



NEWS RELEASE

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Sustainable Management Degree Earns Award for Outstanding Program

MADISON, Wis. (April 8, 2010) – A higher education organization that recognizes achievements in innovative programming has granted one of its top honors to a new University of Wisconsin online degree. The University Continuing Education Association (UCEA) has named the Bachelor of Science in Sustainable Management the "2010 Outstanding Program – Credit". The UCEA grants this award to only one institution per year. Wisconsin is the first major university system to offer undergraduate students this online option for a degree in sustainable management.

"The Committee was impressed with the timely curriculum developed by the University of Wisconsin-Extension. It meets a critical social and learning need in an accessible, high quality format," said Jim Broomall, Assistant Provost for Professional and Continuing Studies at the University of Delaware and Chair of the UCEA Awards Committee. "Marshalling the resources of multiple UW System campuses demonstrates an innovative organizational approach that maximizes the available resources. Partnerships like this one can provide an exemplar for other colleges and universities."

UW-Extension brought together the strengths of four UW campuses to design the curriculum. David Schejbal, dean of the University of Wisconsin-Extension's Continuing Education, Outreach and E-Learning (CEOEL) division will receive the recognition on behalf of the four campuses—UW-Parkside, UW-River Falls, UW-Stout and UW-Superior—at the UCEA's 95th Annual Conference, April 8 in San Francisco, Calif.

"The award confirms the importance of preparing people for green jobs. This groundbreaking degree will equip workers with the emerging management skills they will need to compete in a new economy," said Schejbal. "It integrates Accounting, Natural Sciences, Marketing, Finance, and Ecology with the latest sustainability education and gets it out into the workforce and into the communities that need it as quickly as possible."

In addition to the top award, the division earned five awards for marketing and public relations efforts to launch the Sustainable Management degree.

The online degree is available through UW-Parkside, UW-River Falls, UW-Stout and UW-Superior. For more information visit <http://sustain.wisconsin.edu>.

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