

Professional Development Network Annual Report 2004-05

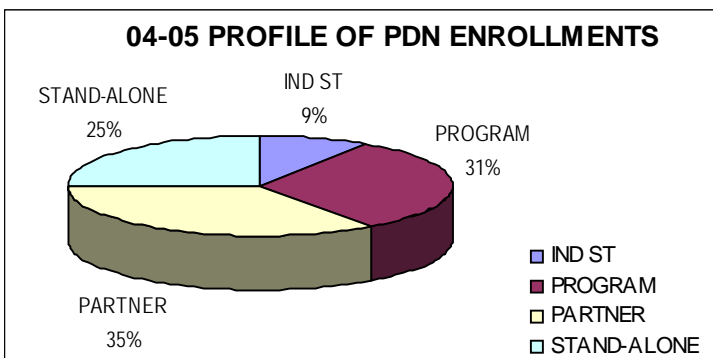
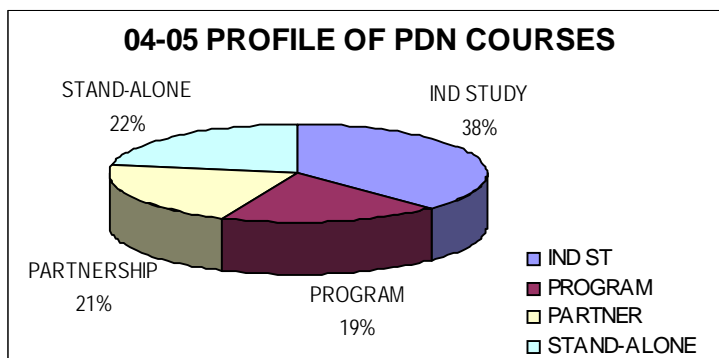
When the PDN opened its doors in August 2001, we knew we would have many challenges as we navigated the maze of UW-system and campus policies and procedures. One of our greatest challenges was the knowledge that we had to generate our own program revenue to stay solvent.

Our first year was the toughest – but with the support of the CPS faculty and staff we made it. Now, almost four years later, we have been able to set aside funds for a grant program, and have updated the PDN office.

The PDN continues to focus on partnerships between CPS departments and professional audiences. And, while we encourage and promote the online and hybrid learning environments, we continue to provide one-on-one attention to our students, staff, and faculty.

04-05 Enrollment Summary: The following information includes Summer '04, Fall '04 and Spring '05.

Dept.	# Of Courses	# of Independent Studies	Total Enrollment
CLS	0	10	23
COMD	4	0	51
EDUC	54	17	499
HESA	15	4	182
HPHD	22	26	213
Total	95	57	968
	(17 Online – 18%)	(14 Online – 25%)	



04-05 Highlights:

GENERAL

In November 2004, the PDN introduced a new grant program designed to encourage CPS instructors to consider ways to facilitate new partnerships and enhance CPS/PDN course offerings to external and non-traditional audiences. Since the inception of the grant program, the PDN and the CPS Cabinet have approved the 8 grants listed below totaling \$18,900; the majority of which have been to develop or update courses to be offered through the PDN via online or hybrid format.

November 04

Patty Caro	Grant to bring in consultant from Fort Hays State	\$900
Jasia Steinmetz	Development of online Community Nutrition course.	\$3000
Anne Abbott	Development of online Grant Writing course	\$3000

February 05

Kristi Roth	Course redesign - PEX760 Adv Practicum in Adapted PE	\$1000
Michelle Shulfer	Development of new course collaboration w/SPASH	\$2000
JoAnne Katzmarek	Course redesign – UW System Reading Symposium	\$3000
Dayle Upham	Course redesign – ED368 Career/Voc/Comm Educ	\$3000

May 05

Paula Dehart	Course redesign - ED707 Educational Research	\$3000
--------------	--	--------

The New Year meant a new office for the PDN! It was as though we were traveling through time as we moved from 1960s 'harvest-gold' to the 21st century 'tone-on-tone' in only 1 week!!



Have you seen the new CPS tablecloth? The PDN purchased a purple & gold tablecloth with the UWSP logo and "College of Professional Studies" printed on it. The tablecloth is available to CPS faculty/staff who would like to use it at conferences or workshops.



UWSP Extension has a new name – as of July 1, 2005 “UWSP Extension” will be known as “UWSP Continuing Education”. The Professional Development Network will become “UWSP Continuing Education – College of Professional Studies” as part of a campus-wide effort to offer seamless, yet specialized, learning opportunities to the non-traditional community that UWSP serves. This name change will be fully implemented by Summer 2006.

CLINICAL LABORATORY SCIENCES

CLS continues to offer online Independent Study options through the PDN for students working toward their professional degree requirements at UWSP and other institutions.

