



Statewide Outreach Initiative Update

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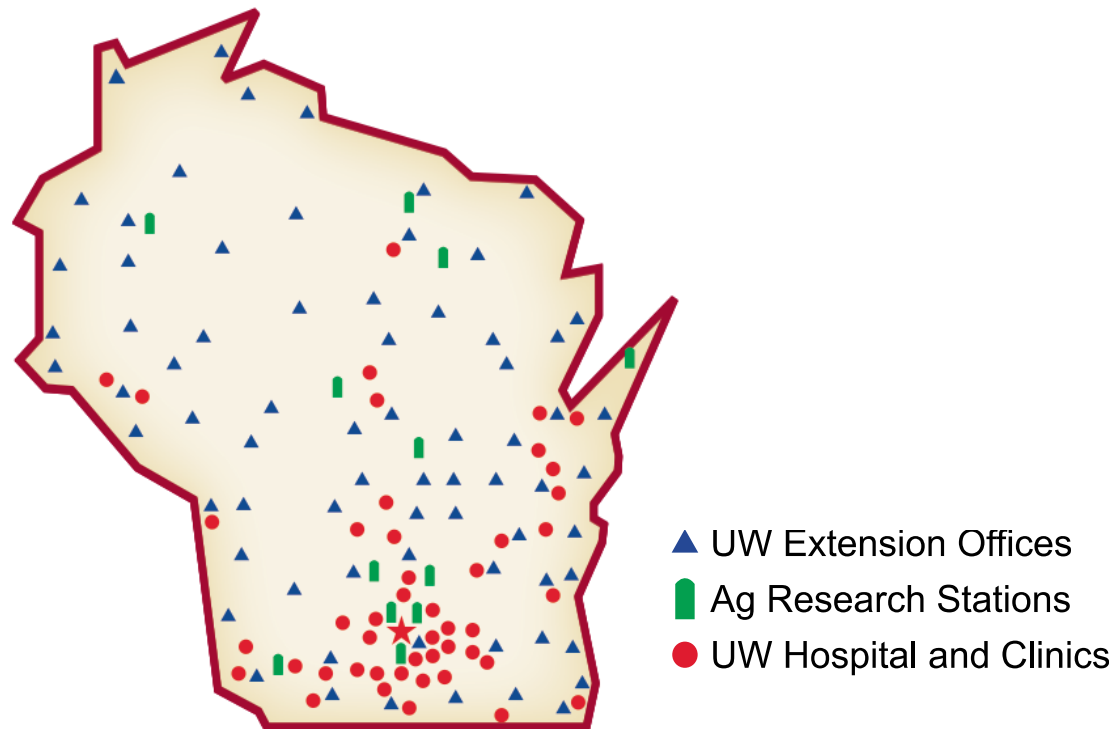
December 16, 2015

Agenda

1. Public perceptions
2. Current efforts
3. Future plans

Statewide Outreach Initiative

Goal: Demonstrate to Wisconsin residents and legislators how UW-Madison affects the state of Wisconsin, improves the state economy and quality of life



UW-Madison Reputation Scorecard

74%

SEEN, READ
OR HEARD
ABOUT UW-
MADISON

82%

TRUST
UW-MADISON
TO DO WHAT'S
RIGHT

77.0

UW-MADISON
BASELINE
FAVORABILITY
SCORE

83.2

UW-MADISON
INFORMED
FAVORABILITY
SCORE

Public opinion

- Strong overall reputation, but top-of-mind perceptions center on athletics and partying as much as education.
- Biggest concerns about the university are cost/affordability.
- Limited agreement with economic engine messaging
- Top priorities should be preparing students with skills for employment, providing an affordable education for state residents and improving the quality of life in the state.

