



# George Kroeninger

Continuing Education, Outreach & E-Learning  
5602 Research Park Boulevard, Suite 300  
Madison, WI 53719-1245  
608-262-1034  
608-262-8205 (fax)  
711 for Wisconsin Relay

## Summary

Creative, focused, committed executive with over 25 years' experience in leadership; organizational development, community organizing; program development and management; fundraising; and communication within for-profit, nonprofit and higher education settings. Outstanding people and service orientation with focus on relationship building and collaboration. Excellent interpersonal and communication skills.

## Skills

<u>Leadership Development</u>	<u>Program Management</u>	<u>Communication</u>	<u>Resource</u>
Team Development	Program Planning	Interpersonal	Community
Engagement	Viability Assessment	Active Listening	Prospect Research
Strategic Planning	Market Research	Writing	Grant
Budget Management	Resource Management	Conflict Management	Capital Acquisition
Writing/Administration	Program Evaluation	Training	Sponsorship
Problem Solving	Performance Measurement	Technology Application	Special Events
Project Management			
Solicitation			
Consulting			
Management			

## Significant Accomplishments

### Leadership, Management and Administration

- Serve as a member of a senior leadership team for a national leader in the development and delivery of innovative, engaging, and highly effective programs and services for online, nontraditional, adult, and underserved student populations.
- Reorganized and enhanced operations of a regional, university-based Continuing Education unit resulting in the elimination of a \$200,000+ budget deficit within 2 years.
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- Served as a member of a senior management team of an internationally recognized nonprofit medical research and education foundation increasing the annual operating budget from \$2.5 to \$6 million over 12 years. Served as lead of the strategic planning committee responsible for the revision of the Foundation's mission, purpose and vision statement, and five-year strategic plan and directed a comprehensive corporate identify enhancement effort.
- Developed and launched a nationally recognized nonprofit community-based wellness education organization established to advance the health and wellbeing of a service population of over 160,000 residents with principle responsibilities to include community needs assessment, program planning and evaluation, budget management, policy and procedure development, personnel supervision, resource acquisition and fund development.
- Established two new 501(c)(3) nonprofit foundations to include IRS approvals, board development, strategic planning, implementation of comprehensive development/fund raising program and ongoing leadership.

### **Programming Planning and Management**

- Provide strategic oversight for programs by managing program management teams, supervising program managers, communicating results, establishing and monitoring program goals, and providing support and direction to program managers to ensure that programs meet their performance objectives.
- Lead the restructuring of the full program array of a regional continuing education operation resulting in enhanced organizational efficiency, considerable program expansion and diversity, increased program participation and Unit revenue goals exceeded.
- Worked with staff, campus administrators and others in the development and implementation of a successful Revenue Sharing Plan, and associated Program Innovation Fund to support new program development, with annual financial distributions exceeding \$100,000.
- Engaged program staff in the development and implementation of annual performance goals and a corresponding tracking system for subject area and overall Unit programming.
- Organized and provided leadership to the efforts of over 40 medical research and education faculty and staff in the creation, implementation and delivery of diverse education programs to include accredited Continuing Medical Education (CME) and Continuing Nursing Education (CNE) conferences, workshops, fellowship programs and simulation training as well as community prevention/education programs within schools, worksites, museums, community education centers, healthcare facilities and other sites through successful community/corporate partnerships.
- Developed and implemented statewide community-based heart disease prevention program and established organization as premier provider of education services directly reaching 300,000+ individuals annually.
- Developed and managed nationally recognized community-based wellness education initiative and positioned it as a self-sufficient program within 5 years of implementation.

### **Communication and Training**

- Developed and introduced an Employee Orientation Program consisting of 25 Independent Developmental Action Plans for training new Continuing Education Unit staff.
- Delivered 100+ presentations to community and professional audiences on a variety of topics over 10 year period.
- Coordinated development, design and implementation of two interactive websites that collectively attracted 12,500+ hits per day.
- Authored and published over 30 targeted brochures, curriculum and other instructional materials for distribution and use in educating diverse audiences in a variety of disease prevention and health promotion/wellness areas.

