



Mission: Access and Lifelong Learning

Through the University of Wisconsin-Extension, all Wisconsin people can access university resources and engage in lifelong learning, wherever they live and work.

University of Wisconsin-Extension overview

- Provides educational opportunities and access to university research and knowledge to more than 1 million Wisconsin adults, youth and children each year
 - Programming delivered through the 26 University of Wisconsin campuses, 72 county offices, the statewide networks of Wisconsin Public Radio and Wisconsin Public Television, distance-learning meeting and learning technologies, the Intranet, publications and other venues
 - Supported by county, state, federal and tribal governments; student fees; program revenue; gifts, grants and contracts with public- and private-sector partners
- In 2008, UW-Extension leveraged \$73 million in state general purpose revenue (GPR) to bring in \$96 million in program revenue, \$27 million in federal funds and \$20 million in county funds. An additional \$3.7 million was provided by the Corporation for Public Broadcasting.
- Nationally recognized, award-winning model for community outreach
 - Comprised of four divisions (outlined below): **1)** Broadcasting and Media Innovations; **2)** Continuing Education, Outreach and E-Learning; **3)** Cooperative Extension; **4)** Division of Entrepreneurship and Economic Development

1) Broadcasting and Media Innovations division

Through Instructional Communications Systems, Wisconsin Public Radio and Wisconsin Public Television, UW-Extension’s Broadcasting and Media Innovations division extends the reach of the university into classrooms, businesses, homes and vehicles to provide information for people to enhance their lives, careers and communities.

Major units: Instructional Communications Systems, Wisconsin Public Radio, Wisconsin Public Television, National Center for Outreach

Instructional Communications Systems (ICS):

- Provides cost-effective meetings through audio, video and Web technologies. Clients save on travel and lodging costs and time.
- Clients include the University of Wisconsin System, state agencies, local governments and nonprofit organizations.
- 450+ audio, video and Web conferences per week
- 203,700+ interactive conference hours in 2008

Wisconsin Public Radio (WPR):

- Statewide reach:
 - 18 Ideas Network stations, 13 NPR News & Classical Music Network stations

- Regional bureaus in Eau Claire, Green Bay, La Crosse, Milwaukee, Superior and Wausau
- Informative, diverse programming:
 - 60+ hours/week of locally produced programming (statewide news, call-in programs, political forums and debates)
 - 36+ hours/week of NPR news programming
 - 50+ hours/week of locally produced music programming (classical, folk, jazz, blues, Native American, African)
- Listener support:
 - 400,000+ listeners/week
 - 40,000+ contributors

Wisconsin Public Television (WPT):

- Statewide reach:
 - Six stations in Green Bay, La Crosse, Park Falls, Madison, Menomonie and Wausau and six translators reach audiences across the state.
- Educational and informational programming:
 - WPT brings public-affairs, culture, arts, history, news and children's programs to audiences throughout the state.
 - WPT partners with the Wisconsin Educational Communications Board to provide curriculum-focused and standards-based instructional television programming and Web resources with the potential to reach more than 1 million K-12 students and 65,000 educators in public, private and charter schools.
 - Through non-broadcast community partner outreach, WPT addresses reading readiness for preschool children, child care, health care and other critical issues.
- National leader in using cutting-edge technology to reach ever-wider audiences:
 - Datacasting for K-12 schools and higher education
 - Multicasting separate program streams using digital channels
 - Online program delivery and streaming
- Viewer support:
 - 500,000+ viewers/week
 - 60,000 households support WPT through annual donations
 - Almost 4,000 volunteers provide 20,000+ hours of volunteer service/year

2) Continuing Education, Outreach and E-Learning (CEOEL) division

Through partnerships with all 26 University of Wisconsin campuses, leading-edge technology and targeted informational efforts, UW-Extension's Continuing Education, Outreach and E-Learning division increases access to UW courses, programs and resources for underserved populations, including first-generation college students, students of color, and nontraditional and adult students.

