

UNIVERSITY OF WISCONSIN COLLEGES AND UNIVERSITY OF WISCONSIN-EXTENSION ANNUAL REPORT 2006

Access to Lifelong Learning



Carl William Grosspietsch III
Wisconsin Public Television viewer



Pa Houa Chang
University of Wisconsin Colleges graduate



Pascual Rodriguez
Wisconsin Rural Leadership Program participant



Barb Olsen
Master gardener

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CHANCELLOR'S MESSAGE



JIM GILL

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UW Colleges and UW-Extension: working together to serve Wisconsin

On December 9, 2005, I was honored to be selected by the University of Wisconsin (UW) System Board of Regents as the first chancellor to lead both the UW Colleges and UW-Extension, two institutions that offer access, outstanding service and tremendous value to Wisconsin taxpayers.

This report, the first joint annual report of both institutions, includes pertinent facts and figures about the number of people served and how they are served, as well as financial information. Although there is not space in this publication to describe, or even list, all the collaborations and programs in place across both institutions, you will find a sampling of Wisconsin people sharing in their own words why UW Colleges and UW-Extension are important to the quality of their lives. This compact report is intended to mark—and celebrate—the early efforts of two institutions joining hands to work toward making integration a successful reality.



JIM GILL

Gov. James Doyle (right) welcomes Chancellor David Wilson at the May 2006 UW Board of Regents meeting.

Mission: access and quality

The UW Colleges, with its 13 freshman-sophomore campuses located across the state, provides thousands of students with affordable access to quality higher education. The Colleges' student body includes working adults and other place-bound students. Research shows that when adult students return to college and earn degrees, they are much more likely to remain in the state after graduation compared to traditional-age counterparts. Therefore, it benefits the state to provide these learners with the best possible start toward their four-year degree. The UW Colleges campuses also rely on long-standing county and some city partnerships to provide and maintain the outstanding campus facilities.

UW-Extension is the national model in higher education for transferring cutting-edge university research into practical benefits. Through UW-Extension, all Wisconsin people can access university resources and engage in lifelong learning, wherever they live and work. UW-Extension includes Cooperative Extension offices in 72 counties and three tribal nations, 12 Small Business Development Centers and four specialty centers, and Outreach and E-Learning programs delivered via the 26 UW System campuses and distance-learning channels, as well as the statewide networks of Wisconsin Public Radio and Wisconsin Public Television.

Both institutions play a vital role in promoting sustained economic growth and innovation in Wisconsin.

Moving toward a shared vision

Just days after I arrived in Wisconsin to begin my new position, on May 1, 2006, I began traveling throughout the state to numerous internal and external listening-group sessions focusing on UW Colleges' and UW-Extension's work and topics of import to Wisconsin residents. Later in the summer, I appointed a 22-member commission to address several current issues facing the UW Colleges and the state, including whether the Colleges should seek to more aggressively serve the needs of adult students in this state by offering those students opportunities for bachelor's degrees, either in collaboration with the UW four-year institutions and/or independently.

The commission's report and the feedback from the listening-group conversations have culminated in themes prioritized by senior staff. I have tested and received feedback on those themes at two town-hall meetings attended by internal and external stakeholders.

On February 7, 2007, I unveiled a shared vision that contains strategic directions for the UW Colleges and UW-Extension, with the goal to position both institutions well for the future. Given the finite state resources available to us, I want to make sure that our institutions make the best use of those funds to respond to the state's educational needs.