### **Resource Development and Utilization**

- Develop, implement, and manage programming budget to ensure that revenue targets are met and expense limits are not exceeded.
- Managed annual operating budget of over \$3 million; secured outside funding to support departmental activities when necessary through the solicitation of internal/external grants, sponsorships and in-kind supports.
- Established and maintain over 30 active partnerships with businesses, community agencies, academic institutions, private foundations, and other organizations.
- Coordinated fundraising activities to include annual capital campaign, corporate solicitations, special events, and grant writing/administration through two established 501(c)(3) foundations with average annual support exceeding \$500,000 .
- Secured fee-simple donation of building and property for use as a freestanding Community Wellness Center and over \$200,000 in initial funding and other in-kind commitments required for complete facility renovation.

## **Professional Experience**

### ***Assistant Dean for Program Development and Management***

University of Wisconsin-Extension, Continuing Education, Outreach and E-Learning  
Madison, Wisconsin (2011 – present)

### ***Director of Continuing Education and Regional Extension Programs***

University of Wisconsin-Eau Claire/UW-Extension  
Eau Claire, Wisconsin (2005 – 2011)

### ***Executive Director***

Be Active Minnesota  
Minneapolis, Minnesota (2001 – 2005)

### ***Director of Medical and Community Education***

Minneapolis Heart Institute Foundation  
Minneapolis, Minnesota (1994 - 2005)

### ***Wellness Administrator/Staff Liaison to Foundation***

Foothills Park and Recreation District/Foothills Foundation  
Community Wellness Program  
Lakewood, Colorado (1987 - 1994)

### ***Health Promotion Coordinator***

Dominican Health Care, Inc./St. Catherine's Hospital  
Kenosha, Wisconsin (1986 - 1987)

### ***Exercise Physiologist/Coordinator – Cardiac and Pulmonary Rehabilitation Programs***

Heritage Health Management Corp./Swedish-American Hospital  
Rockford, Illinois (1985 - 1986)

### ***Physical Fitness Specialist***

Sentry Insurance World Headquarters  
Corporate Wellness Program  
Stevens Point, Wisconsin (1983 - 1985)

## **Education, Special Training and Certifications**

### **Formal Education**

***Post-Graduate Certificate in Adult Education***, University of Minnesota, College of Education and Human Development (Scheduled Completion in August 2012)

***Master of Public Health***, University of Northern Colorado, Greeley, CO (1992)

Specializations in Health Education and Public Health Administration

Internship: Consultant - U.S. Public Health Service, Site: Denver Mint, Denver, Colorado

***Bachelor of Science***, University of Wisconsin, Oshkosh, WI (1983)

Major: Adult Health and Fitness/Exercise Physiology, Concentration: Business Administration

Internship: Sentry Insurance World Headquarters, Employee Wellness Program, Stevens Point, Wisconsin

### **Recent Training**

*Program on Inclusive and Engaged Leadership*, UW-Extension/UW Colleges, Madison, WI (2012)

*Contract Training Institute*, Learning Resources Network (LERN), San Diego, CA (2010)

*Collaborative Leadership Train-the-Trainer Workshop*, Healthier Wisconsin Leadership Institute, Milwaukee, WI (2007)

*New Program Development Workshop*, Learning Resources Network (LERN), Menasha, WI (2006)

*Fundraising/Fund Development Certificate*, University of St. Thomas, Center for Nonprofit Management, Minneapolis, MN (2001)

*Nonprofit Management Certificate*, University of St. Thomas, Center for Nonprofit Management, Minneapolis, MN (2000)

*Performance Measurement in Nonprofit Organizations*, Professional Development Series, Hamline University, St. Paul, MN (2000)