Major units: Continuing Education, UW Higher Education Location Program (HELP), Independent Learning, School for Workers

- A sampling of CEOEL services currently available:
 - HELP (Higher Education Location Program) provides information to prospective students and their parents and high school counselors about University of Wisconsin campuses and programs.
32,900 HELP contacts in 2008
 - Electronic Application (Eapp) provides students with a single portal from which to apply to all University of Wisconsin institutions. Ninety percent of students use Eapp to apply to the campus(es) of their choice.
151,000 online applications to UW institutions in 2008
- Leading-edge projects currently in development:
 - An electronic "access panel" will create a single point of entry into University of Wisconsin resources for nontraditional students, with special emphasis on returning military personnel.
 - New degrees in partnership with University of Wisconsin campuses:

Sustainable Management (baccalaureate degree to be awarded by UW-Parkside, UW-River Falls, UW-Stout, UW-Superior)

Technical Education [Science, Technology, Engineering and Math (STEM) baccalaureate degree to be awarded by UW-Parkside, UW-Platteville, UW-Stout]

STEM for Educators (alternative licensure to be awarded by UW-Oshkosh in collaboration with multiple UW Colleges institutions)

- 435,247 individuals benefit from CEOEL services/year

3) Cooperative Extension division

Cooperative Extension extends the knowledge and resources of the University of Wisconsin to people where they live and work. Cooperative Extension delivers county-based educational programming tailored to meet community-determined needs.

Major units: Agriculture and Natural Resources; Community, Natural Resource and Economic Development; Family Living Programs; 4-H and Youth Development; Wisconsin Geological and Natural History Survey; Wisconsin Rural Leadership Program

- Cooperative Extension works with local, county, state and federal partners to offer educational programs addressing the needs of individuals, families and communities.
- Cooperative Extension steps forward with education, information and resources when Wisconsin residents face tough challenges. Issues for which Cooperative Extension educators provide expertise include:
 - Energy conservation for businesses and homes
 - Spring 2008 flooding in 30 counties declared federal disaster areas
 - Mortgage foreclosures
 - Military deployments and their effects on families and children
 - Inspiring youth to explore careers in science, technology, engineering and math
 - Childhood obesity
 - Food security
 - Emerald ash borer disease
 - Chronic wasting disease in whitetail deer
 - Development of both adult and youth leaders with the skills to assist communities in solving difficult 21st-century problems
- 1.1 million+ teaching contacts in calendar year 2007

4) Division of Entrepreneurship and Economic Development (DEED)

UW-Extension's Division of Entrepreneurship and Economic Development provides assistance for starting and developing small businesses.

Major units: 12 Small Business Development Centers (SBDCs) on the UW four-year campuses, including four specialty centers; Wisconsin Entrepreneurs' Network (WEN)

- SBDCs provide business counseling and training assistance to existing and aspiring entrepreneurs through a wide variety of programs including:
 - Entrepreneurial Training Program (ETP) provides business owners with expert guidance through business-plan development.
 - Peer-to-peer learning groups
- Specialty programs serve a statewide client base and include:
 - Center for Advanced Technology and Innovation uses technology transfer to connect entrepreneurs with "unused" technology from large companies.
 - Center for Innovation and Development helps small businesses with prototype development.
 - Wisconsin Business AnswerLine provides entrepreneurs with easy access to the resources of the Wisconsin SBDC network.

- Wisconsin Innovation Service Center specializes in new product and invention assessments and market expansion opportunities.
- 2008 statistics for the SBDCs and the four specialty centers:
 - 4,396 counseling clients assisted
 - 9,458 training attendees
 - 522 training events
- Wisconsin Entrepreneurs' Network (WEN) resources include:
 - Access to expertise and resources within the state, including business advisors with hands-on business experience and a minority business counselor for Southeastern Wisconsin
 - Inventors and Entrepreneurs (I & E) Clubs provide an environment for inventors to come together to think creatively, develop their ideas, weigh the risks and meet other would-be entrepreneurs.
 - Grants that can be accessed via a convenient online system:
 - Early Planning Grant: Up to \$3,000 for hiring an independent third party to develop a business plan
 - Technology Assistance Grant: Up to \$3,000 for hiring the services of an independent third-party provider towards obtaining seed, early-stage or research-and-development funding for high-technology businesses
 - Up to two hours of pro bono legal assistance for start-up businesses

For more information about the University of Wisconsin-Extension:

Rosemary Potter, Director

Government Relations

University of Wisconsin-Extension and University of Wisconsin Colleges

(608) 263-7678

rosemary.potter@uwex.uwc.edu

www.uwex.edu