

Wisconsin's Big Idea

How a Major Research University Enriches Engagement

2005 Outreach Scholarship Conference
Athens, Georgia, Oct. 3, 2005
by Howard Martin and Peyton Smith



How Strategic Plans Increase University Engagement

Today you will learn how to:

- Infuse engagement throughout the academy
- Create accountability to strategic plans and link them to budget allocations/decisions
- Create buy-in/break down barriers
- Develop new initiatives, build partnerships, increase reward structures, and create "*multiple owners*" of engagement priorities

A Brief History of The Wisconsin Idea

- Land Grant status (1866)
- John Bascom's moral arguments (1874-1887)
- Bloomed under Charles Van Hise (1903-1918)
"I shall never be content until the beneficent influence of the University reaches every family in the state."
- Core value of UW-Madison whereby the resources of the University are extended in service to and in partnership with society

The Wisconsin Idea Pop Quiz

- Do you use table salt or take vitamins?
- Do you use sunscreen?
- Do you own a transistor radio?
- Do you watch TV weather forecasts?
- Do you eat corn, beef, potatoes or cranberries, or use dairy products?

Other Exemplars *of The Wisconsin Idea*

- Continuing education legacy to state
- New Deal legislation
- Student engagement in community
- “Wisconsin Solution” and development of life saving drugs

So-Called Decline *of The Wisconsin Idea*

- Diminishing support for extension function
- Coop. Ext. emphasis on agribusiness
- State agency growth/hiring own specialists
- Focus on specialized research for tenure
- CE faculty relegated to 2nd class citizenship
- Student focus on self – not on society

A Call to Arms

Engagement is Good Politics

- Stem criticism from public/legislators
- Build increased public/private support
- Refocus on teaching as core mission
- Ensure research and education benefits to society

The Phoenix Arises

From Accreditation to Strategic Plan

- Increase responsiveness to students (time to graduate)
- Promote the benefits of research and education (economic develop, student training, quality of life)
- Link the strategic improvements to state budget
- Created two key priorities to foster engagement
(Amplify The Wisconsin Idea & Advance Lifelong Learning)

Accountability and Link to Budgets

- Priority point people
- Engaged faculty/staff/students
- School/colleges/units strategic plans
- Annual reporting & accountability
- Used existing/developed new resources
- Created value-added reward structures

Amplify The Wisconsin Idea

Strategic Initiatives

- Provide research expertise to public/private sectors
- Expand professional education programs
- Advance scientific literacy
- Promote understanding of cultures and societies through the arts and humanities
- Expand services to nontraditional students

Amplify the Wisconsin Idea

Strategic Initiatives (continued)

- Foster academic development of youth
- Develop new alumni CE programs
- Foster K-12/post-secondary partnerships
- Foster senior learning programs
- Promote service learning

Advance Lifelong Learning

Strategic Initiatives

- Increase programs for licensing/certification
- Develop new capstone degrees/certificates
- Enhance programs for learners in retirement/alumni/donors/friends
- Develop K-12 web database for students and teachers

The Results...

- *Wisconsin Idea Distinguished Chair*
- *Wisconsin Idea Initiative and Reilly Baldwin Wisconsin Idea Endowment*
- *Morgridge Center for Public Service* and increased student internships/preceptorships
- Corporate relations office, research park expansion, new research consortia
- Outreach teaching and service awards

And there's More ...

- External relations – South Madison, *On the Road*, *Speakers Bureau*, Visitor's Services
- Alumni and new senior learning center
- Capstone degrees/professional certificates
- Outreach scholarship tenure document
- Outreach built into Cluster Hiring Program
- New humanities, cultural, film, art, and science alliance partnerships

What You Can Do

- Infuse engagement into strategic plans
- Work within reward/administrative structures to foster change at faculty/staff/student levels
- Promote curricular impacts of student engagement
- Define scholarly engagement criteria as part of tenure/promotion processes

More "To Do's"

- Work to reallocate and develop new resources
- Foster interdisciplinary and research outreach efforts
- Determine client satisfaction in order to focus on the most meaningful activities
- Tell your engagement stories to build public and private support for your institution

The Wisconsin Idea

"The Wisconsin Idea offers a shared medium in which the university can help the state achieve its maximum potential as a participant in a world economy that embraces learning and the advancement of knowledge as much as it does material production."

Chancellor John Wiley

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