Clinical Laboratory Sciences is also working on a new dual-credit collaborative project with Stevens Point Area High School to offer a course for high school juniors and seniors considering careers in health professions.

SCHOOL OF EDUCATION

The PDN has been working with the School of Education and representatives at the Wisconsin DPI to address the new educator licensing policies. UWSP courses are being listed on the new Quality Educator Interactive website (QEI) – a searchable database for teachers seeking options to meet the Wisconsin Teacher Standards.

In 04-05 the PDN collaborated with the School of Education on the following programs:

- Collaboration of Starting Teachers Achieving Results (COSTAR): 113 teachers in seven Central Wisconsin school districts earned 1-3 graduate credits from UWSP through the COSTAR program. This program connects the UWSP School of Education with school districts, local education agencies, and teachers' associations, in facilitating the induction of new teachers into the profession. PDN launched a new 'open' section for teachers from districts where there is no formal mentoring program for new teachers.
- Early Childhood Add-on Certification: Enrollment in this 12 credit summer program is consistently at 10-15 students each summer since it began seven years ago. This year PDN staff worked with SOE and HPHD faculty to assign permanent course numbers to the courses.
- Add-on 316 Reading Certification (Rhineland): In Spring 05, ten teachers from the Northwoods/Rhineland area completed their 316 Readings Certification requirements through a series of four graduate-level reading courses offered on-site, weekends and evenings, at Rhineland high school.

SCHOOL OF HEALTH, EXERCISE SCIENCE AND ATHLETICS

In 04-05 the PDN collaborated with Health, Exercise Science and Athletics on the following programs.

- 910 Add-on Certification in Health Education: 16 practicing teachers completed the add-on licensure requirements in 04-05. This program was not offered in 2005 due to the DPI Praxis II content exam requirement. The possibility of revising the program and offering it in Spring/Summer 2006 is being researched.
- 860 Add-on Certification in Adapted Physical Education: 18 practicing teachers completed the add-on licensure requirements in 04-05. This program is not subject to the DPI Praxis II content exam requirement. Interest/enrollment remains high and Kristi Roth, new HESA faculty, will offer entire 6-credit program in Summer 05. New course numbers and descriptions were approved by the UWSP Curriculum committee.
- DPI Best Practices in Physical Education and Health Workshop: This annual workshop offered on the UWSP campus is an excellent example of collaboration between the DPI, HESA, UWSP Extension Conferences, and the Professional Development Network. The Extension office coordinates the workshop offering under the direction of the DPI and Scott Frazier. The PDN offers add-on credit that is advertised on our website. These efforts resulted in 102 individuals attending the conference and 45 of those taking add-on credit.

SCHOOL OF HEALTH PROMOTION AND HUMAN DEVELOPMENT

In 04-05 the PDN collaborated with Health Promotion and Human Development on the following programs.

- Master's in Human and Community Resources: The addition of a graduate office assistant position and regular executive graduate committee meetings has led to consistency in protocol/procedures. Increased exposure in the form of open houses, conference displays and website development has led to an increase in applications and enrollments. Six students graduated. Two online/hybrid courses were developed and offered.
- Master's in Nutritional Sciences: Continued to offer courses while exploring design changes required to increase enrollment – two new students in 04-05. Two students graduated.

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
- CESA 8
- Marathon City School District
- Port Edwards School District
- Rhinelander School District
- Rosholt 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
- Wild Rose School District
- Wisconsin Association for Supervision and Curriculum Development (WASCD)
- Wisconsin Department of Public Instruction
- Wisconsin Rapids Public Schools
- Wisconsin State Reading Association
- Wittenberg-Birnamwood School District

Health, Exercise Science, and Athletics

- DPI Best Practices in Physical Education and Health
- Lakeside Conference
- Stonehearth Open Learning Opportunities/Outdoor Adventures
- 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 Wellness Institute
- Wisconsin Adventure in Outdoor Education Workshop
- Wisconsin Family & Consumer Educators

Marketing Partnerships:

The PDN targets its audience; therefore, 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
- CESA 8
- Family, Career and Community Leaders of America Conference
- National Wellness Institute
- Wisconsin Association for Health, Physical Education, Recreation, & Dance
- Wisconsin Association for Supervision and Curriculum Development (WASCD) conference
- Wisconsin Department of Public Instruction website
- 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 conference & website
- Wisconsin State Reading Association

Traditional Marketing:

- PDN purchased radio ad time on 90FM during Trivia Hits Week.
- Summer 2004 PDN Catalog was mailed to over 11,500 K-12 educators in CESAs 5, 6, 8, and 9.
- PDN collaborated with UWSP Extension on Distance Education flyers.
- Flyers were created and distributed in small quantities for targeted groups on a case-by-case basis.