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ce.uwex.edu

MESSAGE FROM THE DEAN



Welcome to University of Wisconsin-Extension, Continuing Education, Outreach & E-Learning (CEOEL). We are pleased to showcase the work of our continuing education schools and divisions on all 26 UW campuses throughout the state.

There have been tremendous changes in our national higher education needs over the last two decades. Almost no one goes to work and remains with the same company for his or her entire career anymore, and most people change careers multiple times. This requires access to high-quality education that is job-relevant, accessible from anywhere, and available whenever a person wants or needs it.

At CEOEL we cross and combine disciplines to develop programs that are relevant, important, and meaningful to all learners. We offer advising and support services to help adult and nontraditional students navigate the breadth of education options, and we serve as the point of entry into the UW for high school students and others who are just beginning their higher education studies.

Our online and local continuing education programs include options from individual courses to online certificates to complete degree programs. In 2013 we launched the UW Flexible Option, a new competency-based education option that—along with our other programs—fits into our students' hectic lives and schedules.

We are proud of the creative and innovative programs we offer through our campus partnerships. Please visit our website, send an email, or give us a call to learn more about the many opportunities for learning that are available.

Cordially,

A handwritten signature in dark ink, appearing to read 'David Schejbal'.

David Schejbal, Dean
University of Wisconsin-Extension
Continuing Education, Outreach & E-Learning

CONTACT INFORMATION:

David Schejbal, Dean
University of Wisconsin-Extension
Continuing Education, Outreach & E-Learning
5602 Research Park Boulevard
Suite 300
Madison, WI 53719
608-262-1034
ce.uwex.edu

UW-EXTENSION

UW FLEXIBLE OPTION LAUNCHES

Maybe she's a 37-year-old mother, living in a smaller community in Wisconsin, miles away from a campus, working at least part time with a variety of responsibilities—and some college credit stashed in her pocket, possibly an associate degree. Or maybe she didn't have the opportunity to finish her degree.

"That's just one image of who the UW Flexible Option programs are geared toward helping," said David Schejbal, dean at the University of Wisconsin-Extension's Division of Continuing Education, Outreach and E-Learning. "It's the nontraditional adult student with a lot of life experience and knowledge, and the desire to put that knowledge toward completing his or her degree."

The UW Flexible Option launched in 2013 as a self-paced mode of learning where students are able to demonstrate mastery of learning without having to actually sit through coursework. For adult students who have prior knowledge that applies to the degree program they're interested in, that knowledge will count toward their degree. Programs offered in the initial launch period include:

- Associate of Arts & Science
- Bachelor of Science in Nursing, RN to BSN completion
- Bachelor of Science in Biomedical Sciences Diagnostic Imaging degree completion
- Bachelor of Science in Information Science and Technology
- Business and Technical Communications Certificate

Schejbal also pointed out that the UW System's goal for the UW Flexible Option is not simply to recruit students at any cost—the key point is to make sure it fits the students' needs—and if not, guide them to the program that does.

"We want students to be successful. We are going to take a very measured approach to this, and when we have students call, we are going to ask students to do a few things before we encourage them to apply," Schejbal said. "One thing we will ask them to do is to take the UW Flexible Option Flex Fit self-evaluation to see if this is the right structure for them."

Using the UW Flex Fit self-evaluation, students go through a process that will help them decide whether the UW Flexible Option can meet their needs, or whether they would be better suited for another degree program. No matter the outcome, Schejbal said the UW Flexible Option approach—from self-evaluation, to application, to studying, to graduation—is designed to put students in control of their own learning.





UW COLLEGES

STEM COLLEGE IMMERSION EXPERIENCE PUTS YOUTH ON THE PATH TO COLLEGE

Since 2012, UW-Richland, UW-Waukesha, and UW-Extension Milwaukee County have partnered to provide a week of college experience and STEM (Science, Technology, Engineering, and Mathematics) activities to more than 60 students at the UW-Richland campus. In 2013, courses included astrology, forensic science, ecology, chemistry, team-building, and leadership. Middle school students took part in hands-on classroom work during the day and group-led activities in the evening. At the end of the program, parents also came to campus to learn what their kids did during the week and watch them graduate from the program.

One parent said, “Thank you so much for the opportunity to attend the parent portion of the STEM classes at UW-Richland. I feel the kids have benefited from having their parents join them on campus... My son had a blast. He loved the classes and the grown-up responsibility of being away from home.”

