



EXTENSION ROLES & STRUCTURES

2018 Program Meeting

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What hasn't changed?



Our Mission

Cooperative Extension embodies the *Wisconsin Idea* by partnering to develop and connect the research and educational resources of the University of Wisconsin System with residents and communities to address local, statewide and national issues.

We are the Wisconsin Idea in Action



Purpose, Vision, Values

- Community
- Discovery
- Inclusiveness
- Relationships
- Respect



Our Educational Priorities

- Stronger Economies
- Food Safety, Security, and Health
- Resilient and Productive Environments
- Thriving Youth, Families, and Communities





YOUR PROGRAMMING IS EXTENSION'S PRODUCT!

- We continue to rely on your agency and insights as a professional to determine programming
- Our goal is to provide resources, structures, and supports that facilitate and add value to the programming work that all of you do



UW-EXTENSION PROGRAMMING ROLES OVERVIEW

Associate Extension Educator (Academic staff; county, multi-county, or tribal)

- Focused on teaching, delivering programs, and providing educational services throughout the county or tribe.
- Leverage curricula and educational materials developed through statewide resources.
- Affiliates with an Institute and Extension Program and naming follows Extension Program or Branded Program (Financial Security Associate Extension Educator)

Extension Educator (Academic staff; county, multi-county, or tribal)

- Independently adapt research-based information into educational programs/curricula
- Deliver educational programs to county or tribal audiences
- Affiliates with an Institute and Extension Program and naming follows Institute (e.g., Health & Well-Being Extension Educator)

Program Coordinator (Academic staff; county, multi-county, or tribal)

- Focused on implementation of existing programs, coordination of training events, volunteer coordination, and providing operational support to programs within a county or tribe.
- Affiliates with an Institute and Extension Program and naming follows Extension Program or Branded Program (e.g., 4-H Program Coordinator, Horticulture Program Coordinator)

Outreach Specialist (Academic staff; county, multi-county, tribal, regional, or statewide)

- Specialized content expertise focused on developing and delivering programming and providing technical assistance
- Affiliates with an Institute and Extension Program and naming follows Extension Program or Branded Program (e.g., Local Government Outreach Specialist)



UW-EXTENSION PROGRAMMING ROLES OVERVIEW

Outreach Program Manager (Academic staff; statewide)

- Works with colleagues to coordinate the Extension activities within the disciplinary focus of an Extension Program, maintain and expand partnerships, and leverage resources
- Develops and delivers programming within area of expertise and may have limited supervisory and budget management responsibilities

Extension Faculty (Faculty; regional or statewide, also includes existing county, multi-county, or tribal faculty)

- Identifies and performs applied research and scholarship in a specialized discipline in support of Extension programs
- Incorporates research-based information into educational programs/curricula
- Delivers educational programs to national, statewide, county or tribal clientele
- Affiliates with an Institute and Extension Program

Institute Director (Academic staff – limited appointment)

- Responsible for providing support and strategic guidance for programming within the Institute.
- Oversee the budget for the institute and manage the ongoing operations of the Institute.
- Supervised by Associate Dean



UW-EXTENSION PROGRAMMING ROLES OVERVIEW

Program/Reserve Director (Academic staff – limited appointment)

- Extension Reserves and Branded Programs may be led and managed by Directors who report directly to the Institute Director.
- May be part-time or full-time administrators, depending on the level of responsibilities, number of staff within the program/reserve, and complexity of policies and practices required to operate the program/reserve.

Associate Dean (Academic staff – limited appointment)

- Reports directly to the Dean of Cooperative Extension and member of Dean's Leadership Team
- In Extension, required to be qualified for ranked faculty status
- Manage and allocate the budget for the Department and develop and maintain funding partnerships between the Department and other groups like UW campuses and state agencies.



EXTENSION PROGRAMMING STRUCTURES

INSTITUTES

- Programming covers multiple topics
- Faculty / staff are aligned with an institute
- Represent budgetary home for all programming positions

MULTIDISCIPLINARY INITIATIVES

- Promote work across disciplines related to important or emerging topics
- Initiatives are designated by Associate Deans and are required to produce an annual plan of work that will be used to set budget allocations, similar to teams
- Process is being designed for colleagues to nominate new initiative ideas. Initiatives are led by a voluntary Initiative Leader or Leaders

EXTENSION PROGRAMS

- Located within institutes
- Each has an associated Outreach Program Manager
- Faculty / staff have a primary emphasis that aligns with an extension program within their institute

BRANDED PROGRAMS

- Have an established brand identity
- Typically have a unique extramural funding source
- Faculty / staff are hired to work exclusively within a branded program

EXTENSION RESERVES

- Develop programs specific to certain facility or location owned and / or operated by Extension
- Faculty / staff are hired to work within a reserve which is their primary emphasis

TEAMS

- Develop, implement and evaluate statewide, tribal and county-based programming within a specific area of focus
- Teams are designated by the Institute Director and are required to produce an annual plan of work to set budget allocations
- Process is being designed for colleagues to nominate teams

WORKGROUPS

- Voluntary assemblages of colleagues around area of mutual interest
- Entirely self organizing (not designated by Institute Directors) with no required plan or expected budget allocation



INSTITUTES AND EXTENSION PROGRAMS

Youth, Family and Community Development

Community Development Institute

- Community Economic Development Extension Program
- Community Food Systems Extension Program
- Local Government Education Extension Program
- Organizational & Leadership Development Extension Program

Health & Well-Being Institute

- Behavioral Health Extension Program
- Healthy Eating & Active Living Extension Program

Human Development & Relationships Institute

- Aging Extension Program
- Financial Security Extension Program
- Parenting Extension Program

Positive Youth Development Institute

- Community Youth Development Extension Program
- Wisconsin 4-H Extension Program



INSTITUTES AND EXTENSION PROGRAMS

Agriculture and Natural Resources

Agriculture Institute

- Dairy Extension Program
- Livestock Extension Program
- Crops and Soils Extension Program
- Farm Management Extension Program
- Horticulture Extension Program

Natural Resources Institute

- Land and Water Extension Program



BRANDED PROGRAMS

Youth, Family and Community Development

Community Development Institute

- Leadership Wisconsin

Health & Well-Being Institute

- FoodWise



BRANDED PROGRAMS

Agriculture and Natural Resources

Agriculture Institute

- Discovery Farms

Natural Resources Institute

- Aquatic Invasive Species Program
- Conservation Professional Training Program
- North Central Region Water Network
- Regional Natural Resources Education Program
- Water Action Volunteer
- Wehr Nature Center Outreach Program
- Wisconsin Master Naturalist
- Wisconsin Geological & Natural History Survey



EXTENSION RESERVES

Agriculture and Natural Resources

Natural Resources Institute

- Lake Superior National Estuarine Research Reserve
- Upham Woods Outdoor Learning Center