Major goals

The following are some of the major goals I am pursuing in the coming year:

- ◆ Craft a shared vision and a five-to-seven-year strategic-plan framework for both institutions
- ◆ Examine the future mission of the UW Colleges
- ◆ Identify appropriate areas within both institutions for academic and programmatic collaboration and integration
- ◆ Continue my visits around the state to our county Extension offices, UW Colleges campuses, and Small Business Development Centers to witness firsthand our work and impact, and to meet our faculty, staff and stakeholders
- ◆ Establish an effective and efficient central organizational structure for the UW Colleges and UW-Extension while continuing the administrative integration of Madison-based central offices of the UW Colleges and UW-Extension
- ◆ Work with UW-Milwaukee Chancellor Carlos Santiago to conduct financial analyses of the three different models presented to the UW Board of Regents for offering more bachelor's and graduate degrees to Waukesha County

My thanks

I am grateful to the various localities that sponsor our campuses and county Extension offices and provide the support to refurbish facilities to better serve our students and clients. I want to also thank all those who worked so hard to make the past year a successful one for both the UW Colleges and UW-Extension.

I am also grateful to the numerous partners who work with us to elevate the quality of life of Wisconsin citizens, and to make our towns, cities and communities more vibrant places to live.

Chancellor David Wilson



Chancellor David Wilson congratulates recipients of the associate of arts and science degree at UW-Manitowoc, after presenting the commencement address. In academic year 2005-06, UW Colleges conferred 1,268 associate of arts and science degrees.

WISCONSIN PEOPLE BENEFIT

UW Colleges



DOROTHY THOMPSON

Miranda Kaempfer
UW–Marathon County student

“**M**y experience has exceeded my expectations. The teachers have been amazing. The biology/science department has some of the best teachers I have ever had. They have really made a lasting impression on me, and I will take my experiences and lessons with me throughout my life. I like the one-on-one relationship where you can approach the faculty and staff when you need them. It’s a lot different than sitting in a lecture hall of 450-plus people and the teachers don’t even know you.

“I did receive a scholarship here, and it has made a world of difference. Now the money I earn can be put directly towards medical school.”



JUDI WITTKOPF

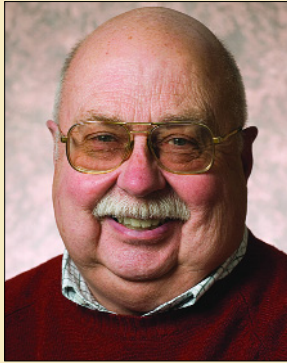
Jessica Thering
UW–Richland student

“**I** selected University of Wisconsin–Richland because it has a 40-year history of providing students with caring professors, individual attention and performance opportunities in a small-town setting. It would be too difficult to just touch on what two or three staff members have done for me here. I’ve gotten to know and love so many. They are what make this university like my extended family. It was important to me to experience college life as an adult, but to also be close to my family.

UW–Richland offered me that.

“When I graduate with my associate degree, I will be guaranteed a transfer to UW–Eau Claire. I will always be glad I chose the path that brought me to UW–Richland. It has always been a perfect fit.”

Broadcasting and Media Innovations



JIM GILL

Bob Lenz
Retiree

“**W**hen I worked in quality assurance and research for Stokely USA, I knew I could always call on University of Wisconsin–Extension experts, including entomologists and food scientists. UW–Extension is important in facilitating work with Midwest food processors and developing new varieties of vegetables.

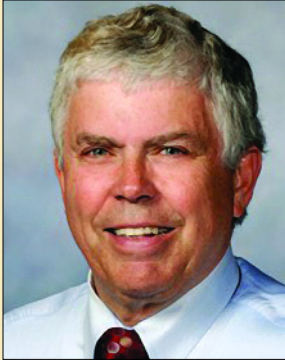
“Now that I’m retired, Wisconsin Public Radio and Wisconsin Public Television are a resource for just about everything that I can’t find anywhere else. I listen to classical music on the radio and enjoy Badger sports, “Nova” and “Mystery” on television. I contribute to WPR and WPT, volunteer for events, and work part time for both. I’m not sure people realize how much of their life is impacted by UW–Extension.”



WAYNE BRABENDER

By participating in 4-H programs, almost 240,000 Wisconsin youth annually develop skills that help them become competent, confident, contributing adults. Kyli Brown (left) of Wood County and Dawn Schneider of Langlade County collaborate on a 4-H rocketry project.

WISCONSIN PEOPLE BENEFIT



John Wilde
CEO and President
Tailor Made Products, Inc.

