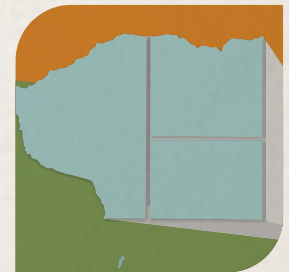
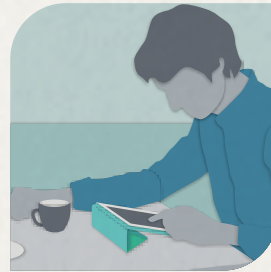




# Collaboration

# 2014

## Annual Report



**LW**  
**Extension**  
Continuing Education, Outreach & E-Learning



# Collaboration 2014 Annual Report



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Welcome to University of Wisconsin-Extension Division of Continuing Education, Outreach & E-Learning (CEOEL). This 2014 Annual Report is a snapshot of our work. We are pleased to share it with you.

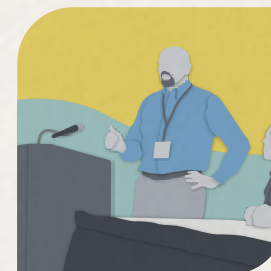
Collaboration is the hallmark of our division, and we partner across the University of Wisconsin to build and manage online degree and support programs including: competency-based degree programs (the UW Flexible Option); the University of Wisconsin Higher Education Location Program (UW HELP); and Independent Learning—one of the nation's oldest distance education programs.

By fostering partnerships, we build access to the University of Wisconsin. We join together with local businesses and nonprofit organizations, extend professional development opportunities to Wisconsin's working adults, and offer camps and development programs to young people throughout the state.

As technology and industry continue to evolve, lifelong learning has become a necessity for employment for many Wisconsinites. CEOEL and our partners across the state work tirelessly to build programs that are accessible, affordable, and flexible for working adults. We are committed to the success of our students, and we take great pride in helping nontraditional students come back to school to learn what they need to remain competitive in the workplace.

From a youth summer engineering program, to an online certification in Transportation and Logistics, to a new partnership between UW-Green Bay and the Green Bay Packers, this report gives you a sense of what we do. To learn more about these and other programs, please visit our website, send an email, or give us a call. We look forward to hearing from you.

David Schejbal, Dean  
University of Wisconsin-Extension  
Continuing Education, Outreach & E-Learning



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# UW-Extension Online Collaborative Programs

## Organizational Leadership and Communication Student Is Fulfilling a Lifelong Goal

For some, earning a college degree is about more than just advancing a career path. For Susan Schaffer, a student in the University of Wisconsin's Bachelor of Professional Studies in Organizational Leadership and Communication online program—a collaboration between UW-Extension and UW-Eau Claire—earning her degree was about finishing what she started when she was 17.

"I started college after high school. It just wasn't for me at that point," Schaffer said. "But earning my degree has always been a goal."

Schaffer left school and joined the military, married a fellow serviceman, and earned her associate degree.

She worked in a Navy hospital, the semiconductor and paper industries, accounting, and federal probation and pretrial services. While she always considered going back to school, it was the Wisconsin GI Bill that pushed her to take action. "If I ever wanted to go back to school, the GI Bill created the prime opportunity for me," said Schaffer.

Schaffer returned to the traditional on-campus approach but soon found that working full time, caring for a family, and going to school were difficult to balance. But her luck was about to change.

"I stumbled across an ad for the UW Bachelor of Professional Studies program. Initially I was leery about the online approach," said Schaffer. "But these days you

need your degree. So after talking with the chair of the BPS program several times, I decided to go for it."

From improving her understanding of business management, to learning new communication approaches, Schaffer said the skills she learned are invaluable.

Schaffer checked earning a bachelor's degree off her to-do list when she graduated in December 2014.

"Earning my associate degree was a huge milestone," Schaffer said. "This will be the completion of an even bigger goal."

Bachelor of Professional Studies  
in  
Organizational Leadership  
and Communication



# UW-Extension Online Collaborative Programs

## Health Information Management and Technology Instructor Looks to the Past as a Guide to Shape the Future of Healthcare

Daniel McCarty's career as an epidemiologist has taken him all over the world. Now an associate professor at the School of Health Care Professions at the University of Wisconsin-Stevens Point and instructor for the online UW Health Information Management and Technology program, McCarty said his work on population health has been aided by the revolution of the electronic health record (EHR).

"Epidemiologists' research is data driven. Once we identify factors associated with a particular disease within a population, we try to modify risk factors and prevent disease—which is our ultimate goal," McCarty said. "It's natural to use electronic medical records because they're great for measuring the health of a population."

With his knowledge of and passion for data and electronic health records, it was no surprise McCarty jumped at joining the online UW Health Information Management and Technology program, a collaborative effort between UW-Extension and UW-Green Bay, UW-Parkside, and UW-Stevens Point.

McCarty said the program gives students a solid background in data management, healthcare terminology, and related systems. Graduates are able to communicate with clinicians by translating data into information they can understand and use.

As the healthcare industry changes and the need for employees skilled in data analysis grows, McCarty said he believes students with a health information management

or technology background will enjoy a wealth of career opportunities.

"Electronic health record systems are rapidly evolving. New software programs are being created to help guide diagnosis, treatment, and disease management. The demand for managers capable of handling this volume of data is intense," McCarty said. "Health information management and technology students will play a key role in managing and using these data, training healthcare providers to more effectively use these systems, and developing or applying new applications. A health information management and technology degree can provide a variety of career opportunities."



# UW-Extension Online Collaborative Programs

## Sustainable Management Student Builds Sustainability into His Future

Need to know which plants work best in your climate? Steve Brester has an answer. How do you keep a golf course in top condition? Brester can tell you. How do you calculate, and decrease, your CO<sub>2</sub> emissions? Brester can help. When it comes to landscaping and sustainable management, this University of Wisconsin online Sustainable Management program student is at the top of his class. But after more than 25 years in the horticulture industry, Brester said he wants to know more.

"I want to prove to myself that I can do this [program]. I want to use more of my brains over my brawn," Brester said. "I want to know what I can do to change the industry for the better."

Brester, who is a supervisor at a large landscape firm in the Milwaukee area, started his career in high school working for a landscape contractor. After graduation, he attended UW-Oshkosh, then changed paths, completing Milwaukee Area Technical College's horticulture program. Since college, Brester has done everything from supervising grounds keeping efforts at golf courses to most recently overseeing management of the grounds at Rockwell Automation's global headquarters in Milwaukee.

The advancements in the industry, and a desire to further his career, prompted Brester to return to school, enrolling in the UW Sustainable Management bachelor's degree program, which is a collaboration between UW-Extension and UW-Parkside, UW-River Falls, UW-Stout, and UW-Superior.

"People may understand the concept of sustainability, but they don't necessarily grasp the depth of it. When you start discussing the triple bottom line and what it means, people start thinking differently," Brester said. "This program brings together students and instructors with a wealth of backgrounds. That opens up discussions that make you see the world's resources, and how we use them, in a whole new light."

Brester said the online mixture of environmental science-based classes, business classes, and even behavior classes in the Sustainable Management program has allowed him to not only bring his experience to the table, but gather ideas from other students with backgrounds and knowledge he wouldn't have otherwise discovered.

For now, Brester said he's focused on completing his degree and absorbing new ideas and concepts that he can apply to his career—now and in the future.





# UW-Extension Online Collaborative Programs

## Health and Wellness Management Advisory Board Works to Keep Students On Track for Industry Success

To help keep healthcare costs down—for employers and employees alike—more and more companies are creating workplace wellness programs designed to promote healthy lifestyles and increase awareness of health risk factors such as obesity, high blood pressure, and high cholesterol.

But employers need qualified professionals to create and lead these programs. That's where the University of Wisconsin Health and Wellness Management (HWM) program comes in. As demand for workplace wellness programs grows, the HWM program is working to provide students the expertise they need to pursue careers in positions such as wellness manager; wellness program manager; worksite wellness coordinator or director of sports, fitness, and wellness; and more.

The degree program is a collaboration of UW-Extension, UW-La Crosse, UW-River Falls, UW-Stevens Point, and UW-Superior, with courses taught by faculty from each campus.