Many of the students who participated in the program did not think higher education would be possible for them. One student’s view was, “UW-Richland has changed my entire perspective on college, in a good way, of course. It’s not as scary as it seems.” The camp is a real opportunity for these students to practice new skills, develop previous skills, experience a college campus, and

think about their career path. Another student stated, “I liked being taught about college preparation. You need to meet new people and learn about their personalities and interests.”

“Increasing the academic curiosity of students at this age in STEM plays a vital role in increasing Wisconsin’s economic standing. The immersion experience is helping to strengthen the pipeline of employees into the workforce.”

Susan Adams,
director of UW-Waukesha
Continuing Education

UW-EAU CLAIRE

COLLABORATING TO BRING HIGH-IMPACT PROGRAMS TO MORE WISCONSINITES

In 2011, UW-Eau Claire associate professor of psychology Michael Axelrod, working with the university's Continuing Education team, created the Adolescent Mental Health Certificate program. The goal was to impart practical knowledge and useful skills to mental health professionals working with adolescents and their families. Axelrod, also the director of UW-Eau Claire's Human Development Center, said, "My primary aim is to equip mental health professionals with research-supported approaches to treating adolescent mental health problems. This workshop focuses on the common and not-so-common problems of adolescence, and targets school professionals and mental health providers in primary care."

The popularity and unique nature of this two-day workshop led to a collaboration between UW-Eau Claire and UW-Green Bay, with the first joint Adolescent Mental Health Certificate program held in Wausau in November 2013. The two institutions are now working together to bring the program to Green Bay and Grafton in 2014. UW-Eau Claire will also partner with UW-Parkside for a 2014 workshop in Kenosha. "Collaborating with other UW institutions was critical to sharing this important information with educators, clinical psychologists, social workers, and others in more populated parts of the state," said Durwin Long, director of Continuing Education at UW-Eau Claire.

"By harnessing the unique expertise and reach of both campuses, significantly more Wisconsin residents stand to benefit," said Joy Ruzek,

director of Continuing Professional Education at UW-Green Bay. "Leveraging the expertise of a UW-Eau Claire faculty member is a perfect example of the 'Wisconsin Idea' in practice," added Nikki Andrews, assistant director of Continuing Education at UW-Eau Claire.

Thus far, nearly 90 Wisconsin professionals have earned their certificate in Adolescent Mental Health from UW-Eau Claire. As the program has progressed, UW-Eau Claire has also added a graduate credit option and obtained approval from the National Board for Certified Counselors for continuing education credit. Thanks to the increased statewide access to the Adolescent Mental Health Certificate program, another 100 professionals are expected to earn certificates in 2014.



UW-GREEN BAY

INNOVATION IS THE HEART OF UW-GREEN BAY'S APPLIED BACHELOR'S DEGREE

For many years the issue of course transferability and innovative degree options between the Wisconsin Technical College System and the University of Wisconsin has been a topic of debate. However, even as the UW and Wisconsin Technical Colleges work on the creation of a slate of transferable credits, UW-Green Bay has, since 2007, offered a bachelor's degree specifically designed for technical college graduates with an applied associate degree.

The Bachelor of Applied Studies (BAS) degree and its featured major in Interdisciplinary Studies is the region's best option for technical college graduates looking for a UW bachelor's degree that builds on their applied technical college education. At the core of this degree is the idea of viewing the world and seeing problems from multiple perspectives. The BAS helps students to solve these problems and provides them with more practical options when addressing real-world problems and coming up with effective solutions. Often referred to as an "upside-down degree," the BAS considers the work completed at the technical college as the primary academic focus of the bachelor's degree. UW-Green Bay then provides a focused Area of Emphasis or a minor field of study as well as several practically applied courses that help the student complete the university's general education requirements.

Elizabeth Skenandore is a senior in the adult degree program, pursuing the BAS degree with an emphasis in Human Development. Liz worked as a

graphic designer before being laid off. And while being out of work was challenging, it gave her the chance to complete her bachelor's degree and to pursue a new career in human services.

"The BAS program at UW-Green Bay has been great," said Liz. "My husband works full-time and we have a new baby, so my ability to take courses completely online is very important." In addition to the accessibility of courses, Liz was also attracted to the transferability of her technical college coursework, as well as the quality of the curriculum and the faculty. "The Interdisciplinary Studies major has been perfect for me. UW-Green Bay transferred in 60 credits from my associate degree, and I started as a junior. My professors and my adviser have all been flexible, and the classes I am taking apply to the career that I am pursuing."