Business and Manufacturing Extension

“One of the most important parts of being competitive is knowing how you stack up against the competition. Because we are a small company competing with many big companies with very extensive offerings, we decided to have the Wisconsin Innovation Service Center* at University of Wisconsin–Whitewater conduct a phone survey of the top 20 retailers in the United States. The key question was: How does Tailor Made compare?”

“The survey taught us that we were tops in service and quality, but too low on innovation and new items. We focused our energies on these areas and have won new placements and opened several new accounts. The survey is a very cost-effective tool that every business could utilize.”

* WISC is a UW–Extension Small Business Development Center (SBDC) specialty center.



Robert Pierce
Owner/Operator
South Madison Farmers'
Market

Cooperative Extension

“I’ve gained a lot of knowledge and information from University of Wisconsin–Extension. I’ve worked with Dane County Cooperative Extension educators from just about every program area to start my business, the South Madison Farmers’ Market. They helped me put the farmers’ market together and continue to give me education for the market through nutrition educators.”

“In 2007 I’m looking forward to working with the Dane County UW–Extension office in sharing what I’ve learned through a new urban youth agricultural leadership program. African-American kids will learn about the food security system, the entrepreneurial end of a business, and about teamwork. They’ll also learn about respect for themselves and others.”

Outreach and E-Learning Extension



JIM GILL

Gina Marie Bethke
Human Resources Assistant

“Online learning has been very beneficial to me in the fact that I can still work full time while getting my degree. I have a good job, but wanted more options in the future. I also wanted to get my money’s worth, which is why I chose the University of Wisconsin System.

“I received a pay increase upon completing my associate of arts and science degree through UW Colleges Online, and will be eligible for a promotion after receiving my UW–Platteville Online bachelor of science in business administration degree.* The added knowledge and feeling of accomplishment have made the classes very worthwhile. ”

* UW–Extension Outreach and E-Learning Extension worked with UW–Platteville in developing the online bachelor of science degree in business administration.



MAUREEN FRAWLEY

Students access online courses and prepare assignments at the UW–Marinette computer lab.

UW COLLEGES STUDENT ENROLLMENT INFORMATION¹

FALL 2005 ENROLLMENT COMPARISON

Campus	Number of students enrolled	Full-time equivalent ²	New freshmen	Nontraditional students ³	Students of color
UW–Baraboo/Sauk County	615	449	209	35%	9%
UW–Barron County	573	396	203	15%	4%
UW–Fond du Lac	758	601	287	28%	5%
UW–Fox Valley	1,719	1,245	580	31%	7%
UW–Manitowoc	643	530	231	25%	5%
UW–Marathon County	1,295	1,000	468	26%	11%
UW–Marinette	512	370	172	26%	2%
UW–Marshfield/Wood County	649	488	239	31%	2%
UW–Richland	464	372	184	20%	3%
UW–Rock County	901	644	274	35%	9%
UW–Sheboygan	704	513	235	37%	11%
UW–Washington County	951	755	338	24%	3%
UW–Waukesha	2,064	1,521	665	29%	9%
UWC Online	695	226	43	72%	4%
Total	12,543	9,104	4,128	31%	7%

¹From 1996-2005, UW Colleges enrollment increased approximately 50%.

²Full-time equivalent student enrollment is computed by adding the sum of all regular credits divided by 15 to the sum of all credits divided by 30.

³Students age 22 or older.