### **Formal Professional Certifications**

*Certified Contract Trainer (CCT)*, Learning Resources Network

*Certified Health Education Specialist (C.H.E.S.)*, National Commission for Health Education Credentialing

### **Honors/Awards**

- University of Minnesota, School of Public Health, Student Mentor Program, Community Service Award (2003-2004)
- Minnesota Society for Public Health Education (MN-SOPHE) Paragon Program Award, 2001
- Volunteer of the Year, AHA-Minnesota Affiliate, 1996
- Who's Who Among American Colleges and Universities, 1991-1992
- Graduate Dean's Citation for Academic Excellence, University of Northern Colorado, 1992

### **Recent Committees/Assignments**

#### **Campus/Regional**

- Educational Attainment Planning Group (2010 – 2011)
- Enrollment Management Team (2009 – 2011)
- Center for Alcohol Studies and Education (CASE) Advisory Committee (2006 – 2011)
- Non-Traditional Student Advisory Committee (2005 – 2011)
- Graduate Council (2005 – 2011)
- Dean's Council (2005 – 2009)
- International Education Advisory Board (2005-2008)
- Higher Learning Commission (HLC) Committee on Engaging the University and Community (2008-2009)
- Chancellors Leadership Group (2007 - 2009)
- Strategic Budgeting Revision Task Force (2008)
- University Planning Committee Workgroup #4 – Serving the Public Good (Co-chair, 2007-2008)
- REBAR (Regional Business Assistance Resource) Portal/Directory Development Committee (2006 – 2009)
- West Central Wisconsin Regional Education Consortium and Synergy Conference Planning Group (2005 – 2011)

#### **UW Extension**

- Budget Improvement Committee (2007)
- Diversity Grants Program Reviewer (2007)
- Program Managers Workshop Planning Committee (2009)
- Continuing Education Extension Council (2005 – 2011) (Chair 2009-2011)
- System-wide Extension Council (2005 -2007)
- Collaborative Online Sustainable Management Degree Completion Program Planning Committee (2007 – 2008)
- Collaborative Online Bachelors of Professional Studies – Organizational Leadership and Communications Planning (2010 - 2011)

#### **UW System/Other**

- UW System *Wisconsin Idea Forum* Planning Committee (2007 – 2011)
- UW Economic Development Liaison (2005 – 2011)
- UW Madison, School of Medicine and Public Health, *MPH Program Advisory Group* (2007 – present)
- UW La Crosse, Graduate Community Health/Public Health Programs, *Public Health Community Advisory Council* (2003 – Present)

#### **Recent Publications**

- VanWormer JJ, Pronk NP, Kroeninger GJ. Clinical counseling for physical activity: translation of a systematic review into care recommendations. *Diabetes Spectrum*. 2009;22:48-55.

#### **Current and Past External Offices, Boards and Committees**

- Board Member (Vice President) and Development Committee (Chair), Energize Eau Claire County (2006 – 2011)
- Board Member (Vice Chair) and Program Committee, *Community Fitness Today* (2001 - 2005)
- Grants Review Committee, *Healthier Communities Task Force at Abbott Northwestern Hospital* (2000 - 2003)
- Professional Advisory Board, *Roosevelt High School Health Careers and Medical Magnet Program* (2000 - 2005)
- Program Services Committee, *Community Health Charities of Minnesota* (1999 - 2005)

#### **Additional Community Involvement**

- Coach, Lowes Creek Little League (2006 – 2009)
- Leadership Eau Claire (2007)
- Taste of Eau Claire Planning Committee (2007-2008)
- Eau Claire Visioning Process-Contributor (2008)
- Mentor, University of Minnesota Mentor Connection, School of Public Health (1998 - 2005)
- Coach, Hudson Booster Club Baseball (2000-2004)
- Coach, Hudson Soccer Association (2000-2004)
- Coach, YMCA of the St. Croix Valley (1997 - 2002)