



ANNOUNCEMENT OF SPECIAL PROFESSIONAL DEVELOPMENT OPPORTUNITY

INTRODUCTORY TRAINING PROGRAM ON STRATEGIC PLANNING (COMMUNITY, ORGANIZATION & LOCAL GOVERNMENT APPLICATIONS)

FOR WHOM: University of Wisconsin-Extension (UWEX), Cooperative Extension County Faculty, Specialists, Staff and Administrators currently involved in or committed to new efforts involving strategic planning. Extension educators from Agriculture and Natural Resources, Family Living, Youth Development, and CNRED Program Areas are encouraged to apply for participation in these workshops.

WHEN & WHERE: FEBRUARY 3-6, 2003, AT THE PYLE CENTER, MADISON, WI
(February 3 is the Facilitation Skills Training workshop)

COSTS: The cost of materials, lodging on Feb. 2-5, and lunches/breaks at the conference will be covered. Each specialist/agent will be responsible for meals in transit and meals not provided during the conference, plus mileage. (Agents, please request reimbursement for mileage through your county or district. Specialists should contact their Program Area Office regarding payment of expenses not covered.)

DESCRIPTION OF THE TRAINING PROGRAM:

In June 1997, the Strategic Planning Team conducted its first Strategic Planning training program. The program has been presented every year since then. Over 250 of your Cooperative Extension colleagues have participated in the session. Because of the success of this effort and continuing demand for the training, the Team will again offer this intensive training program to: (1) offer individual professional growth in strategic planning and thinking applications, (2) build a stronger institutional capability within Program Areas of Cooperative Extension for applying strategic planning and thinking approaches, and (3) enable expanded local government and community organization programming in the area of strategic planning and thinking applications.

Training in Strategic Planning responds to public official, community organization, and other requests for help with more effective decision making processes. The number and complexity of issues facing organizations and local government is rapidly increasing. In addition, great variation exists in local government and organizational capacity to create effective policy and efficiently manage resources.

UWEX educators have, for some time, used components or variations of the strategic planning approach in their local government and community organization programming. The Strategic Planning Initiative builds on these successful UWEX techniques and skills in developing a curriculum that further adapts state-of-the-art strategic planning models for useful application in meeting local needs.

Strategic Planning workshops are highly interactive with participants practicing strategic planning processes, techniques, and skills in small breakout groups after each presentation.

The first day of each workshop is devoted to a “Facilitation Skills Workshop” to provide the prerequisite fundamentals on group process facilitation.

Participants will receive a course notebook and a professional library of resource materials as part of attendance in this program. An extensive listing of additional resources will also be provided.

LEARNING OBJECTIVES:

The learning objectives for the program include:

- Participants will learn how to define and apply the strategic planning process in a variety of forms—from simplified uses of strategic thinking to comprehensive strategic planning approaches.
- Participants will learn how to develop and facilitate a strategic planning process—from the first step of designing a strategic planning process through implementation and reassessment.
- Participants will learn to apply a variety of tools, techniques, and skills appropriate for each step of the strategic planning process.

TEACHING TEAM:

The program will be presented by members of the Strategic Planning Team: David Hinds (coordinator), Connie Abert, Carl Duley, Steve Grabow, Mary Gruenewald, Mark Hilliker, and Bill Rizzo.

INDICATE YOUR INTEREST NOW:

Please indicate your interest in attending by sending a reply e-mail to:

kathie.bennett@ces.uwex.edu.

An application form and additional information on the session will be distributed shortly. Space is limited!!

(Note: For your information, there will be a Strategic Planning Intermediate Workshop (102) March 10-11, 2003 at the Lowell Center in Madison.)