In addition to UW faculty, the HWM program is supported by an advisory board of 18 members coming from organizations in both the private and public sectors such as Kimberly-Clark Corporation, the Wellness Council of Wisconsin, and UW Health, to name a few.

Jon Morgan, the physical activity coordinator at the Wisconsin Department of Health Services and UW HWM advisory team member believes:

"In the past, it's only been those companies that either had enough money to institute a program or really felt

it was the right thing to do for their employees. Now, I think it's becoming more standard. Most now recognize the benefit and as a result they have varying degrees of employee wellness programs. There's a fiscal incentive as well as a personnel incentive that if you have people who are healthier and at work more, the productivity will be better."

As UW HWM advisory board members, Jon Morgan and others contribute their industry knowledge to make sure that the UW HWM curriculum focuses on skill sets students will need for success.

"[HWM is] trying to fill a niche that most people didn't see coming five years ago or ten years ago," said Morgan. "There's probably a greater market now for people who are trained and able to provide employee wellness programming."



# UW-Extension Online Collaborative Programs

## UW Independent Learning Continues to Support Distance Learning Students

Start a course, schedule study time, do assignments and take exams whenever it's convenient: that's the kind of flexibility offered by UW Independent Learning to students throughout Wisconsin.

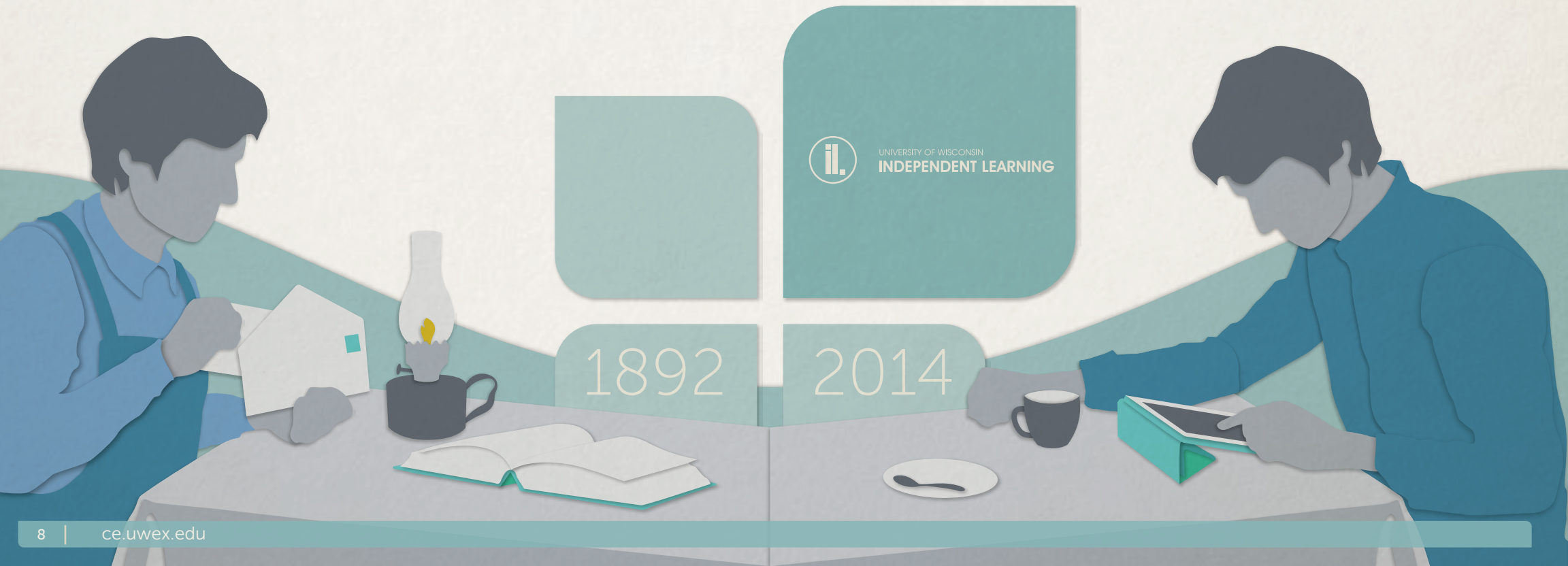
For more than 100 years, UW Independent Learning (UWIL) distance education courses—originally “correspondence” courses and now with online options—have been a way for working professionals, current UW System undergraduates, or other potential students to get the education they need without attending class on campus. One of its very first students was a rural Wisconsin farmer who studied for his UWIL courses by kerosene lamp after the evening work was done.

Today UWIL offers nearly one hundred undergraduate-level courses. UWIL works with University of Wisconsin faculty and instructors at UW System campuses—all of which are accredited by the North Central Association of Colleges and Schools.

The range of subjects includes business, English and the humanities, mathematics, languages, history, social sciences, natural sciences, and more.

In 2014 enrollments in UW Independent Learning courses increased to over 1,400, including students from throughout UW System and beyond.

“I gained almost 40 credits from Wisconsin Independent Learning and found that to be a pleasurable experience... When I was enrolled in various UW Independent Learning courses, my professor, Mr. Kirsch, always provided copious commentary on my assignments. I was able to learn so much from his Spanish language and grammar courses due to his attention to detail. I felt like he really cared about contributing to the students’ learning process. This is one of the major reasons why I enjoyed UW Independent Learning.” UW Independent Learning student Melissa Lawrence





# UW-Extension Online Collaborative Programs

## UW Flexible Option Helps One Ambitious Student Leap Forward Toward His Degree

When Dan Fitch took a temp job with the Wisconsin Legislature in 1998, he thought it would be just that: temporary. Now, 16 years later, Fitch, a software developer, has worked his way through the ranks from a general software administrator to a senior programmer. While the lack of a college degree hasn't held Fitch back, he said it's time to take that next step, earn his degree, and broaden the opportunities to use his talents. "I'm actually very interested in computational neuroscience. There aren't many degree programs for this area of study," Fitch said. "The online Information Science & Technology degree program best matches my skill set and would allow me to complete my degree."

"I've been looking all over for a program I felt would work for me," Fitch explained. "I've considered similar self-study programs, technical colleges, possibly returning to UW-Madison for on-campus classes. I even completed a year of online courses through UW before starting Flex, but I needed something more. Then I read about Flex in the *Wall Street Journal* and the more I learned, I thought it would be well suited to my needs."

Not interested in wasting any time, Fitch said he's taking an aggressive approach to completing his degree, hopefully finishing the program in a year. "It's ambitious, but I want to get it done," Fitch said. "I'm very motivated."

He's not kidding. Fitch completed an incredible 33 credits in just one three-month subscription period—the equivalent of one full, conventional academic year.

"I wouldn't have been able to do this any other way," Fitch explained. "If I had to do it with normal online classes, this would take me more than five years while working full time. If I did it on-campus, I would have to quit my job. The UW Flexible Option is the only way I could make this commitment to earning my degree while moving forward in my current job and growing toward something more."

See more of Fitch's story at [youtu.be/ardJBwiQmFA](https://youtu.be/ardJBwiQmFA).



# UW-Extension Collaborative Support Programs

## UW Higher Education Location Program Offers Resources for School Counselors Throughout Wisconsin

The UW Higher Education Location Program (UW HELP) builds access to the UW System for incoming students and the caring people who advocate for them. One of the populations UW HELP serves is high school counselors, who need specific resources to prepare their students for college.

UW HELP started a new service this past fall called LiveLine, which is a free conference call for interested counselors. Prior to each call, timely LiveLine topics are emailed to counselors, along with an invitation to register for the event. Topics have included questions common for students applying for admission, earning college credits in high school, and seeking financial aid. Counselors appreciate the opportunity to speak with UW

HELP staff and experts from the UW campuses, and have their specific questions answered.