UW-LA CROSSE

FASTTRACK HELPS STUDENTS ADVANCE TO HIGHER-LEVEL MATH

Six weeks of online learning plus one week of on-campus learning during the summer of 2012 resulted in 37 incoming freshmen (out of 38) scoring high enough on a math placement retake to move ahead in their required mathematics coursework. The noncredit UW-La Crosse FastTrack program is a collaboration between the math department, Continuing Education and Extension, and the Office of Multicultural Student Services, and is funded through a three-year UW System Institutional Change grant. The hybrid summer mathematics enhancement program helps incoming freshmen develop their mathematical skills online before meeting on campus. The goal of this program is to help students placed into developmental math increase their skills in the fall of their freshman year—allowing them to place into the higher mathematics class required for their academic program.

FastTrack provides incoming freshmen the opportunity for a faster time to completion of their mathematics sequence. It is also designed to orient students to campus life, student services, and the La Crosse community. Students enrolled in the FastTrack program are able to move into their residence hall one week prior to the start of the fall semester.

“The FastTrack program feeds into the goals of retention as these students can more quickly—and hopefully more successfully—complete their math courses as well as enter into their science courses,” said Maggie McHugh, FastTrack program director. By all measures, this program was deemed a great success.

I had a great time with the FastTrack program. I am so happy to be in Math 150 so now I can move ahead with my schoolwork! The online portion was super easy to understand (and I am not the best with computers)! Now I am on pace to graduate with the class of 2016!” said one FastTrack student.

“I loved that I was able to move in early and get to know the campus before my peers. I enjoyed the activities and speakers who helped us become familiar and comfortable with options and opportunities at UW-La Crosse. Participating in FastTrack was the best decision I could have made to help me prepare for college.”

FastTrack student 2012

The development of the FastTrack program led to the development of the first UW System Math MOOC, funded through a \$50,000 grant from the Bill and Melinda Gates Foundation. More than 1800 people participated in the Math MOOC, which took place in spring 2013.





UW-MADISON

CONVENING CULTURE KEEPERS: CULTURALLY RELEVANT MINI-CONFERENCES FOR WISCONSIN TRIBAL LIBRARIANS, ARCHIVISTS, AND MUSEUM CURATORS

Almost every American Indian community in Wisconsin maintains a tribal cultural preservation institution in order to protect, preserve, and sometimes share the “things left behind by the old ones.” But the political, cultural, and economic challenges these preservation workers face are often markedly different from those faced by their non-Native peers and, as a result, the available resources often fail to address their needs. And for many years, the lack of professional resources was compounded by an absence of community. According to one tribal librarian, until recently, there had been no statewide gathering of tribal cultural workers.

That changed in 2010, when the UW-Madison School of Library and Information Studies-Continuing Education Services (SLIS-CES) began offering Convening Culture Keepers, a series of biannual day-long professional development mini-conferences for tribal librarians, archivists, and museum curators. Designed to enhance the delivery of culturally relevant information services in American Indian communities, the gatherings are coordinated by SLIS-CES, but hosted by reservation-based partners—a format that emphasizes accessibility, sharing, and discovery through community.

To date, seven mini-conferences have included hands-on workshops on topics like the preservation of basketry, keeping cultural heritage objects safe during an emergency, building a community-driven and participatory tribal

museum, and the role of children’s books in Native nation-building. They have also featured talks by tribal elders, tours of local facilities, traditional foods, and cultural exchanges that simultaneously demonstrate programming techniques, share community knowledge, and build relationships among attendees.

UW-Madison SLIS graduate students also participate alongside tribal attendees, gaining valuable technical skills and insights into American Indian information practices. They assist with mini-conference coordination and engage in American Indian cultural practices when appropriate. The mini-conferences seek to provide a dynamic and culturally rich learning environment for all.

Convening Culture Keepers often touches individuals on multiple levels, reflecting a holistic indigenous approach to learning. Said one attendee, “To hear firsthand from those currently managing tribal collections, to eat together, to shake hands and hug—it is things like these that give me an appreciation of the issues at hand beyond what any textbook or classroom lecture ever could.”