UW–EXTENSION CONTACTS AND ENROLLMENTS

FY 2006

Broadcasting and Media Innovations¹	
Wisconsin Public Radio listeners per week	383,400
Wisconsin Public Television viewers per week ²	538,000
Wisconsin Public Television telecourse enrollments	1,345
Interactive conferencing hours	175,029
Business and Manufacturing Extension	
Counseling and technical assistance clients	2,242
Business Answerline-assisted clients	3,594
Counseling and technical assistance hours	18,192
Training programs	1,021
Training program participants (noncredit)	20,797
Cooperative Extension	
Teaching contacts	
Agriculture/Agribusiness	290,142
Community, Natural Resource and Economic Development	90,704
Family Living Programs	425,751
4-H and Youth Development ³	263,829
Wisconsin Geological and Natural History Survey	20,842
Total contacts⁴	1,091,268
Outreach and E-Learning Extension	
Noncredit programs	5,631
Noncredit enrollments	198,252
Undergraduate enrollments (campus-based credit activity) ⁵	35,355
Graduate enrollments (campus-based credit activity) ⁵	10,379
Flexible-access courses and programs	
Online courses	269
Online certificate and degree programs	17
Online enrollments	3,339
Independent Learning enrollments ⁶	2,339
UW HELP contacts	34,180
Learner Support Services contacts	34,526
Online applications to UW System campuses	127,767
Extension Conference Centers	
The J.F. Friedrich Center, The Lowell Center, The Pyle Center	
Conference participants	80,297
Conference days	164,390
Events	2,138
Event days	3,919

¹ Wisconsin Public Radio and Wisconsin Public Television are partnership services of UW–Extension and the Wisconsin Educational Communications Board.

² Based on Nielsen data. Does not include Wisconsin Public Television viewer data from the entire La Crosse-Eau Claire market because a portion of that market has been reassigned to the Minneapolis-St. Paul designated marketing area by Nielsen Media Research.

³ 4-H Youth Development participants include both yearlong enrolled 4-H club members and short-term youth program participants. In addition, 20,077 enrolled adult volunteers provide leadership to youth club members.

⁴ Cooperative Extension faculty/staff reach the public through publications, exhibits, mass media, satellite videoconferences, phone contacts, letters, Educational Teleconference Network, World Wide Web and computer/phone networks. Cooperative Extension contacts are for calendar year 2005.

⁵ University of Wisconsin–Extension coordinates off-campus credit courses. Credit is offered by the UW degree-granting institutions.

⁶ Independent Learning enrollments are adjusted for student withdrawals during FY 2006.

UW COLLEGES FY 2006 BUDGET

The UNIVERSITY OF WISCONSIN COLLEGES is supported by state and federal government; by students who pay tuition; and by gifts, grants and auxiliary operations. The UW Colleges budget in FY 2006 totaled more than \$84 million—\$84,079,630—including \$27.3 million in state general purpose revenue (GPR) and \$35.9 million in tuition and fees from students.

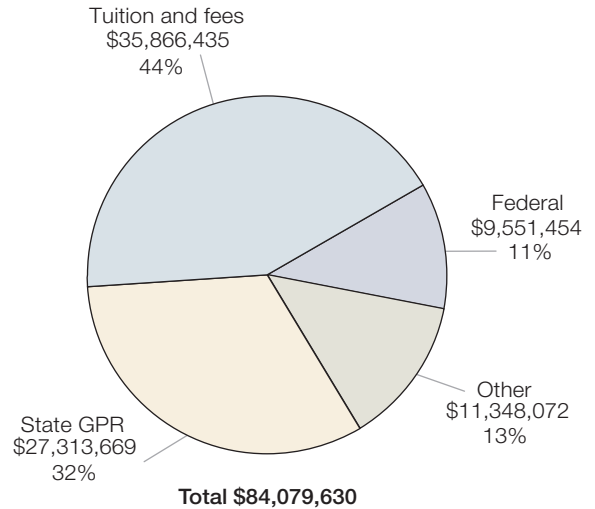
The greatest share of the UW Colleges budget—\$35 million—is spent on direct classroom instruction to support 12,400 students. Other expenses include \$10.4 million for academic support, which includes information technology and library services, and \$10.2 million for student services.

During the last five years, state support has decreased from \$31.6 million in FY 2002 to \$22.6 million in FY 2006, whereas support from tuition has increased from \$19.6 million in FY 2002 to \$37.3 million in FY 2006. UW Colleges students now pay, in the form of tuition, 61% of their education cost.