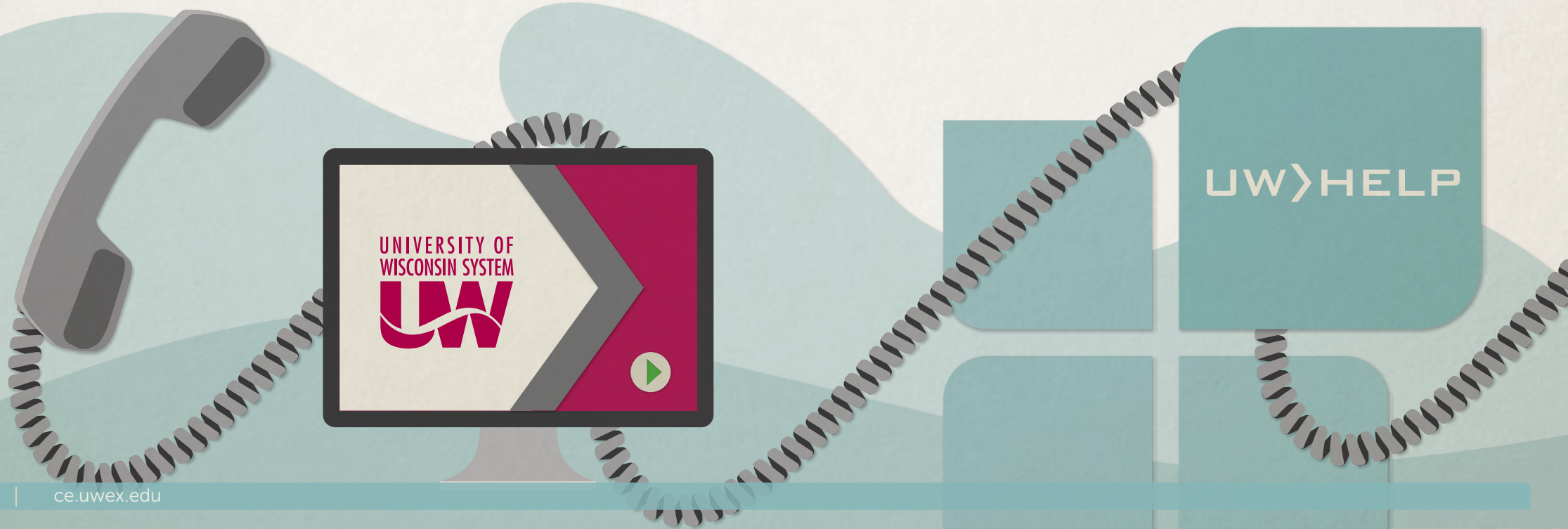
"LiveLine has been very helpful. I've enjoyed the commitment to keeping them relatively short but very informative! Thank you!" Hayley Moe, Future Center Advisor, La Crosse Central High School

Another resource developed for high school counselors is housed on YouTube. At UW HELP's video channel, counselors are invited to use videos when advising their students individually or in groups. The animated Journey to College video shows middle school students how to prepare for college while they are in high school. Taking Tough Classes emphasizes the importance of high school rigor. Journey Through Financial Aid is an informative and

even fun introduction to paying for college. The videos, along with a series showing tips about the application for admission, are available at [uwhelp.wisconsin.edu/videos](http://uwhelp.wisconsin.edu/videos).

"I love the videos! They are definitely a great resource for my students and their families." High School Counselor

LiveLine and the video channel join established UW HELP services, such as a comprehensive website, electronic newsletters, workshops in different locations throughout the state, print publications, and personalized email and phone advising, to assist counselors in their jobs of preparing Wisconsin's youth for college.





# UW-Extension Collaborative Support Programs

## Center for Inclusive and Engaged Leadership Explores What Makes Great Leaders

Founded in 2012, the Center for Inclusive and Engaged Leadership develops effective leaders through its workshops and related resources. The Center helps individuals and groups gain the skills, knowledge, and mindset needed to collaborate effectively in ongoing creation and renewal of their institutions and the communities they serve.

In 2014 the Center's events included workshops in Emotional Intelligence and Diversity and Leading Change Through Collaborative Decision Making, as well as a Leadership for a Better World Global Summit.

Held in Madison in June, the Global Summit included more than 70 featured innovators and active participants from around the world, including members of the private, public, and nonprofit sectors. Key presenters included Jenn Lim from Delivering Happiness, statistician and well-being researcher Nic Marks, and Dr. Richard J. Davidson from the UW-Madison Center for Investigating Healthy Minds.

The Center offers hands-on activities that help participants gain new leadership skills, build lasting relationships with peers and others interested in leadership, and focus their

leadership goals on both their personal development as well as greater organizational and community well-being. In collaboration with other organizations and individuals, the Center creates learning spaces where members within and across sectors can develop the skills, knowledge, and mindset needed to cultivate and sustain organizational and community well-being throughout Wisconsin and beyond.



# Profiles in Collaboration: UW Colleges

## UW-Washington County Summer Engineering Camp for High School Students

In June 2014 the UW-Washington County continuing education department designed and implemented a summer engineering camp for high school juniors and seniors from nine different communities—an opportunity for students to learn about and hopefully spark an early interest in the field of engineering. The program offered a hands-on introduction to a variety of engineering disciplines, including photovoltaics, metallurgy, automation, CNC machining, and product design. The course was taught by Guy Campbell, a UW-Washington County and UW-Platteville mechanical engineering lecturer. “The Explore Engineering program is designed to give students a feel for the wide range of things that an engineer might do,” said Guy Campbell.

Students spent each morning studying real-world examples of manufacturing engineers at a manufacturing plant, mechanical engineers at a thermal engineering design firm, civil and structural engineers at an architectural firm, and electrical engineers at a local conservancy. Local firms visited included Regal Ware, Signicast, Lac Lawrann, Weasler Engineering, Creative Design Network, and Zimmerman Architectural Studios. These site visits allowed students to observe applications of engineering in their natural environment and then return to the campus where they performed hands-on experiments to further their understanding of engineering and each of the disciplines that were incorporated into the class.

Camp participants also commented:

“The hands-on projects made it feel like it wasn’t ‘schoolwork.’”

“I would recommend that anyone interested in engineering take this class to learn about the different fields.”

“The class helped me experience a wide variety of careers within the field of engineering.”



 UNIVERSITY OF WISCONSIN  
Colleges



# Profiles in Collaboration: UW-Eau Claire

## Professional Development and Community Education on Heroin Abuse

The abuse of heroin and other opioids is growing all across the country, including in western Wisconsin. Counties in the Eau Claire area have seen increasing arrests for drug-related crimes, demand for addiction-related treatment, and, unfortunately, drug overdoses.

Recognizing this growing problem, UW-Eau Claire Continuing Education (CE) began working with healthcare, law enforcement, and other professionals in western Wisconsin to understand the magnitude of the local problem and ways that CE could help. The result was a professional-development workshop for social workers, guidance counselors, healthcare professionals, police officers, and others who face the challenges of heroin and opioid abuse head on. This workshop was paired with an open community forum where concerned

citizens in Eau Claire and surrounding communities could learn more about this growing problem. One hundred participants took part in the professional program with an additional 78 attending the community forum. Attendees felt overwhelmingly positive about the program:

"The panel was extremely interesting—to hear the different perspectives of the several disciplines that see addiction, medication abuse, and treatment/prevention."

"Excellent information—I feel I'm better informed on this very serious situation. I'm planning to share this info in any way I can."

We also asked the question "How do you plan to use the information from this program in the future?" Participants responded:

"I plan to take this information back to share with my peers in an acute medical setting/hospital."

"I plan to help my community to become more active in the fight against drug abuse."

These programs were made possible through a collaboration with Sacred Heart Hospital, which donated use of its facilities for the programs, and other healthcare organizations, including Pain Clinic of Northwestern Wisconsin, Arbor Place, and Mayo Clinic Health System. With support from these organizations, CE was able to secure approval for continuing education units (CEUs) for a wide range of professionals who need to earn CEUs each year to maintain their licenses. As a result, more professionals will gain the new knowledge and skills they need to help turn the tide on heroin and opioid abuse.



# Profiles in Collaboration: UW-Green Bay

## Becomes a Higher Education Partner of the Green Bay Packers

After nearly five decades of sharing a name, a community, and a reputation for excellence, UW-Green Bay and the Green Bay Packers entered into a partnership that underscores the two organizations' commitment to each other and to the Green Bay community. The partnership was negotiated through the Division of Outreach and Adult Access and, in securing the agreement, UW-Green Bay has branded itself as a Higher Education Partner of the Green Bay Packers.