UW-MILWAUKEE

DEVELOPING WORKERS IN THE CHANGING WATER INDUSTRY

With Milwaukee's role as a hub of water research and industry, and the home of UWM's new School of Fresh Water Science, the School of Continuing Education (SCE) is filling the need for developing the next workers in the water industry. In addition to the programs for youth, such as STEM programs, week-long camps, and the National Ocean Sciences Bowl, SCE is an active agent in the developing industry here. These cross-disciplinary programs work to bring together scientists, public employees, business people, and policy makers to share knowledge on all aspects of fresh water. SCE's Water Technology Certificate courses cover such topics as:

- Storm water infiltration practices
- Wastewater treatment
- Sustainable water management
- Water-centric communities
- Bio-mimicry for sustainable watersheds and coasts
- Water law for sustainable management
- Watershed planning
- Water harvesting

Participants learn about the latest technology, law, policy, and practices. Participants include inspectors, consultants, municipal facility managers, contractors, city, state, and federal employees, lawyers, and others involved with water issues. All instructors are experienced in problem-solving for environmental and

sustainability issues in the "real world." Completion of UWM SCE's Water Technology Certificate requires nine days of continuing education within a period of two years.

In addition, SCE trains Certified Inspectors for Wisconsin Sedimentation and Erosion Control. The availability of more trained inspectors should increase compliance with controls in many communities in the state. Over one hundred people have completed this certification.

To reach people in new ways, the water program also offers webinars on water policy, technology, and best practices that can be downloaded from the SCE website.

This program is innovative because it approaches water from many disciplines and brings together people from many industries. It is also innovative in that it is a professional development program, a community development program, and a workforce development program. The offerings will continue to expand as research and program needs develop and as the School of Freshwater Science identifies other subject matter for non-degree-seeking professionals.



UW-OSHKOSH

SHARING CONTENT MANAGEMENT SYSTEM IDEAS AT THE MIDWEST PLONE SYMPOSIUM

The University of Wisconsin-Oshkosh held the first annual Midwest Plone Symposium in 2013, with attendees from around the world coming to write new code, improve programming, and share ideas.

The seven-day conference provided different sessions on training, development, use, and application of the Plone open-source content management system (CMS). Nearly 200 attendees participated in some part of the symposium, which included sprint days, main talk days, and training days.

Symposium planning committee leader Kim Nguyen said he hopes to continue the success by hosting the symposium annually at UW-Oshkosh. According to Nguyen, the choice of Oshkosh is a logical one for the Plone community.

"We have almost 300 Plone sites on campus. Other institutions look to UW-Oshkosh's site provisioning, standardized themes, workflow application design tools, and best practices," Nguyen said.

As an open-source CMS, Plone relies on users to improve, develop, and write new programs. As a community, Plone users are highly dedicated to sharing knowledge, skills and ideas for the management system.

One of the new goals at the 2013 symposium was to expand the community through a Plone 101 training course. The course was open to new or only slightly experienced Plone users, with

the rest of the conference primarily intended for experienced or heavy Plone users.

Nguyen said that continuing the symposium in future years is something that he is dedicated to, primarily because of its work in educating and sharing information across the Plone community.

"Contributing to an open-source project fits the mission of our university beautifully," Nguyen said. "We showcase our ability to innovate and drive economic growth regionally, nationally, and internationally."

According to Nguyen, Plone is one of the largest open-source projects with the widest contributor base. Participants left the symposium with tools, resources, and new ideas for applying new themes, workflows, and content management options.

The next symposium is scheduled for summer 2014. More information on the program can be found at midwest.plonesymp.org.

UW-PARKSIDE

CENTER FOR COMMUNITY PARTNERSHIPS - MENTOR KENOSHA & RACINE MENTOR/PRECEPTOR PARAMEDIC TRAINING

While Jim Poltrock, division chief of Emergency Medical Services (EMS) of the Kenosha Fire Department, knew that the existing mentoring program for paramedic students was a good idea, he felt that his program was not nearly as effective as it could be. For help overhauling the program, in January 2013, he contacted Mentor Kenosha & Racine (MKR) at the Center for Community Partnerships (CCP) to request assistance in developing a new Preceptor/Mentor training model. A Preceptor/Mentor provides guidance and is a role model for students completing their core coursework competency requirements to become a paramedic through Gateway Technical College.