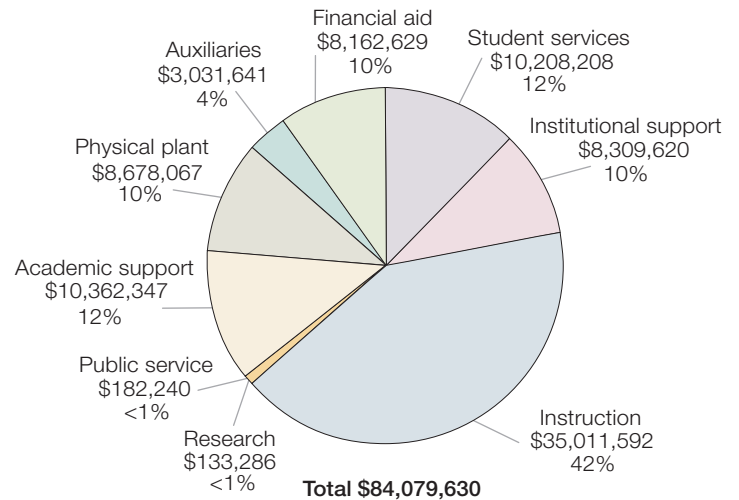
In addition to the budget operated and reported through the state, UW Colleges partners with local city and county governments to support the physical buildings. With a combined insured value of \$279,821,970, the 76 buildings on UW Colleges campuses were supported by an additional \$9 million from local city and county governments for facilities repair and maintenance. Local governments and private contributions pay for all construction, renovation and remodeling. In calendar year 2006, the outstanding debt carried by these local governments was estimated to be more than \$40.1 million.