"This new partnership represents a tremendous opportunity for Outreach and Adult Access, the Adult Degree Program, and the entire university to more fully

connect with the Green Bay community and to provide greater access to UW-Green Bay learning opportunities for adult and distance learners," said Christina Trombley, Interim Dean for Outreach and Adult Access.

The primary purpose of the partnership is to highlight both organizations' commitment to providing an affordable and accessible UW-quality education to the citizens of northeast Wisconsin and beyond.

"The Packers are excited to partner with UW-Green Bay and help further the goal of benefiting our community with an excellent higher education opportunity," said Packers President/CEO Mark Murphy.

The partnership has also resulted in activities and events such as UW-Green Bay's Summer High School Music Camp vocalists singing the national anthem at the Packers' Annual Shareholders Meeting; the opportunity for UW-Green Bay Adult Degree Program students and alumni veterans to serve as flag holders at the Packers' "Salute to Service" game; and "UW-Green Bay Day at Lambeau Field" taking place in the legendary Lambeau Field Atrium and featuring high-profile areas of campus.

Both UW-Green Bay and the Green Bay Packers have deep roots in the region, but with a worldwide reach, touching the lives of people across town and the around the world.



**Higher Education Partner  
of the Green Bay Packers**



UNIVERSITY of WISCONSIN  
**GREEN BAY**



# Profiles in Collaboration: UW-La Crosse

## Keeping a High-Demand Program Accessible—Master of Exercise and Sport Science-Sport Administration Online Degree

The UW-La Crosse Exercise and Sport Science department and the Office of Continuing Education and Extension have collaborated for decades in offering a traditional face-to-face Sport Administration graduate program throughout Wisconsin, but with increased demand from potential students, this fully online option was introduced.

When Zac Carlson, Rochester Amateur Sports Commission Operations Coordinator, decided to advance his professional credentials, his choice was this online degree. This rigorous program integrates theory and practice to prepare students for leadership positions in sport at the professional, semi-professional, intercollegiate, interscholastic, and community levels.

Redesigned from a three-year to a two-year program, this option allows participants to obtain their degree more quickly, at a distance, and is an attractive option for busy people who have to combine coursework with employment and family obligations.

The online format was the draw for Stephanie Rogaczewski, Northern Lights YMCA Aquatics Coordinator. The program allowed her to work full time and obtain her master's degree while earning a quality education from UW-La Crosse.

"Being part of a cohort has helped me see beyond my daily work setting and to develop a 'critical eye' for identifying potential issues, risks, and challenges that

may exist in both my own and other athletic settings," said Rogaczewski.

The first student cohort will complete their program requirements summer of 2015, and another cohort of the Master of Exercise and Sport Science-Sport Administration Online Degree program will start fall of 2015.



# Profiles in Collaboration: UW-Madison

## Annual Conference on Distance Teaching & Learning Helps Teach, Learn, and Connect

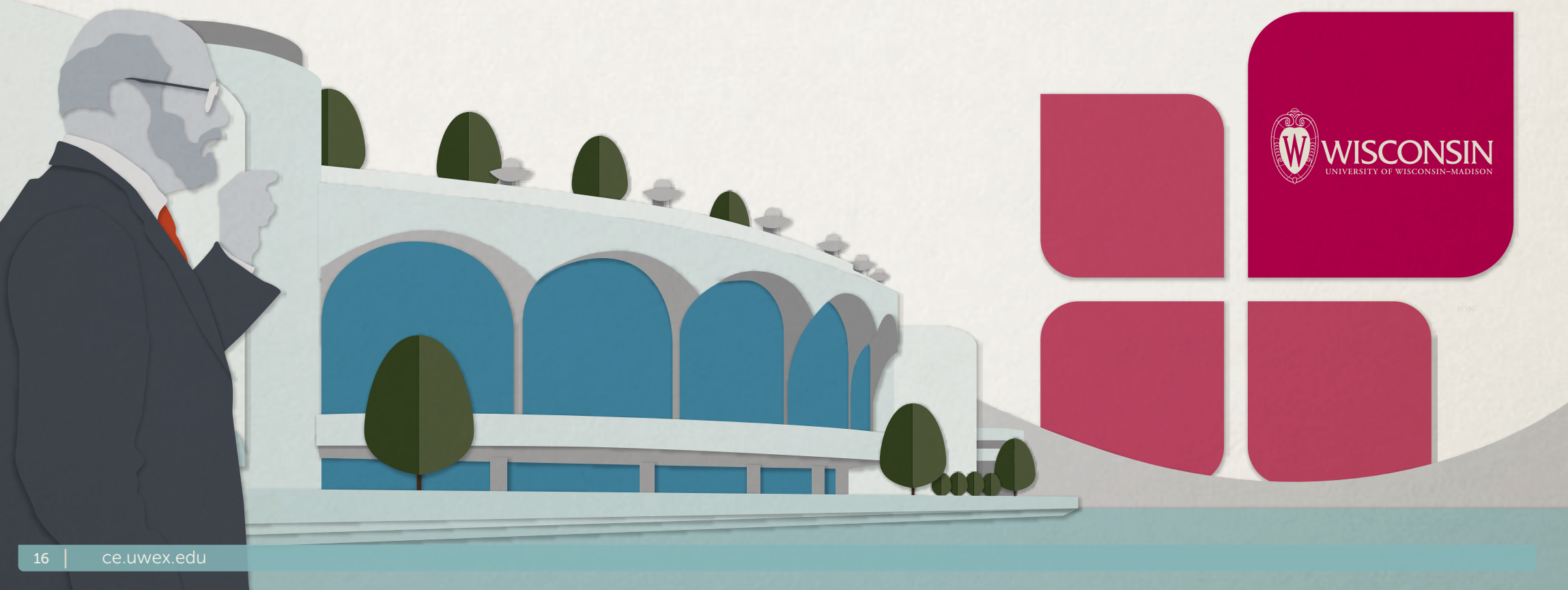
In August 2014, Distance Education Professional Development (DEPD) hosted the Annual Conference on Distance Teaching & Learning, which serves an international audience and provides professional development for education and training professionals.

More than 800 participants—from 19 countries, 45 states, and 319 organizations—attended the conference face-to-face, and 46 people attended virtually. Nearly 40 percent were Wisconsin residents, and 83 faculty/staff represented UW Colleges, UW-Extension, the UW System, and many of the University of Wisconsin campuses.

The conference provided opportunities for participants to teach, learn, and connect. Attendees discussed success factors and innovative practices in distance education; examined key components of effective course design, teaching methods, technology tools, and learner support and evaluation; identified active teaching/learning methods for best outcomes; explored new and emerging technologies, networked with distance education professionals; and shared program resources via technology (e.g., print, audio, video, multimedia, and the Internet).

With more than 140 learning and networking opportunities, the conference provided an exchange of current resources and research from around the world—an exchange that was relevant to the design and delivery of distance education and online learning.

Since its inception in 1985, the Annual Conference on Distance Teaching & Learning has been recognized for its quality and integrity, and continues to welcome thousands of speakers and distance education professionals to share ideas, resources, research, and best practices.





