

Professional Development Network Annual Report 02-03

Fiscal year 02-03 marked the completion of the Professional Development Network's first full year of operation. The value of one full year of data, experience, relationships, procedural understanding, frustration, development, and departmental support cannot be underestimated.

In this report we will briefly describe our activities and accomplishments as they relate to the PDN's philosophy of building professional partnerships, identifying and targeting our audience, and connecting the non-traditional audience with our faculty in order to meet not only short-term needs, but to assist in moving them toward their long-term career development goals. These goals are achieved through program development, professional partnerships, aggressive web development, marketing partnerships, and an ongoing effort to optimize the administrative efforts of the PDN staff.

Professional Partners: The PDN staff acts as liaisons between the CPS school heads and faculty, and the following school districts and professional organizations to improve outreach course delivery for the entire college:

School of Education

- Adams-Friendship School District
- Antigo School District
- CESA 5
- CESA 9
- McFarland School District
- Medford/Abbottsford/Colby Consortium
- Shawano-Gresham School District
- Stevens Point School District
- Waunakee School District
- Wausau School District
- Wisconsin Department of Public Instruction
- Wisconsin New Teacher Project
- Wisconsin Rapids School District

Health, Exercise Science, and Athletics

- DPI Best Practices in Physical Education and Health
- Hortonville Physical Educators Workshop
- Special Olympics
- Stonehearth Open Learning Opportunities/Outdoor Edventures
- UWSP Athletic Camps
- Wisconsin Association Coaches Clinic
- Wisconsin Department of Public Instruction
- Wood County Unified Services

Health Promotion and Human Development

- Camp Hope
- National Strength and Conditioning Association
- National Wellness Institute
- Wisconsin Adventure in Outdoor Education Workshop

New Program Development: Through dialog with our professional partners, the PDN facilitates new program and course development or expansion of existing programs.

School of Education

- COSTAR Teacher Induction and Mentor courses were expanded to 7 school districts.
- New graduate-level course strands were developed
 - Gifted & Talented emphasis Master's degree courses
 - Innovations in Education
 - Mentor Certificate
 - Professional Development Certificate
 - Renewing the Educator
- The PDN received a \$2,000 PK-16 Technology Grant for development of two of the one-credit licensure deficiency courses into on-line courses.
- The PDN received an \$8,370 DPI Wisconsin Improvement Project grant to coordinate the Foundations in Mentoring Workshop.

Health, Exercise Science, and Athletics

- Add-on Certificate in Health Education was developed and received DPI approval. The 2003 cohort reached the enrollment limit of 25 students.
- The PDN was awarded a \$10,000 grant from the DPI to coordinate the 2-day Best Practices in Physical and Health Education Workshop.

Health Promotion and Human Development

- Launched the redefined Master's in Nutritional Sciences
- Completed the development of the Safety and Health Certificate

Marketing Partnerships: Because the PDN targets its audience, we work to identify conferences, websites, list-servs and other vehicles of communication that allow us to spend marketing dollars wisely. The following are venues where the PDN had a marketing presence.

- Central Wisconsin Educators' Convention
- CESA 5
- CESA 9
- Wisconsin Department of Public Instruction
- Wisconsin Dietetics Association
- Wisconsin Educational Media Association
- Wisconsin PK-12 (WIPK-12) Listserv

Website Development: Effective use of electronic communication allows the PDN to be available 24-7 to the professionals we serve. The following improvements were made in 02-03.

- Higher level visibility on the UWSP homepage and UW-Extension web page.
- “Contact Us” page with interest profile and feedback form
- PDN-specific registration page
- Add-on Certificate page (linked to by the DPI)
- When available, more comprehensive course descriptions, including textbook requirements, instructor e-mail address and syllabus.

Traditional Marketing:

- Flyers were created and distributed in small quantities for targeted groups on a case-by-case basis.
- Summer PDN Catalog mailed to 12,750 K-12 educators in CESAs 5, 6, 8, and 9.

Enrollment Summary: The following information includes Summer '02, Fall '02 and Spring '03.

Dept.	# Of Courses	# of Independent Studies	Total Enrollment
COMD	3	1	61
EDUC	39	8	470
HESA	17	1	212
HPHD	19	8	205
Total	78	18	948

By focusing on our audience and listening to feedback, the Professional Development Network and the College of Professional Studies excel at customizing a rigorous curriculum that meets the needs of a rapidly changing professional environment.