Chief Poltrock worked with the CCP on a new model that would be conducive to continuous learning and an improved experience for students and the EMS professionals.

“We realized that the biggest return on investment would be to design a paramedic field program that allowed the student and paramedic mentor to work together throughout the student’s field experience, and to provide interested paramedics training that would allow them to be excellent mentors,” he said.

The innovative new mentor-training program was designed to go beyond the typical internship experience with an emphasis on support derived from a one-on-one relationship between a student and his or her assigned Preceptor/Mentor. Working together with Gary Leyer, the EMS program chair

at Gateway Technical College, Chief Poltrock and Mentor KR program manager Crista Kruse created a training program for the new paramedic mentors and designed a new structure and process that allowed for paramedic students to be assigned to two experienced Kenosha Fire paramedics. They also developed a formal application process for paramedics to serve as mentors. Gateway paramedic students who wanted to complete their field time with Kenosha Fire also had to apply and be interviewed.

With 18 mentors in attendance, the new training was a great success. The EMS crew typically had not received soft skills training in the past, so this was a new experience for most of the participants. The feedback was overwhelmingly positive, and after the launch of the new program, the outcomes were positive.

The result is a new mentor program based on best practices of other successful student/mentor programs that is now being modeled and replicated by other fire departments. Chief Poltrock credits UW-Parkside’s CCP with much of the success.

“Formalizing the process and providing the mentors training on what it took to become a successful mentor were the greatest triumphs. Having Mentor Kenosha & Racine assist us in the program design was key to making this happen,” he said.



UW-PLATTEVILLE

FOCUS ON SERVICE

Over the past several years, the UW-Platteville Office of Continuing Education (OCE) made it a top priority to develop and promote customized services in-house, utilizing existing staff and resources, including their 24/7 online registration system. The SERVICE venture utilized the capacity of OCE staff to support and serve the newly emerging needs of the broader campus community.

One of the ways that the OCE implemented its SERVICE goals was by providing technical and administrative support at the request of the Highway Technician Certification Program (HTCP). This program certification is required by the Wisconsin Department of Transportation of all highway construction materials personnel, and had grown to over 60 courses with nearly 1600 annual enrollments.

With limited staff, and a need to continue to provide the best possible service, HTCP turned to OCE.

“The first thing the OCE staff did was to work hard to understand our program. The staff and management of OCE exhibited a ‘can-do’ attitude throughout the development process and responded positively to all of our requests,” Ray Spellman, HTCP director, said.

OCE provided 24/7 online registration and credit card payment, answered questions and took phone registrations, and ran class rosters and

enrollment reports. Their affordable registration services and administrative support options allowed the HTCP to grow and to contain costs.



We feel fortunate to have found the agency that is fulfilling our needs, the Office of Continuing Education (OCE), right here on campus. We are very pleased with the way OCE adapted their technology to provide support to your program, and with how OCE staff serves our customer base.

Ray Spellman, HTCP Director

UW-RIVER FALLS

ZISU 1 + 1 + 2 PROGRAM CONNECTS CHINESE STUDENTS WITH WISCONSIN SCHOOL CHILDREN

“We worked with the English Department and the College of Arts and Sciences to expand the TESOL program and the English Language Transition program for students needing English as Second Language training,” said Katrina Larsen, director for Outreach. “This program is one of the results.”

The ZISU 1 + 1 + 2 Program involves the Zhejiang International Studies University (ZISU) in Hangzhou, China, the UWRF Colleges of Education and Professional Studies and Arts and Sciences, and the School District of River Falls. The UW-River Falls has enjoyed a 30-year partnership with ZISU, which included intellectual and cultural exchanges among students and faculty. The program is administered by the Outreach and Continuing Education Office and is one of only five strategic plan initiatives funded this past year under the UW-River Falls strategic plan, Pathway to Distinction.

In August of 2013, twenty-two elementary education majors from ZISU arrived in Wisconsin and enrolled in UWRF courses in English as a Second Language (ESL) and elementary education. Each Friday, they traveled to area elementary school classrooms to learn about the American elementary education system and assist in teaching Mandarin language classes. As part of the program, each student was given a bicycle, helmet, and bike lock to get from campus to the schools in town.

The Chinese students mentored elementary students and shared cultural expertise, while River Falls teachers and children helped the ZISU students understand American education, culture, and language. One of the instructors, Alex Hatheway, reported that the Chinese students were also thrilled to participate in American cultural events. “At a home football game, they cheered for the home team as loud as anyone in the stands,” he said.