# Profiles in Collaboration: UW-Milwaukee

## Business Community Backs Women Leaders

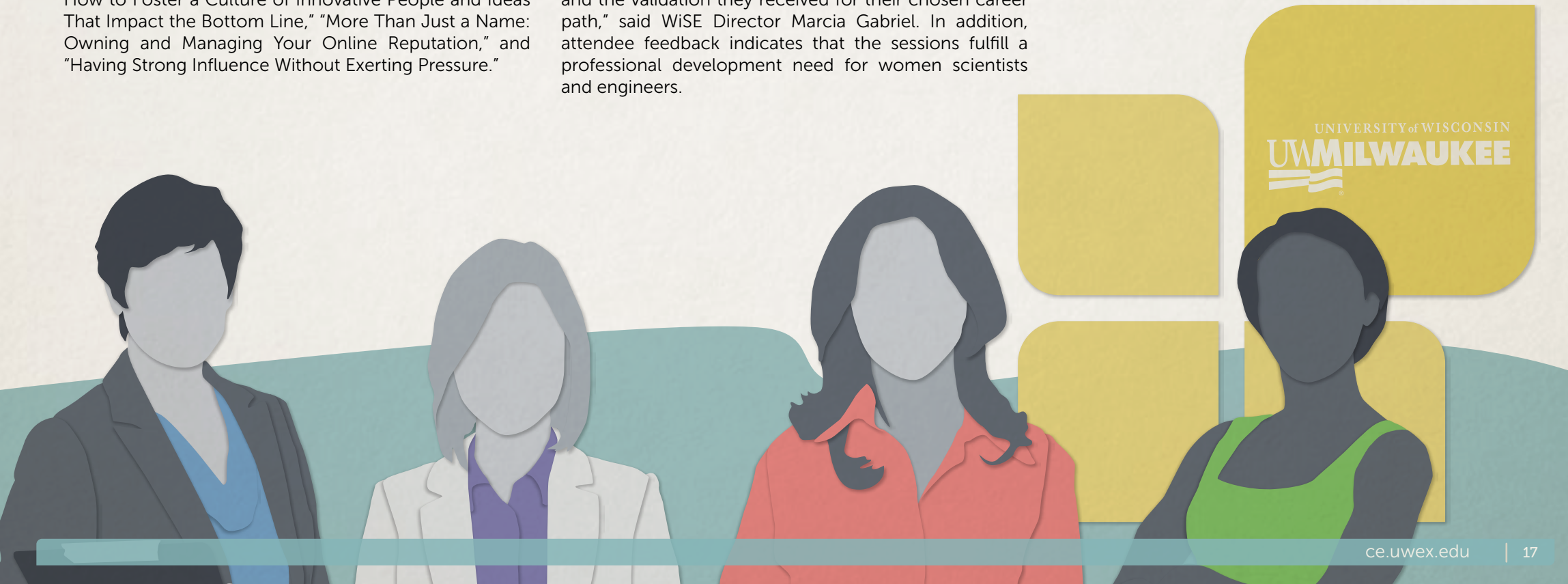
Sold out. Once again, every available meeting room at the Pfister Hotel in Milwaukee was filled for the Fifth Annual Women Leaders Conference in April 2014. The popular conference, sponsored by the School of Continuing Education (SCE) at the University of Wisconsin-Milwaukee, drew 500 participants to 15 concurrent sessions. About half were repeat attendees, according to Mary Piwaron and Jan Allen, event co-organizers.

Keynote speakers were Dara Torres, Olympic medalist, author, commentator, mother, and role model, along with the Marine Corps' first African-American female fighter pilot, Vernice "FlyGirl" Armour. Popular concurrent session topics were "Sparkling the Innovation Engine: How to Foster a Culture of Innovative People and Ideas That Impact the Bottom Line," "More Than Just a Name: Owning and Managing Your Online Reputation," and "Having Strong Influence Without Exerting Pressure."

In addition to the Women Leaders Conference, SCE coordinated the monthly breakfast series WiSE (Women in Science and Engineering), which featured inspirational speakers for women in STEM (Science, Technology, Engineering, and Math) fields. Typically, 50 women are at each session, and about 400 women have participated since its inception in September 2011. Topics range from workplace bullying, managing multigenerational teams, resilience, and better decision making.

Members and attendees have reported significant breakthroughs in their professional lives. Some have found new jobs. "Participants also have highlighted the knowledge they have gained from speakers and peers, and the validation they received for their chosen career path," said WiSE Director Marcia Gabriel. In addition, attendee feedback indicates that the sessions fulfill a professional development need for women scientists and engineers.

Looking forward, the Sixth Annual Women Leaders Conference is in the works, and has already attracted four new sponsors: John Deere, ABB Inc., Schneider, and Northwestern Mutual. Among those in the Milwaukee business community who continue to support the annual conference are Robert W. Baird & Co., Badger Meter, MillerCoors, Briggs & Stratton, and Southwest Airlines. Featured speakers for 2015 will include Erin Brockovich and Alison Levine.



# Profiles in Collaboration: UW-Oshkosh

## Explores Best Practices in Adult Student Recruitment and Retention

UW-Oshkosh's Office of Personal and Professional Development Programs (PPDP) leverages the resources of multiple institutions to ensure that individuals, populations, and organizations throughout the state and the world can thrive in a global community. Established by PPDP in 2009, the Adult Student Recruitment and Retention Conference (ASRR) is an annual two-day conference that addresses the information needs of adults exploring continued education. Specifically, it has brought together and disseminated best practices to nearly one thousand recruiters, advisers, and marketers from throughout the United States and the world, whose target audiences are adults.

At the March 10–11, 2014 ASRR Conference, more than 125 adult education professionals networked, attended breakouts and keynote sessions, and learned about new products available through vendors. Specific topics covered included classroom accessibility, establishing mentoring programs for African-American adult students, and orienting adult students in a digital classroom.

On a five-point Likert scale, attendees of the 2014 ASRR who responded to a survey agreed (4.20) that the conference met their expectations. Qualitative comments included: "This was my first time attending, and I was very impressed at how relevant/useful this

conference was" and "This year's seminars hit the nail on the head with what I was looking for! Great job!" and "The sessions were very informative, and I will be able to implement new things at my campus."

PPDP considers its partnership with UW-Extension and with UW-Green Bay as essential to delivering an annual conference that meets the needs of adult education professionals from every state of the union and from other countries. Moving forward, PPDP is exploring expanded collaborations with other institutions, both two-year and four-year, in other states.





# Profiles in Collaboration: UW-Parkside

## Technology Pathway Partners Initiative Addresses Teacher Shortages in Technology and Pre-Engineering

A recent partnership between UW-Parkside and Gateway Technical College created the first post-baccalaureate Technology and Pre-Engineering (220) teacher licensure-only program in the state of Wisconsin. As part of the Technology Pathway Partners initiative at UW-Parkside, the licensure program addresses the national shortage of Technology and Pre-Engineering teachers at a regional level.

The “Tech Ed” licensure program is a unique blend of technology content courses, offered through its partnership with Gateway, and a series of pedagogy courses, field placements, and student teaching experiences, provided by UW-Parkside’s Institute of Professional Educator Development (IPED). The program is coordinated through IPED’s Advanced Professional Development and was developed based on the Department of Public Instruction’s student learning

outcomes and teaching standards for Technology and Pre-Engineering. Content areas include Architecture and Construction; Electronics; Engineering; Manufacturing; Power and Energy; and Transportation Standards.

To be as flexible and effective as possible, the program is designed for candidates currently on an emergency 220 permit and teaching in a school district, as well as career changers from fields in manufacturing, construction, automotive, and/or military services. A major component of the program is the consideration of the significant accomplishments and learning candidates bring through a Prior Learning Assessment (PLA) process at both Gateway and UW-Parkside.

In May, Snap-on Incorporated hosted a launch event for the Technology Pathway Partners initiative, during which UW-Parkside Chancellor Debbie Ford emphasized the university’s commitment to developing student-centered,

highly relevant, and affordable education pathways to address the short- and long-term talent development needs of southeastern Wisconsin.

“The programs we are announcing today in technology education and engineering are true collaborative efforts—between public education and industry—designed to meet the current and growing need for highly skilled talent,” she said. “Listening to and learning from each other and then acting together is our path forward.”

Gateway Technical College President and CEO Bryan Albrecht added,

“Building the workforce for tomorrow begins in our classrooms today. The partnership between Gateway Technical College and UW-Parkside serves as a national model for addressing the critical need to align technology and engineering teachers with the needs of industry.”



# Profiles in Collaboration: UW-Platteville

## Community Leadership Alliance of Southwest Wisconsin: A 15-Year, Tri-County Collaboration

In 1999 the Platteville Area Chamber had a vision—to expand the pool of volunteers serving on and leading committees, boards, planning teams, and work groups in the community. This vision was shared by UW-Extension community resource educators in Grant, Iowa, and Lafayette counties, the director of UW-Platteville Continuing Education, and others. Task force members recognized a need for a leadership program that would build knowledge and skills, along with motivation and confidence, to increase the capacity of citizens to serve in their communities and ensure the health and vitality of southwest Wisconsin.

Task force members created a “tri-county” program by drawing on resources and participants from a larger geographic area, and the Community Leadership Alliance

(CLA) formed as a partnership between the Platteville Chamber, UW-Platteville, and UW-Extension.

More than 15 years later, the program is still going strong, and CLA continues to train emerging and existing leaders in southwest Wisconsin communities, businesses, organizations, and institutions. Based on broad participation throughout the tri-county region, evaluations, and participant feedback, this program serves as a valuable model for other multi-community and multi-county collaborations in leadership development.

