-community service learning and community engagement partnerships.

ONGOING

UWC

Develop a broader array of courses embedding service-learning and community engagement activities.

Goal E3: Promote the development of leadership skills.

Strategy E3a: Expand efforts to build the capacity of public, private, and non-profit leaders in the areas of leadership, teaching and learning skills, planning and evaluation.

Strategy E3b: Provide leadership training for key UW Colleges, UW Extension and state legislators to partner on higher education policies that fuel the knowledge economy.

2008

GOV

Promote leadership skills by organizing legislators and participating in 4-H and Youth Development at the State Capitol.

GOV

Brief the new Wisconsin Rural Leadership Program participants about leadership and state policy.

STRATEGIC
PRIORITY
E

GOV

Organize an annual UW Colleges and UW-Extension legislative briefing on pertinent issues that impact the knowledge economy.

2009

GOV

Meet with targeted legislators to educate them about the many K-12 leadership programs provided by UW Colleges and UW-Extension.

ONGOING

GOV

Incorporate leadership communication skills in all regional government relations trainings.

Goal E4: Increase applied research to support community well-being.

Strategy E4a: Develop and offer programs in labor education that promote family friendly work environments.

2008

CEOEL

Develop and deliver training courses on work/life balance issues.

2009

CEOEL

Convert work/life balance course to online format for learning community.

STRATEGIC
PRIORITY
E

Strategy E4b: If granted, develop an applied baccalaureate degree that will respond to community needs

2009

UWC

Fully develop the applied component of the proposed BAAS degree that might include internships, service-learning opportunities, and community-based senior capstone courses.

ONGOING

UWC

Seek out community partners statewide to develop internships, service-learning opportunities, and community-based activities for students enrolled in the proposed BAAS degree program.



STRATEGIC PRIORITY F STEWARDSHIP AND SUPPORT:
Increase and effectively invest public and private
resources for UW Colleges and UW-Extension.

F
STRATEGIC
PRIORITY

**STRATEGIC PRIORITY F STEWARDSHIP AND SUPPORT:
Increase and effectively invest public and private
resources for UW Colleges and UW-Extension.**

Issue Statement:

- **Description:** As our stakeholders face and address the issues before them, we will need adequate financial resources in order to provide high quality programming to address an expanding array of challenges.
- It is an issue because the needs for the programming and knowledge resources of UW Colleges and UW-Extension are expanding at a time when traditional sources of financial and other support are level or declining.
- **Consequence for not addressing:** If we do not address this challenge, we will ultimately lose our ability to provide the highest quality programming for our stakeholders and with that our claim to ongoing support.



Goal F1: Articulate the public value of our work.

2008

EED

Hire a marketing director to work on SBDC and WEN.

Strategy F1a: Create an expanded and enhanced system for collecting and utilizing “success stories” illustrating the impact of programming efforts on individuals, groups, counties, regions and statewide.

ONGOING

EED

Create a minimum of 12 success stories each year that highlight partnerships and collaboration. Ensure that at least two of these stories include collaboration with other divisions of Extension and the Colleges.

UWC

Collect and/or create a minimum of 8 success stories that highlight UW Colleges’ students, faculty, and staff education/community based partnerships and collaborations. These success stories would be used on the UW Colleges website as well as in all UW Colleges publications.

Strategy F1b: Build the capacity of faculty and staff to assess, evaluate and articulate the value and relevance of programming efforts to stakeholders.

ONGOING

CEOEL

Train staff in the program development and evaluation using the UWEX Logic Model framework. Require impact reports on grant-funded programs.
<http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html>

COOP

Description of efforts based upon CES County Department Heads conferences and District Meetings focused on Communicating Value meetings.

UWC

UW Colleges/UW-Extension University Relations professionals could provide faculty and staff training on articulating the value and relevance of the work of the UW Colleges campus in the community and across Wisconsin.

STRATEGIC
PRIORITY
F

Strategy F1c: Provide education and training to key UW Colleges and UW Extension staff on ways to communicate and advocate effectively.

2008

GOV

Expand LEAD team to include UW Extension Deans and Directors, faculty and staff.