UW COLLEGES

By revenue source

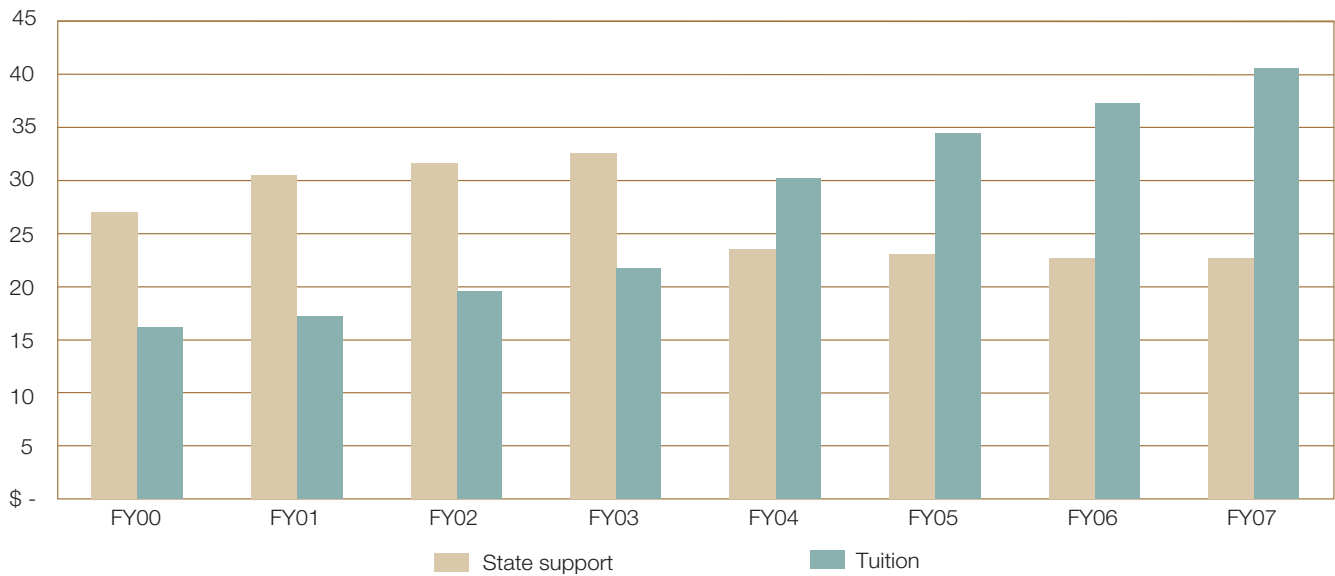


By expense type



TUITION AND STATE SUPPORT FOR THE GENERAL ACADEMIC PROGRAM FY 2000-07

\$ Millions



UW COLLEGES CITY/COUNTY EXPENDITURES FY 2006

Campus	Debt service ¹	Capital outlay ²	Operations ³	Total
UW–Baraboo/Sauk County	\$149,662	\$56,700	\$93,300	\$299,662
UW–Barron County	478,000	126,000	32,000	636,000
UW–Fond du Lac	997,393	2,000	56,350	1,055,743
UW–Fox Valley	755,036	105,825	169,507	1,030,368
UW–Manitowoc	350,093	22,000	21,290	393,383
UW–Marathon County	0	30,750	58,735	89,485
UW–Marinette	619,750	30,000	29,930	679,680
UW–Marshfield/Wood County	350,000	80,000	87,305	517,305
UW–Richland	41,256	29,125	23,875	94,256
UW–Rock County	364,292	667,600	40,644	1,072,536
UW–Sheboygan	1,102,674	155,739	104,635	1,363,048
UW–Washington County	671,817	92,000	129,937	893,754
UW–Waukesha	680,709	82,300	112,531	875,540
Grand total	\$6,560,682	\$1,480,039	\$960,039	\$9,000,760

¹Debt service: The interest and principal paid in a given year on outstanding debt incurred by funding major construction and renovation projects.

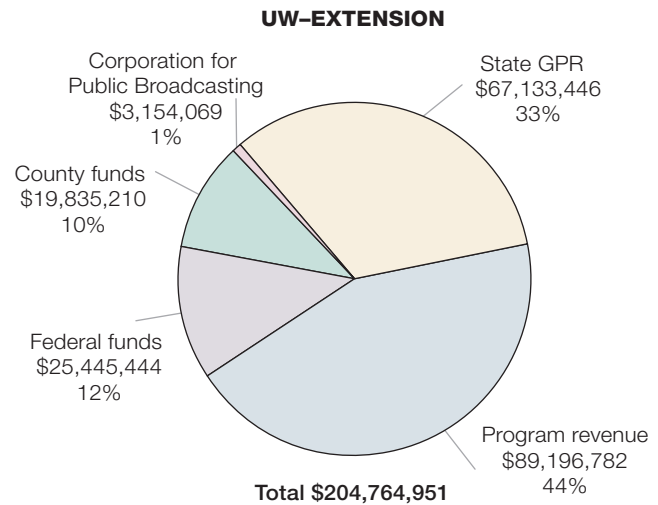
²Capital outlay: Minor physical plant remodeling or improvement projects such as roof and floor replacements, sidewalk repairs and replacement of building systems such as water heaters. Some of the cost in this category may eventually be placed in long-term bonding.

³Operations: Physical plant operating costs such as insurance of property, maintenance contracts and boiler/chiller chemicals.