There are nearly 450 CLA graduates making a difference where they live and work in the region. Here are some CLA graduates:

“Since completing the class in 2013, I have continued to be involved in my community whether working on

community projects or police projects; the one thing that I have kept in mind is the definition of leadership. Good leaders have shared ideas that lift or remove others from their personal agendas and focus all involved on common goals or efforts.”

Tony Ruegsa, Jr., Sergeant of Police with the Darlington Police Department, class of 2013

“CLA helped me understand different leadership styles and personality types, especially my own. It helped me accept myself as a leader and inspired me to find my own way of making a difference. Leaders don’t have to fit any particular mold. They can be quiet, thoughtful, and work behind-the-scenes.”

Katie Abbott, Land Protection Associate with Driftless Area Land Conservance, class of 2007



UNIVERSITY OF WISCONSIN  
**PLATTEVILLE**



# Profiles in Collaboration: UW-River Falls

## Reading Program Demonstrates Collaboration

A group of elementary teachers in Red Wing, Minnesota, and faculty from the University of Wisconsin-River Falls worked together to improve reading outcomes for young students while implementing new learning through an innovative summer reading clinic.

The UWRF Reading Program prepares teachers to meet the needs of a diverse population of learners, provide quality literacy instruction, and create school and community partnerships that benefit all students. Teachers can earn a master's degree as well as a license to become a Reading Teacher and/or Reading Specialist.

In 2013, six Red Wing teachers enrolled in the reading program created needs-based literacy instruction for K-2 students in their district's summer school program. After assessing the needs of the students, they designed personalized literacy activities for those who could use a boost in reading.

"Activities were highly engaging and based on students' interests and needs," said Dr. Amy Frederick, UWRF faculty member and program coordinator. Examples included sight word games, journal writing, book discussions, and read-alouds. They also incorporated kinesthetic activities in which students combined body movements, like crawling, jumping, or balancing with early literacy skills, like letter/sound awareness, sight-word recognition, and word reading by analogy using word families.

One of the teachers, Michelle Kelley, said, "The fact that we were able to complete this field experience with our students was beneficial to us as well as our community." As school staff, the teachers were familiar with the school setting and curriculum and, in many cases, they also knew the students and families. Parents received weekly communication about their child's learning progress during the clinic and a comprehensive report

summarizing the student's reading progress at the end.

According to Frederick, the principal was thrilled with the project. "She felt that the instruction which the students received was what was needed to prevent summer slide and boost their achievement overall," she added.

In addition, the teachers in the UWRF Reading Program were able to synthesize their learning about developmental reading, instruction, and assessment, and enact best practices within the clinic setting.

Kelley said she enjoyed completing her degree with other teachers in her district. "We spent a lot of time together, and we could bounce ideas off of each other easily. We also had each other for support to make it through the program. We were able to collaborate and work together on projects, and we were able to meet with each other face to face."



UNIVERSITY OF WISCONSIN  
**River Falls**



# Profiles in Collaboration: UW-Stevens Point

## Pathways to an Entrepreneurial University Conference

UW-Stevens Point Continuing Education staff served on the conference planning committee and assisted with registration services for the "Pathways to an Entrepreneurial University" on-campus conference in August 2014.

The intent of the two-day conference was to create a culture of entrepreneurship and innovation, and to learn from state and regional business leaders how the university can be a more effective resource for economic development. The conference gave faculty, staff, and students tools to be more innovative problem solvers.

UW System President Ray Cross addressed the group on the first morning, speaking on "The Importance of Establishing an Entrepreneurial Culture in the University." Cross stressed the need to be prepared for the changing workforce needs and demands for workers in the future and in the global economy.

The first-day morning keynote address was presented by Wendy Torrence from the Ewing Marion Kauffman Foundation, a national organization focused on entrepreneurship in higher education. Torrence highlighted processes and programs that facilitate growth, empowering students and faculty to move their entrepreneurial ideas forward.

A panel of presenters from throughout the UW System completed the first morning focusing on "The Entrepreneurial UW System." Presenters included Paul Fowler, Wisconsin Institute for Sustainable Technology at UW-Stevens Point; Bud Gayhart, Wisconsin Innovation Service Center at UW-Whitewater; Merideth Jaeger and Kim Biedermann, Business Success Center at UW-Oshkosh; Idella Yamben, Ideadvance, UW-Extension; and Eric Steege, Wisconsin Big Idea Tournament, UW-Extension.

Completing day one of the conference were sessions on the Wisconsin Economy by Dennis Winters, Chief Economist at the Office of Economic Advisors; Ben Griffith, UW System Senior University Legal Counsel, helping faculty and staff navigate conflicts of interest and System policies related to entrepreneurship; and a panel giving examples of how to take entrepreneurial enterprises to the marketplace.

Day two of the conference focused on community connections and the university's role in quality of life, workforce development, and value of the university to the community. Local business leaders included Cliff King of Skyward, John Noel of Berkshire Hathaway, Randy Van Natta of Becher Hoppe Associates, and Jeff Landin of the Wisconsin Paper Council. They discussed the need to improve workforce talent to grow businesses and develop innovative products for global competitiveness. The final charge of the conference was to move forward with entrepreneurial actions in the central Wisconsin community.

Funding for the program was provided by the Growth Agenda for Wisconsin Grants Program.



University of Wisconsin  
Stevens Point



# Profiles in Collaboration: UW-Stout

## Manufacturing Outreach Center Helps Johnson Electric Coil Celebrate Record Year on Lean Journey

The UW-Stout Manufacturing Outreach Center collaborated with Johnson Electric Coil for three years on an aggressive Lean initiative. As a result, in 2014 Johnson Electric Coil reported its most financially successful year since it began operations in 1934. The company has added 22 jobs and purchased over \$400,000 worth of new equipment.

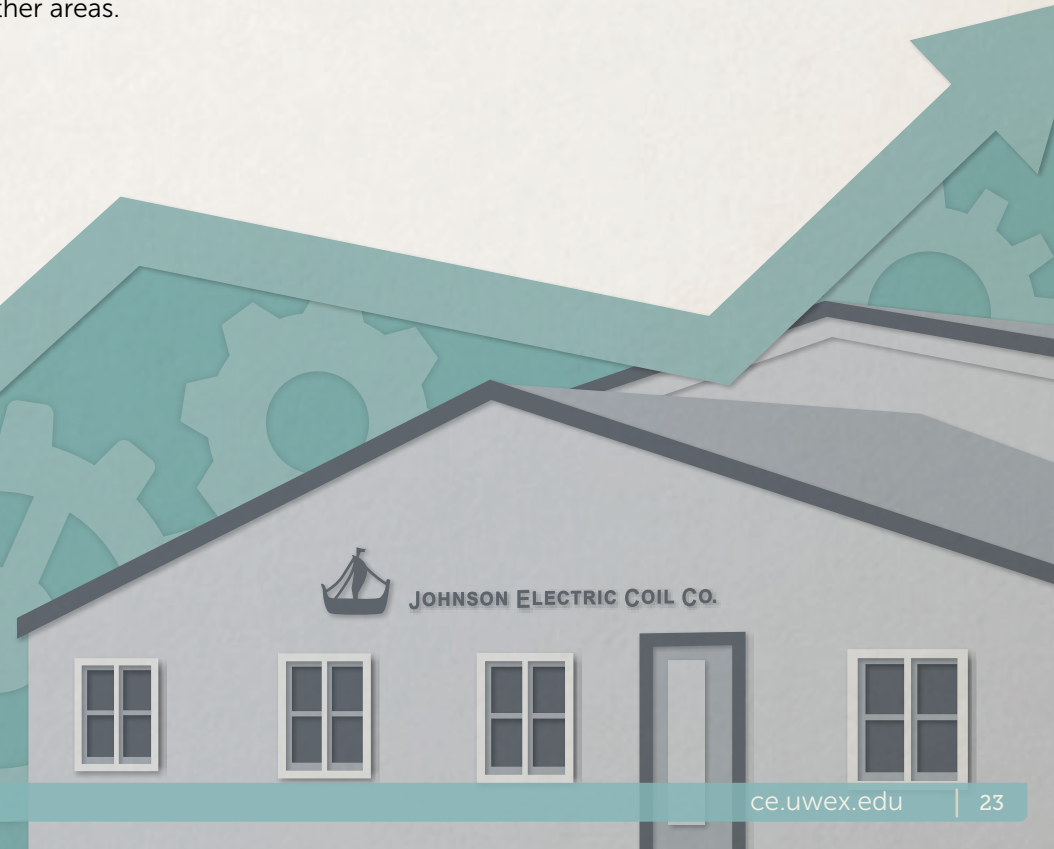
"We've finally broken the syndrome of 'we're too busy' to do things the Lean way," said Bill Bockes, President of Johnson Electric Coil.