GOV

Brief UWEX/UWC Board of Visitors to keep them informed, engaged and activated about current legislative issues.

2009

GOV

Conduct 4-6 regional Governmental Relations interactive training presentations for the staffs of UW Colleges and UW-Extension.

GOV

Organize a “learn at lunch” session about ways to communicate and advocate effectively.

GOV

Mail the UW Colleges/UW-Extension annual reports to legislators and stakeholders to educate them about programs, events and accomplishments.

GOV

Coordinate the annual report mailing with the annuals reports of UW Cooperative Extension, BAMI and DEED to best leverage our resources.

Goal F2: Increase funding

2010

BAMI

Recommend new services that WPT may offer external clients with timeline for implementation (eg: on-line videoconferencing, DVD production, etc.) and develop long range strategies for revenue projections.

BAMI

Develop services as appropriate. Nurture current/future client relationships (eg: UW Athletic Dept., University Communications, Sewing with Nancy, Alumni Association, DHFS, etc.). Work to have FY09 revenue from client productions surpass FY08 client related revenue.

**STRATEGIC
PRIORITY
F**

Strategy F2a: Build the capacity of internal and external stakeholders to serve as advocates for increased local, state, and federal funding support.

2010

COOP

Description based on work with PILD, Wisconsin Association of County Extension Committees (WACEC) Board and Cooperative Extension's Community Partner Advisory Groups (CPAG).

Strategy F2b: Generate more revenue from ancillary sources, while protecting programs targeting low-income audiences.

2008

BAMI

Create a targeted marketing and capacity-building plan to address the expected surge in ICS customers accelerated by the economy and record gasoline prices.

2009

BAMI

Evaluate additional WisLine pricing models based on utilization of resources.

ONGOING

EED

Devise ways to work collaboratively with counties and co-fund events at the county level.

EED

Devise methods to work collaboratively with regional economic development groups to leverage their funds and ours on events.

EED

Hire a grant writer.

EED

Work with Boris Frank to develop opportunities for grants for our Division.

EED

Apply for state, national and privately funded available grants.



BAMI

Assess distribution partnerships (e.g., WHS catalog); explore possibilities of partnership with mission-compatible agencies and organizations (e.g., health care providers); carefully expand production services work (e.g., Wisconsin workforce development); explore future remote truck revenue possibilities.

Strategy F2c: Expand the Friends of WHA-TV into a statewide fund-raising and support group that supports all the stations included in the UW-Extension/Educational Communications Board partnership.

Strategy F2d: Actively participate in CPB’s Major Gift Initiative for public radio stations in partnership with the Wisconsin Radio Association Board.

2010

BAMI

WPR has provided funds in the FY09 budget for a new major gifts officer in Milwaukee, and a focus of the new Milwaukee Regional Manager will be in the area of fundraising.

ONGOING

BAMI

WPRA has established a Fundraising Committee that has taken initial steps to become more active | supporting staff major giving activities.

Strategy F2e: Expand capacity and incentives to research, write and secure grants for new program initiatives.

ONGOING

CEOEL

Redirect work of existing staff to research, write and secure grants for new program initiatives (already acquired \$70,000 to support Prior Learning Assessment training in FY 08-09)

Strategy F2f: Build funding relationships with individuals and foundations at the campus/unit and institutional levels.

ONGOING

UWC

UW Colleges deans will continue to work within their respective service areas to build funding relationships with individuals and foundations.

STRATEGIC
PRIORITY
F

UWC

UW Colleges deans could report on their efforts to build funding relationships as part of their performance review with the chancellor and the provost.

Strategy F2g: Secure 2008 Accreditation from the Association of Small Business Development Centers.

ONGOING

EED

To maintain SBA funding, work with SBDC centers and UW-Extension to secure four year accreditation status in 2008 and again in 2012.

EED

Maintain and continuously improve strategic plans and best practices to stay relevant and a 'go to' source for business owners and entrepreneurs across the state.

EED

Maintain a strong and positive collaborative partnership with the Wisconsin Department of Commerce in serving Wisconsin business owners and entrepreneurs.