UW–EXTENSION FY 2006 EXPENDITURES

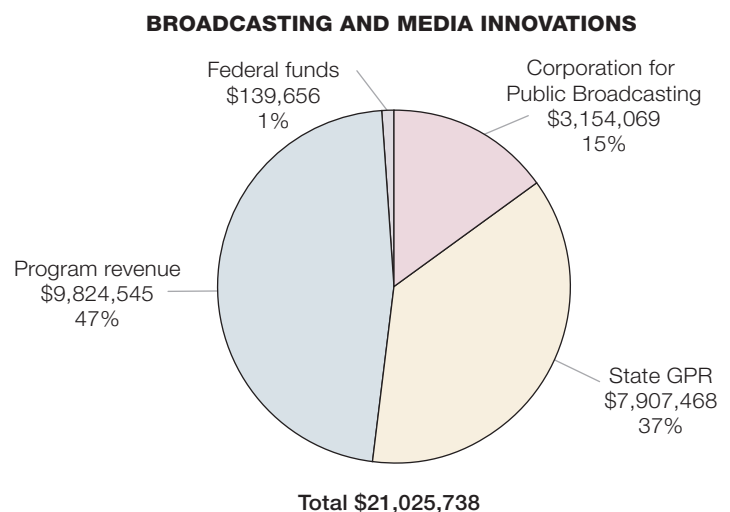
UNIVERSITY OF WISCONSIN–EXTENSION programs are supported by county, tribal, state and federal government; by the students who pay fees to participate; and by gifts, grants and contracts from both the public and private sectors. Expenditures for the extension function statewide during FY 2006 totaled more than \$204.7 million, including \$25.4 million in federal funds, \$67.1 million in state general purpose revenue (GPR), and \$89.2 million in program revenue (student fees, gifts and contracts). The Corporation for Public Broadcasting (CPB) provided \$3.2 million in funding. In addition, county government units contributed more than \$19.8 million in shared salaries and support for faculty/staff based in the county and area UW–Extension offices.

In addition to the division/unit program budgets, \$12,713,599 was devoted to operating the Extension Conference Centers, Wisconsin Humanities Council, cross-divisional grants, information technology and other support services.



EXPENDITURES BY DIVISION/UNIT

The BROADCASTING AND MEDIA INNOVATIONS division, which includes Wisconsin Public Television and Wisconsin Public Radio, operated on \$21 million in FY 2006. The greatest share of the divisional funds—47%—came from user fees, radio and television production contracts, and gifts from viewers and listeners. The Corporation for Public Broadcasting (CPB) provided an additional 15% of funding. Federal grants made up nearly 1%, and state GPR accounted for 37% of the total.

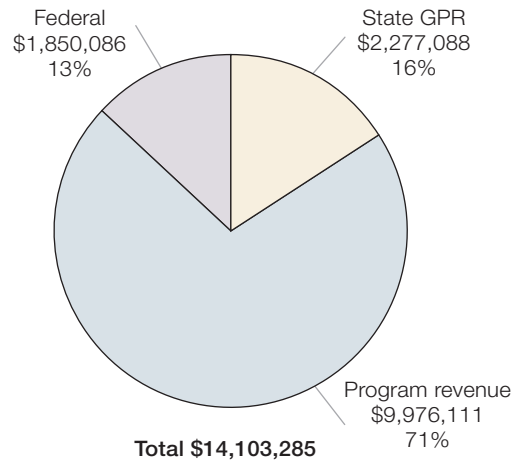


EXPENDITURES BY DIVISION/UNIT, continued

BUSINESS AND MANUFACTURING EXTENSION programs are supported primarily by program revenue. Gifts, contracts and student fees accounted for 71% of funding. In FY 2006, federal funds provided 13% of the unit's \$14.1-million budget, while state general purpose revenues made up 16%.

More than \$12 million was allocated to other UW institutions to support campus-based business and management programs.

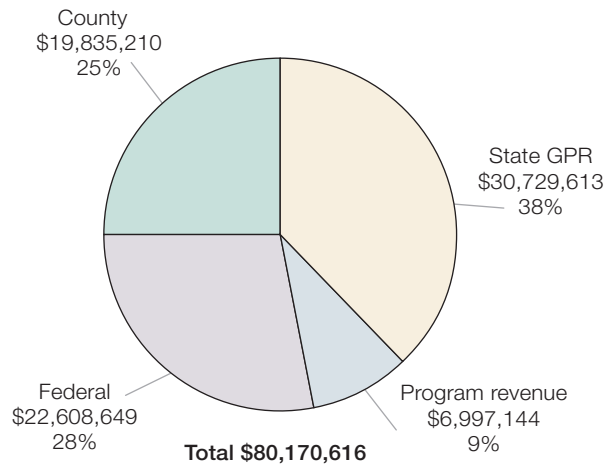
BUSINESS AND MANUFACTURING EXTENSION



COOPERATIVE EXTENSION programs are supported primarily by a funding arrangement among county, tribal, state and federal levels of government. In FY 2006, federal funds provided 28% of the division's \$80.2-million budget, while state general purpose revenues made up 38%. County government units contributed 25% in shared support of county-based faculty/staff. Gifts, contracts and student fees accounted for 9% of Cooperative Extension funding.