Initially, the company introduced Principles of Lean and some 5S events along with business coaching

from the Manufacturing Outreach Center. With a desire to continue its Lean journey, it has implemented Lean companywide and has certified 16 employees in Lean and completed eight projects that directly affected over 50 employees. One five-member team eliminated the J13525 hand crimping changeover completely, replacing it with a crimping machine. This action provided more floor space, better ergonomics, and an annual savings of \$4,140. Another area made process improvement steps that increased output from 16 units per day to 40 units per day. Cross-training of employees and adopting an attitude of "taking care of our customers" has eliminated barriers to employees working in other areas.

From its work with the Manufacturing Outreach Center, Johnson Electric Coil increased profits by 160% and productivity by 15% over the previous year, and improved its safety record, saving \$50,000 per year on premiums. The company was also able to increase its payroll by \$800,000 annually, and increase employee wages by an average of 13%.

Johnson Electric Coil continues to build on its Lean successes and work with the UW-Stout Manufacturing Outreach Center on its continuous improvement journey.



# Profiles in Collaboration: UW-Superior

## Transportation and Logistics Online Program Brings National Certification

After four years as a transportation professional, John Rautio was looking for an educational program to advance his career. Living in Iron River, Wisconsin, he needed to continue to work full-time, and he was too far away from a college campus to make commuting a viable option. He wanted something online. Then he discovered the University of Wisconsin-Superior's Certified in Transportation and Logistics (CTL) online program. "It was perfect for me," said Rautio. "I was able to continue working, while continuing my education on evenings and weekends."

"Companies who want to succeed in today's global economy need personnel with education and skills in transportation, logistics, and supply chain management," said Dr. Richard Stewart, chair of the UW-Superior Department of Business and Economics, who collaborated with UW-Superior's Center for Continuing Education to develop the program. "This program meets

a need—not only regionally, but nationally as well. It is geared to those who already have a college degree and/or at least three years of experience in the industry."

Utilizing the knowledge and expertise of UW-Superior professors, the program's instructors include Dr. Richard Stewart, Dr. Mei Cao, and Dr. Amit Mokashi. Industry experts also serve as adjunct instructors and lecturers, including licensed customs broker Catherine Peterson, intermodal expert Elizabeth Ogard, and Tim Larson, chief operating officer for a national coffee company.

In May 2013, Rautio completed his sixth and final module in the program to become the first graduate of the CTL online program. Now, Rautio proudly displays the CTL credential after his name.

"It's great to have the distinction of being the first grad! I consider it one of the major achievements in my life," said Rautio. "Having been in the transportation industry for years, I realized that I had the experience but not

the educational background. UW-Superior's CTL online program allowed me to continue my career path while attaining the much needed, and sought after, educational knowledge."

CTL Online was launched in partnership with the American Society of Transportation and Logistics (ASTL) in November 2012. It is the world's first online program meeting the ASTL certification standards. The program features six modules: General Management Principles and Techniques, International Transportation and Logistics, Transportation Economics Management, Logistics Management, Logistics and Supply Chain Strategy, and Supply Chain Management.

"Modules such as Logistics Management and Transportation Management allowed me to better understand the 'behind the scenes' work that goes on in moving products and providing services. It was fascinating!" said Rautio. "It was tough, but I would highly recommend this program to anyone."





# Profiles in Collaboration: UW-Whitewater

## Brings Digital Media into the Classroom with Playful Learning Conference

As digital media continues to move into the classroom, educators are utilizing gaming as a critical tool to engage their students in high-impact learning. In November 2013, UW-Whitewater hosted its first Playful Learning Summit as the result of a collaboration between the UW-Whitewater School of Graduate Studies and Continuing Education, the UW-W College of Education and Professional Studies (CoEPS), the Wisconsin Department of Public Instruction, and UW-Madison's Games + Learning + Society (GLS). Organized by Dr. Elizabeth King of CoEPS and Remi Holden of GLS, the event brought close to 500 people together to learn and promote awareness for the Playful Learning initiative.

This conference attracted a wide and diverse audience, including 70 K-12 teachers, 32 higher education faculty and staff, 74 pre-service teachers and graduate students, 21 education support and game design agency members, and 12 members of the Innovation Community. Virtual registration in the form of Web streaming reached 65 participants in Wisconsin, Illinois, Venezuela, the Netherlands, Switzerland, Canada, and England. Janice Mertes, Assistant Director of Instructional Media & Technology/Digital Learning at the Wisconsin Department

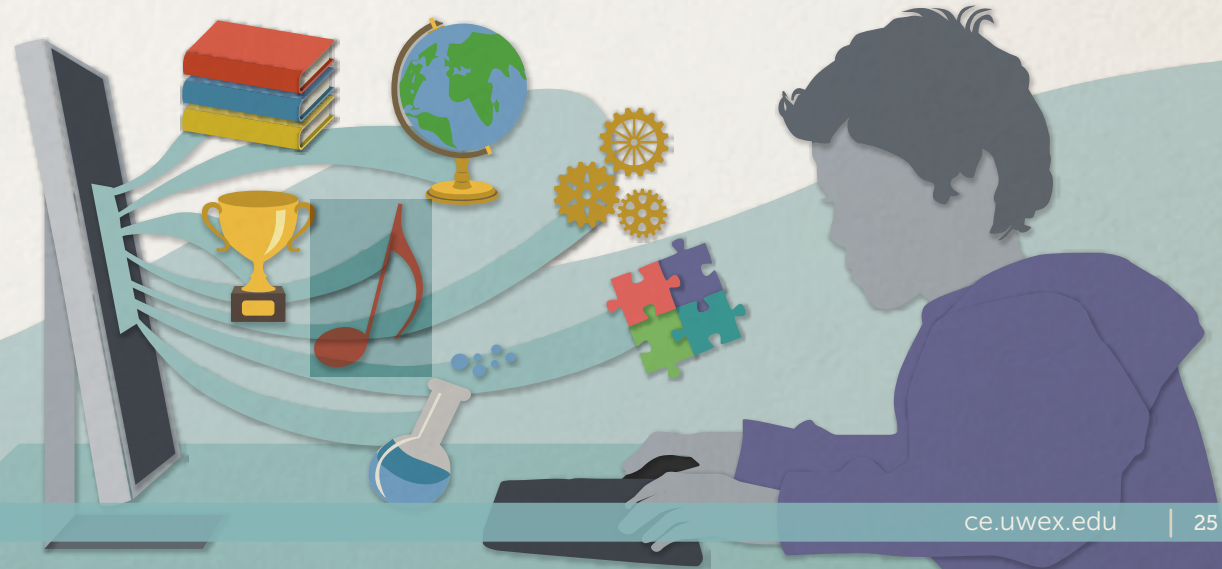
of Public Instruction, explained the importance of the Playful Learning initiative in bringing "educators together with leading researchers, practitioners, and resources. Our students are growing up in a digital world so our education system must provide learning opportunities that will prepare them to be college and career ready."

"It's a simple fact that technology is constantly transforming how we play, how we communicate, and how we learn," explained Dan Norton, Chief Creative Officer at Filament Games. "Conferences like Playful Learning connect researchers, teachers, and digital media creators together so that we can all learn how to take the best of contemporary media technology and use it for good."

Workshops were held on leading innovation, mobile media, game design, and games in higher education. As a result of the summit, many developments were announced for the future of powerful, game-based learning. These diverse opportunities included the development of a Minecraft after-school program hosted by a participating UW-Whitewater pre-service teacher at Beloit Aldrich Middle School, a Studio K after-school

program in collaboration with GLS at Beloit Aldrich Middle School, and partnerships with Filament Games and GLS to create PlaySquads, a means of assessment and development of game play, curricula, and teacher training with community schools—among many others.