“The elementary school staff was very excited about meeting the ZISU students and came up with different ways to involve them in class,” Hatheway said. “The ZISU students themselves couldn’t wait to meet the elementary school students.”

“The students were extremely enthusiastic about learning English,” said Rhonda Petree, director of the English Language Transition program at UWRF. “It has been very enjoyable working with not only the students but with the other partners on campus and in the community. Our collaboration helped to ensure that our ZISU students had positive and productive experiences in River Falls.”





UW-STEVENS POINT

CENTRAL WISCONSIN SOCIAL MEDIA CONFERENCE

A strong social media strategy has become critical to the success of more and more Wisconsin businesses and other organizations. The 2013 Central Wisconsin Social Media Conference (CWSMC) brought together small business owners, nonprofits and volunteers, marketing department heads, and students and staff from UW-Stevens Point to learn more about social media, and how it can be used to their advantage. Partners in the CWSMC included the UW-Stevens Point Business Development Center, the Portage County Business Council, Marshfield Area Chamber of Commerce and Industry, Wisconsin Public Radio, TMA+Peritus, and Spectra Print Corporation.

The conference highlighted a variety of social media platforms and included a keynote address by noted author Wayne Breitbarth who focused on LinkedIn: The Next Steps. Breitbarth included tips and suggestions on how and why to use LinkedIn for business, as well as for professional development for students and other job seekers. Presenters included UW-Stevens Point faculty and staff, as well as other social media practitioners and professionals, including the well-known Milwaukee duo SheHe Media, who presented on Social Media Engagement Strategies to Grow Business.

Three sets of three concurrent workshops gave participants the opportunity to learn more about a variety of social media platforms during the conference. Topics included Social Media—Where Do I Start?, Navigating the Mobile Development

Waters, Facebook Graph Search, Using Video on Your Social Media Marketing, Examining and Understanding Search Engine Results, and Building Community through Social Media.

One hundred twenty people attended the conference, and feedback from attendees will help to guide next year's conference and future programming efforts in social media marketing for small businesses.

“Very knowledgeable and interesting speakers. The variety of workshop options was great; the length of the sessions and the one-day conference was just right. Everything was easy to find, with ample seating and good equipment to make the sessions flow smoothly. Timing was very good also, with lots of valuable information exchanged.”

Local Business Owner/Conference Attendee

UW-STOUT

CUSTOM HAND GRIP ALLOWS FARMER TO USE SKID STEER

Stephen runs a small farm in central Wisconsin. Unfortunately, he was involved in a corn picker accident that resulted in the amputation of his right hand. Surgeons were able to reattach his hand, but it left him with a fused wrist and limited function of his right hand, which understandably impacted his ability to farm. After his accident and recovery, for example, Stephen was unable to effectively drive his skid steer, which is operated by right- and left-handed joysticks. Stephen needed to be able to operate the skid steer, as it was a part of his everyday tasks around the farm, from hauling to cleanup.

UW-Stout Vocational Rehabilitation Institute Assistive Technology Services (SVRI) was contacted to see whether there were possible ways to assist Stephen. SVRI assistive technology manager Paul J. Schwartz visited Stephen at his farm near Tomah, and conducted an assistive technology assessment of the task. Because of his injury, Stephen's control of the right joystick was limited, so SVRI borrowed a joystick controller from a local implement dealer, made a plastic mold, and then fabricated a hand grip—made of durable high-density polyethylene—to work with the joystick. SVRI staff visited the farm again to fit the handle. The custom hand grip and some additional forearm support allowed Steven to operate his skid steer with full operational control.

The Stout Vocational Rehabilitation Institute Assistive Technology Services, supported by the

University of Wisconsin-Extension program, was able to provide the service and technology to allow Stephen to operate his skid steer effectively and maintain his livelihood as a Wisconsin farmer.

“I visited Stephen’s farm and conducted an assessment. We brainstormed a number of options, and by making a couple of additional operations to the joystick and the armrest, Stephen is able to operate his skid steer with full function.”

Paul J. Schwartz,
Assistive Technology Manager
SVRI





UW-SUPERIOR

PLAYING A DIFFICULT ROLE: EDUCATING FOR DEMENTIA CARE

As more people live longer, more people will develop Alzheimer's and related dementias. The Alzheimer's Association projects that by 2025 the number of people age 65 and older with Alzheimer's disease will reach 7.1 million—a 40 percent increase from the 5 million aged 65 and older currently affected.