Of the total, \$14.7 million was allocated to the other UW institutions to support programming at the local level.

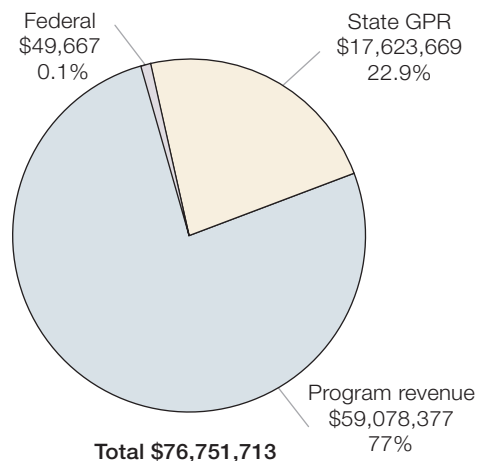
COOPERATIVE EXTENSION



OUTREACH AND E-LEARNING programs are supported primarily by student fees, grants and contracts, which made up 77% of the division's \$76.8-million budget in FY 2006. Fees vary for different types of programs, depending on the program costs and the clientele's ability and responsibility to pay. State GPR contributed 22.9% of the division's funds and federal funds less than 1%.

Of the total, \$70 million was allocated to other UW institutions to support campus-based continuing-education programs.

OUTREACH AND E-LEARNING



UW COLLEGES AND UW-EXTENSION LEADERSHIP



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As EEO/Affirmative Action employers University of Wisconsin Colleges and
University of Wisconsin-Extension provide equal opportunities in employment
and programming, including Title IX and ADA requirements.

ADULT STUDENT INITIATIVE

Approximately 1.2 million Wisconsin working adults age 20 to 45 have completed some college courses, but have not earned a degree. Of those, 60,000 are interested in enrolling in a degree program within the next year, according to a recent University of Wisconsin–Extension study.

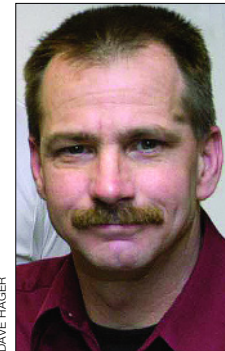
University of Wisconsin Colleges and UW–Extension are reaching out to those adults with a statewide informational campaign designed to connect adult learners to associate and baccalaureate degree programs. Announced by UW System President Kevin Reilly in February 2006, the Adult Student Initiative (ASI) will provide greater access to higher education for Wisconsin’s adult population. UW Colleges and UW–Extension, using their proven expertise in working with adult learners, will provide educational advising in all 72 Wisconsin counties.

Some goals of the Adult Student Initiative are to:

- ◆ identify, recruit, retain and better serve potential baccalaureate degree holders by providing affordable, convenient classes via distance-learning technology and face to face;
- ◆ increase the number of Wisconsin residents with bachelor’s degrees, and;
- ◆ improve the earning power of Wisconsin residents.

The ASI Web site, UWin.wisconsin.edu, is a one-stop site for adult students to learn about enrollment, degree programs and services designed for them to earn a valuable career-oriented degree.

“I walked into UW–Fox [Valley] one day, knowing I needed to get started on a college degree. I walked out and said to myself, ‘I am definitely going through that mechanical engineering program!’”



DAVE HAGER

Mark Guard

Mechanical engineer
Graduate of the
UW–Fox Valley/UW–Platteville
Collaborative
Engineering Program,*
May 2006

*The bachelor of science
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UW–Fox Valley campus and
staffed by UW–Platteville faculty.



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