

# An Unusual, but Natural, Match

By Thomas Schnaubelt, Ph.D., executive director, Wisconsin Campus Compact

**A**t first glance, there is nothing surprising about the list of 28 college and university presidents and chancellors affiliated with the newly formed Wisconsin Campus Compact (WiCC). However, under close review you will spot something very unusual: Dr. Kevin Reilly's name appears on this list.

Why this is unusual has nothing to do with Dr. Reilly's character, and everything to do with the fact that he is the only person in the country to have the title of Chancellor of a University Extension. Thus, by default (and by virtue of the fact that he firmly supports Campus Compact), that makes him the only extension chancellor to be affiliated with Campus Compact.

The University of Wisconsin (UW)-Extension is the people's university connection. Through its programming divisions of Cooperative Extension, Broadcasting and Media Innovations, Outreach and E-Learning Extension, Business and Manufacturing Extension, and its collaborative relationships with other postsecondary institutions, the 72 Wisconsin counties, and countless local, state, and federal agencies and groups, UW-Extension provides a spectrum of lifelong learning opportunities for Wisconsin citizens across the state. UW-Extension applies university research, knowledge, and resources to the needs of Wisconsin people wherever they live and work.

Extension agents, faculty, and staff have developed deep and meaningful

partnerships that bridge—or perhaps more appropriately, fill—the gap that sometimes exists between communities and campuses. Campus Compact adds value to UW-Extension work in several ways. First, it provides a focused effort on developing or strengthening service-learning and civic engagement components of UW-Extension programming through professional development and technical assistance. Second, WiCC provides a means of increasing exposure and awareness of UW-Extension's civic engagement-related efforts, as well as a venue for practitioners to share their experience and ideas. By increasing exposure and awareness, WiCC hopes to facilitate interaction between Extension and other campuses—both public and private—to take advantage of the respect and trust that UW-Extension has earned in local communities. UW-Extension provides another model for creating a “handshake” between college students, faculty, and local community members.

It is not difficult to find examples of the UW-Extension's role in fostering civic engagement throughout the state. Pat Ludeman,

a Family Living Educator at the UW-Extension's Dane County office, states that Extension staff “have a unique role in that they are in both the community and university worlds.” Listed below are some examples of UW-Extension's civic engagement activities:

- UW-Extension Dane County staff provided leadership in developing the **Volunteer Income Tax Assistance (VITA)** project partnership in South Madison. The partnership includes the IRS, the Wisconsin Department of Revenue, UW-Madison, and several community partners in providing free tax assistance to low-wage workers. This service-learning/civic engagement opportunity involves UW students as volunteer tax preparers in completing returns that bring over \$7 million in earned income and other tax credits back to families.
- The Dane County office is also part of the **Campus Community**

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*Teens in Waukesha participated in an intensive Teen Leadership Institute designed to encourage teens to get involved in community leadership within organization. Tom Riese, the county UW-Extension 4-H youth development agent (far right), taught the seminars. Each graduate prepared a personal “plan of action.” Pictured with the teens are Waukesha mayor Carol Lombardi (center), Kim Korber, Waukesha Volunteer Center (left), and Linda Farina, service learning teacher at Waukesha South High School.*



## An Unusual Match

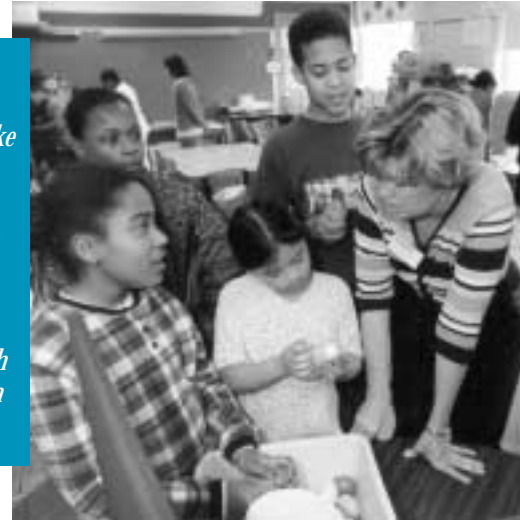
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**Partnership (CCP)** in South Madison, along with Edgewood College, Madison Area Technical College, and UW-Madison. The shared space for the CCP center allows the partners to learn from the community while strengthening relationships and sharing knowledge, expertise, and resources with residents, community partners, and each other.

- UW-Extension's **Youth in Governance Initiative**, which is sponsored by the 4-H Youth Development office, seeks and supports youth involvement at all levels of government throughout the state. Extension agents encourage adult community leaders to give younger members of the community a chance to share in civic leadership. These efforts have been widely successful in cities such as New Berlin, Muskego, Superior, and Green Bay, where youth now actively participate in city governance.
- UW-Extension oversees the **Wisconsin Public Radio** and **Wisconsin Public Television** operations. WPR and WPT exist to provide programs and services that reflect and respond to the educational and cultural interests and needs of Wisconsin residents.
- In October 2003, UW-Extension will co-host (with Ohio State University and Pennsylvania State University) a national **Outreach Scholarship Conference**. Participants will explore ways that universities are achieving "Excellence Through Engagement" and share ideas about outreach education, community engagement, and applied research.

This fall, with generous support from UW-Extension, Wisconsin Campus Compact will develop a **Wisconsin Community-Campus Civic Engagement Toolkit**. The toolkit will draw from the expertise of experienced UW-Extension

*Students at Abraham Lincoln Elementary school learn how to make healthful eating choices and important food safety information. University of Wisconsin-Madison and Madison Area Technical College students often assist with the Wisconsin Nutrition Education Program.*



practitioners as well as a number of community partners and faculty/staff at other WiCC affiliates. WiCC will incorporate feedback on the toolkit's contents of the from five regional community-campus summits to be held throughout Wisconsin. The toolkit will also benefit from WiCC's daily interaction with Extension staff—WiCC is housed within the Center for Community Partnerships at UW-Parkside, which also hosts a number of UW-Extension continuing education programs. The Wisconsin toolkit will serve as a local complement to the national publication that is being developed as a product of the April 2003 Wingspread Conference on Community-Campus Partnerships.

Dr. Reilly may have his own niche as Campus Compact's sole extension chancellor, but it is a safe bet that other state extension programs also complement the work of Campus Compact. Charles Van Hise, who served as president of the University of Wisconsin during the early 20th century, when the UW-Extension came into existence, is widely credited for having given both voice and legs to the concept of "extending the boundaries of the University to the State." Campus Compact and state extensions across the country share the belief that some of the most important work in postsecondary education takes place at these boundaries.

For more information about the partnerships and programs mentioned here, contact the WiCC office at 262-595-2002 or visit their website, [www.wicampuscompact.uwp.edu](http://www.wicampuscompact.uwp.edu).



*All four South Madison Campus Community Partners contributed to the Minority Youth Career Awareness Program (MYCAP) summer project for middle school students. Each of the partners contributed to the academic enhancement program that focused on building math, science, reading, and computer skills, and exploring careers in related fields. MYCAP students are shown having fun while applying math, reading, and problem solving skills in a culinary competition.*