In spring 2013, Amery Regional Medical Center approached UW-Superior with a proposal to collaborate. They envisioned an education program to increase the level of knowledge and understanding of healthcare professionals providing care to people with dementia—with an innovative twist. They would bring a special guest—Caroline. Caroline turned out to be a very popular teacher. Participants commented:

"Caroline was excellent and gave such a personal insight."

"Caroline helped me understand the stages and their progression."

"Caroline made me realize how at times I'm doing wrong approaches; saying and doing the wrong things."

Caroline is a person living with Alzheimer's whose symptoms advanced from moderate to severe in one afternoon. She was role-played respectfully, artfully, and very realistically by Dr. Colleen Erb, Psy.D., licensed clinical psychologist and program director at Amery Regional Medical Center Behavioral Health Center. Caroline and her Amery Medical Center caregivers demonstrated how to effectively engage a person with dementia,

and enacted the consequences of ineffective approaches.

The program Multifaceted Dementia Care: Pearls of Wisdom, Gems of Hope was offered to healthcare professionals in Amery and Superior. The initiative of a medical center in a small northern Wisconsin community and the engagement of continuing educational professionals began a partnership to directly address this significant future healthcare challenge in northwest Wisconsin.

"This has been an outstanding opportunity for us to spread the word about the expertise and quality programming we offer here in Amery, but more importantly, to educate the public and providers about the struggles of persons with dementia and how to be better compassionate caregivers."

Dr. Colleen Erb,
Amery Regional Medical Center
Behavioral Health Center

UW-WHITEWATER

WHITEWATER UNIVERSITY INNOVATION CENTER: 3-D INGENUITY LAB

UW-Whitewater students will soon have a critical training and immersion experience to guide them in bringing their ideas to the marketplace. The Whitewater University Innovation Center 3-D Ingenuity Lab will improve workforce development on campus and in the region by addressing the entrepreneurial needs of its students. Student entrepreneurs will have the opportunity to develop their potential products with tools such as the GrowthWheel business planning model and access to a new suite of rapid prototyping equipment.

The 3-D Ingenuity Lab builds on the success of the Whitewater University Technology Park's Launch Pad and Innovation Hub programs. These incubation programs provide business coaching and services such as marketing consultation, management training, and technology commercialization to nurture new regional businesses. 2013 ventures included Scanalytics. Scanalytics uses pressure-sensitive mats, invented by UW-Whitewater students Joe Scanlin and Ryan Boyd, to analyze customers' attention for retail stores. Started by Professor Choton Basu, Strive is another venture, a mobile application that links community recreation activities and social media.

Denise Ehlen, director of research and sponsored programs, Dan McGuire, professor of art, and Charlie Olsen, professor emeritus of art, will direct the 3-D Ingenuity Lab. McGuire's own experiences in creating a product to help his art students complete their sculptures more quickly, and patenting new processes that respond to the

competitive needs of regional businesses, provide a background that will help the 3-D Ingenuity mentors address the entrepreneurial ambitions of a Science Technology Engineering and Art and Math (STEAM) student population.

For students in creative fields who lack a business background but who would like to explore the potential for their marketable products, the 3-D Ingenuity Lab will offer coaching. Students will be guided through the GrowthWheel decision-making process to evaluate their ideas and set specific goals for their start-up. They will also be trained to use the lab's state-of-the-art rapid prototyping equipment to aid in developing prototypes needed to market their concepts. Learning to effectively employ new prototyping tools to create, evaluate, and refine their products is a critical piece of the 3-D Ingenuity Lab experience. The 3-D Ingenuity Lab represents an innovative collaboration of the University of Wisconsin and the community. Matching funds from community donors helped to launch the project, and the 3-D Ingenuity Lab has won great support from local businesses. Creating a local facility for rapid prototyping, and a cadre of students and staff able to take on small projects, enhances the entrepreneurial environment for the region. In the near future, the 3-D Ingenuity Lab hopes to develop a fee-for-services model as well as offer workshops in 3-D printing for the community.





Continuing Education, Outreach & E-Learning

5602 Research Park Boulevard
Suite 300
Madison, WI 53719
608-262-1034
ce.uwex.edu

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