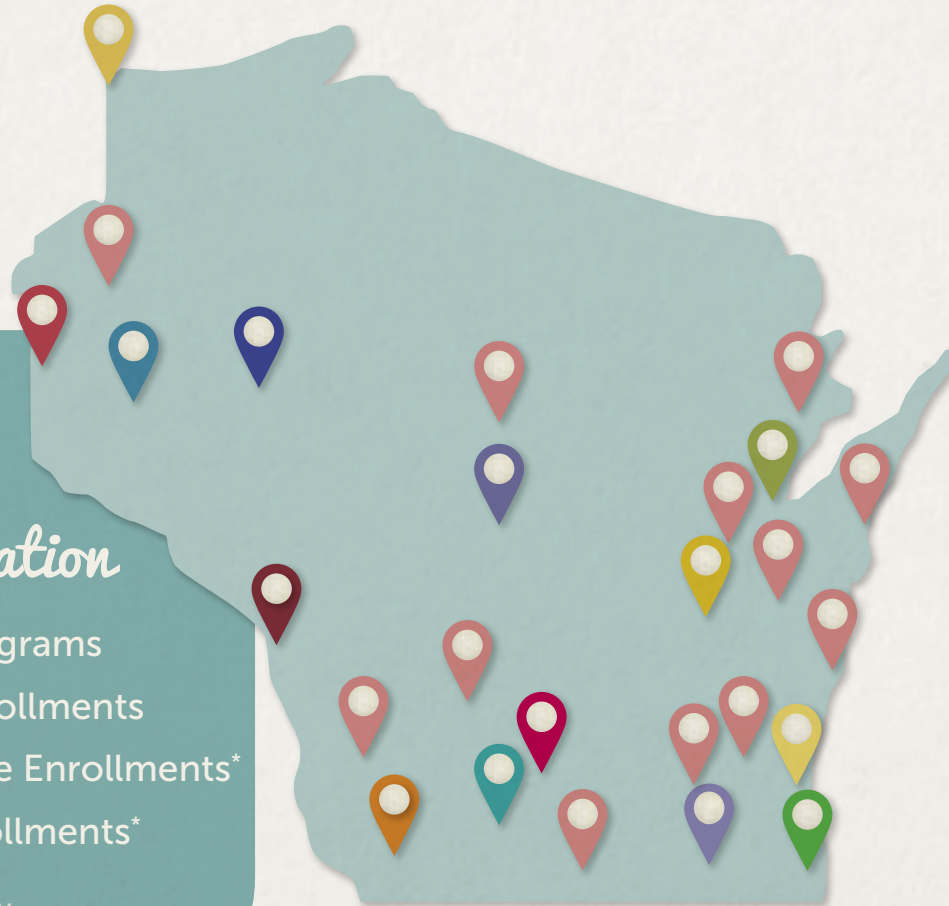
The Playful Learning Summit was characterized by collaboration and access. According to the conference organizer, Elizabeth King, teachers gained meaningful access to learning in their collaboration with others: "access to new ideas, strategies for improving their current use of games in the classroom. Access to the leaders in the field of digital media and game-based learning. Access to other K-12 teachers with similar vision, similar goals, and similar challenges. Access to teachers who are doing amazing things and can support and share ideas." As King observed, the challenge that remains is in connecting imaginative use of game-based learning with learning principles, despite "today's highly standards-driven classrooms where many teachers are feeling uncomfortable innovating." Collaborations like the Playful Learning Summit allow instructors to embrace innovation in meaningful learning.



# University of Wisconsin-Extension

Continuing Education, Outreach & E-Learning

## Enrollments



### Statewide Continuing Education

**7,272** .....Noncredit Programs

**187,504** ..Noncredit Enrollments

**31,662** .....Undergraduate Enrollments\*

**7,346** .....Graduate Enrollments\*

*\* campus-based credit activity*

### UW Flexible Option

**5** .....Certificates and Degrees

**193** .....Enrollments

### Online Collaborative Programs

**8** .....Certificates and Degrees

**249** .....Courses/Sections

**4,625** .....Enrollments

### Additional Academic and Support Programs

**1,411** .....UW Independent Learning Enrollments

**31,329** .....UW Higher Education Location Program (UWHELP) Contacts (telephone + email)

**165,450** .....Learner Support Services Contacts

**173,666** .....Online Applications to UW System Campuses

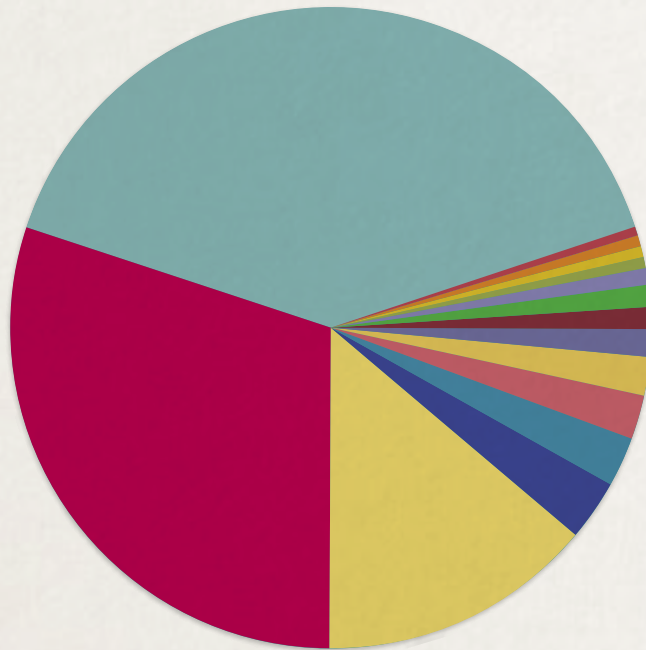


# Statewide Continuing Education

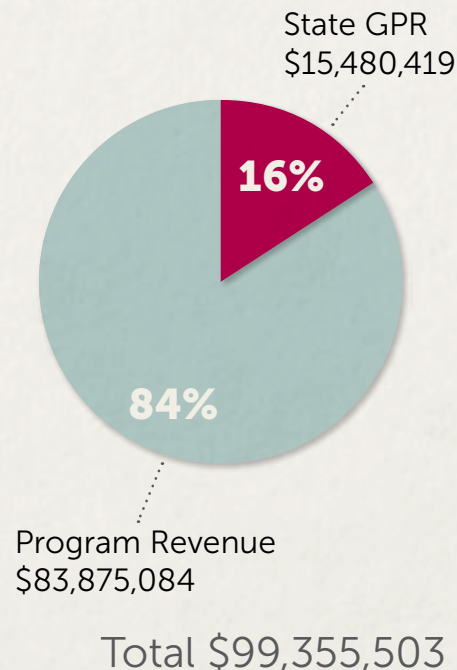
## Fiscal Year 2014

### Total Expenditures

A total of \$99,355,503 was dedicated to support campus-based continuing education (CE) programs across the University of Wisconsin System.

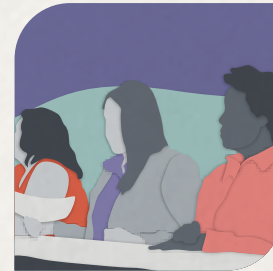


Continuing Education, Outreach & E-Learning Programs are supported primarily by student fees, grants, and contracts, which made up 84% of the division's \$99,355,503 budget in FY 2014.



### Total Budget (by institution)

UW-Oshkosh	\$449,023
UW-Platteville	\$484,720
UW-Parkside	\$536,067
UW-Superior	\$1,377,606
UW-River Falls	\$1,460,544
UW-La Crosse	\$1,946,540
UW-Stout	\$2,208,710
UW-Whitewater	\$2,645,835
UW-Green Bay	\$2,822,070
UW-Eau Claire	\$2,910,557
UW Colleges	\$3,372,900
UW-Stevens Point	\$3,474,917
UW-Extension	\$10,048,668
UW-Madison	\$25,244,864
UW-Milwaukee	\$40,372,482



**UW**  
**Extension**

Continuing Education, Outreach & E-Learning

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