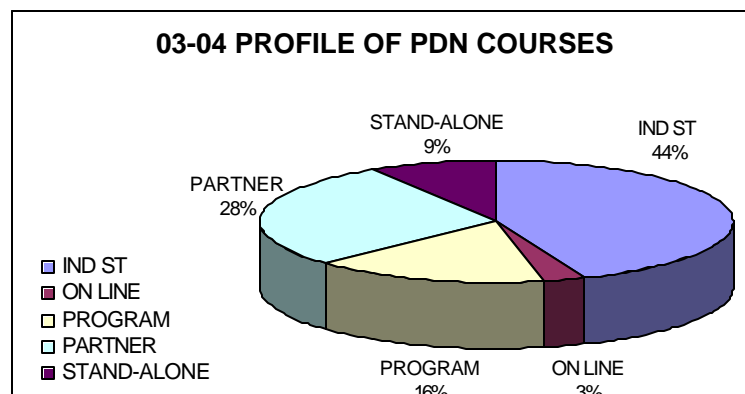
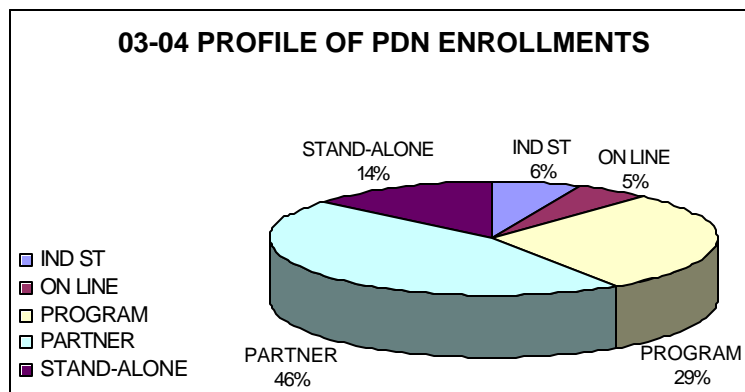


# Professional Development Network Annual Report 03-04

In 2003-04, the PDN staff continued to focus on partnerships and specific professional audiences affiliated with the College of Professional Studies. We have also provided a great deal of one-on-one attention to CPS students as they work toward their personal and professional goals. 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.

**03-04 Enrollment Summary:** We're very proud to report that our enrollment for fiscal year 03-04 exceeded 1000! The following information includes Summer '03, Fall '03 and Spring '04.

Dept.	# Of Courses	# of Independent Studies	Total Enrollment
CLS	0	5	5
COMD	4	1	82
EDUC	43	23	493
HESA	18	5	245
HPHD	12	26	182
<b>Total</b>	<b>77</b>	<b>60</b>	<b>1007</b>



### **03-04 Highlights:**

Clinical Laboratory Sciences has begun offering courses through the PDN. We look forward to coordinating more courses for CLS as their partnership with UW-LaCrosse develops in the coming year.

The PDN worked with the School of Education and representatives at the Wisconsin Department of Public Instruction to address the impact of the realignment of requirements for out-of-state licensure applicants and other changes in DPI licensing policies, including the upcoming PI34 changes.

The School of Education COSTAR courses for new teachers were offered in 7 school districts in Central Wisconsin. These courses continue to be very popular district initiatives because the content is specifically designed to meet district needs and requirements.

On December 6<sup>th</sup> the 910 Add-on Certification in Health Education cohort completed its 4course, 12-graduate credit requirements. This is an accomplishment considering their first meeting occurred on May 2, 2004! This maiden group of 25 practicing professionals traveled from as far away as LaCrosse, Phelps, DePere, and Madison while teaching full time. Courses were offered on weekends and during the summer to accommodate their busy teaching schedules. HESA started a second cohort of 17 students in January.



Health Promotion and Human Development and the PDN worked closely to serve the Master's in Nutritional Sciences and the Human and Community Resource Master's programs. This included collaboration with Nutritional Sciences Task Force to research the viability of three UWSP certificate programs in Nutrition. Findings from a survey conducted by UW System Market Research is expected in Summer 04.

The PDN and Interior Architecture faculty collaborated to develop IA's first PDN course offering online this Summer 2004. We look forward to working with IA faculty and staff in finding new markets for credit-based professional development courses.

The PDN has started to venture into the online realm, offering 4 online courses with 54 total enrollments. In the coming year we hope to expand our offerings and the distance we cover. This year the greatest distance reached was Chippewa Falls (120 miles from campus.)

On February 25, the PDN staff and other members of the new Extension Decentralization Ad Hoc Advisory Committee received a charge to review the organizational structure and functions of UWSP Extension, "to assure that UWSP continues to fulfill the missions of UWSP and UW Extension in ways that are in the best interests of the university, and that are both academically and fiscally sound." In March, we presented the overall PDN structure and philosophy. We outlined our successes and challenges for this committee. This group will continue to participate in the process to further define the role and responsibilities of outreach offices on campus. A formal recommendation will be submitted to Vice-chancellor Helm on June 30, 2004.

One final note, the PDN's 03-04 revenue covered all of our operating expenses and also allowed for revenue sharing funds for the departments, the college, and some of our professional partners.

***Professional Partners:***

The PDN staff continues to act 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 Area School District
- Bowler School District
- Central Wisconsin PK-18 Council
- CESA 5
- Madison Metropolitan School District
- Marathon City School District
- McFarland School District
- Sauk Prairie School District
- Shawano-Gresham School District
- Stevens Point Area School District
- Unified School District of Antigo
- UWSP Student Wisconsin Education Association
- UW-System
- Waupaca School District
- Wausau School District
- Wisconsin Department of Public Instruction
- Wisconsin Rapids Public Schools

Health, Exercise Science, and Athletics

- DPI Best Practices in Physical Education and Health
- Hortonville Physical Educators Workshop
- Lakeland Union High School
- Lakeside Conference
- Stonehearth Open Learning Opportunities/Outdoor Edventures
- UWSP Athletic Camps
- Wisconsin Association for Health, Physical Education, Recreation, & Dance
- Wisconsin Association Coaches Clinic
- Wisconsin Department of Public Instruction
- Wisconsin State Special Olympics Meet
- 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
- Wisconsin Family & Consumer Educators

***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 in FY 03-04.

- Central Wisconsin Educators' Convention
- Central Wisconsin PK-18 Council
- CESA 5
- Family, Career and Community Leaders of America Conference
- National Wellness Institute
- UWSP-CPS Open House
- Wisconsin Association for Health, Physical Education, Recreation, & Dance
- Wisconsin Department of Public Instruction
- Wisconsin Dietetics Association
- Wisconsin Educational Media Association
- Wisconsin Family & Consumer Educators
- Wisconsin Lakeside Health Promotion/Wellness Conference
- Wisconsin PK-12 (WIPK-12)
- Wisconsin Speech & Hearing Association Annual Conference

***Traditional Marketing:***

- PDN purchased radio ad time on 90FM during Trivia Hits Week.
- Summer 2003 PDN Catalog was mailed to 12,750 K-12 educators in CESAs 5, 6, 8, and 9.
- PDN collaborated with UWSP Extension on Fall, Summer, and Spring Distance Education flyers.
- Flyers were created and distributed in small quantities for targeted groups on a case-by-case basis.
- New PDN promotional post-it notes and pencils are available in our office for use at professional meetings, conferences, etc.