Public opinion vs. Legislative action

Strong support from the public, but the legislature cut
\$250 million from UW System

Lingering Issues with Legislature:

Fund balances

WARF contributions

Faculty workload

“Research on Ancient Mating Habits of Whatever”

Current Efforts: Chancellor Trips

Necedah: Cranberry Creek

Industry Leadership

Legislative Presence

UComm story and photos

Juneau County Star Times

Coverage by NPR, Upworthy,
Wisconsin Farmer and the
Cranberry Growers Association

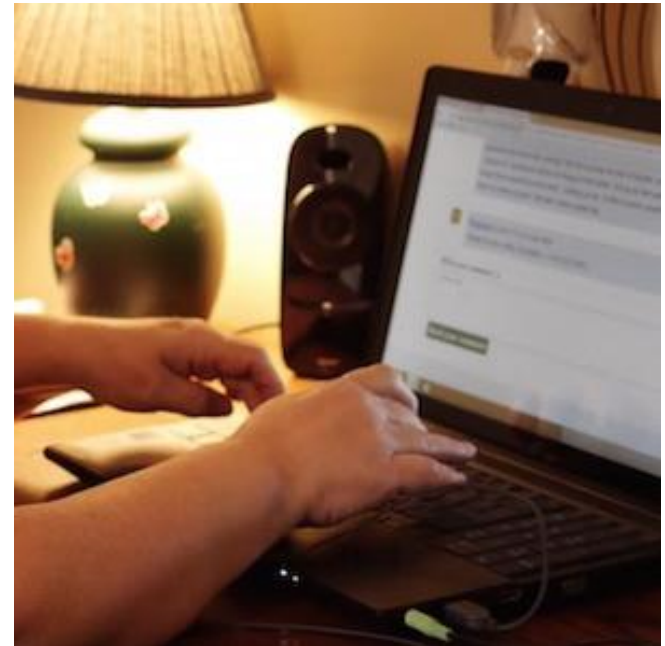


Current Efforts: State impact stories

New social network aims to keep Wisconsin seniors in their homes longer

Wisconsin's elderly population is expected to double by 2040, and a significant challenge facing communities — and families — across the state is how to keep seniors in their own homes longer. To help, researchers at the University of Wisconsin-Madison have launched a free website for seniors.

Story resulted in a 78 percent increase in the number of site subscribers only two weeks after publication. Also generated coverage by Wisconsin Public Radio.



Current Efforts: State impact stories

Researchers study Wisconsin's deepest natural lake to help preserve 'an ecological jewel'

UW-Madison researchers have teamed up with community leaders to analyze Green Lake, conducting an interdisciplinary analysis of the lake and its watershed to better understand what's happening to the lake, and to find some possible solutions to water problems.

Story helped inspire an alumnus to fund an endowed faculty chair.



Current efforts: Op-eds & Editorials

Janesville Gazette

Our View: UW-Madison must remain key economic driver

Milwaukee Journal Sentinel

UW road show looks to shore up relations in Wisconsin

“UW-Madison Chancellor Rebecca Blank is visiting businesses and major industries. She stopped at businesses with UW-Madison ties in **Oshkosh in July** and **Wausau in August**. Her next trip is to Cranberry Creek Cranberries in Necedah on Oct. 27, when the cranberry bogs will have turned Wisconsin red. At each stop, Blank asks what they, as business leaders, need from the university. They discuss how best to connect UW-Madison students with jobs to keep them in Wisconsin — whether those jobs are summer internships or positions after graduation. Maybe the companies can raise their visibility and recruiting mojo on campus by sponsoring events so students know who they are before they're seniors, Blank said.”

—*Milwaukee Journal Sentinel*, Sept. 14, 2015

Current Efforts: WI Ideas Newsletter

- Produced monthly
- Sent to legislators, community opinion leaders & alumni advocates
- 6-7 items per issue
- 35% open rate on 2nd issue



Current Efforts: Creative Outreach

Wisconsin Idea Database

WPT programming

UNIVERSITY OF WISCONSIN-MADISON

UW-Madison Search | My UW | Map | Calendar | Make a gift

The Wisconsin Idea
The Wisconsin Idea in Action

The Wisconsin Idea is the principle that the university should improve people's lives beyond the classroom. It spans UW-Madison's teaching, research, outreach and public service.

Your search for "plants" found 15 entries.

[Start a new search](#)

This table can be sorted by any of the column headings.

Show 25 entries Search:

Project Name	School/College	Created	Updated
A model for genetics in the classroom	Agricultural and Life Sciences	4/08/2010	4/08/2010
Agricultural Research Station -- West Madison Horticultural Field Day	Agricultural and Life Sciences	1/30/2007	1/29/2015
Arboretum Ecological Restoration Work Parties	Graduate School	9/12/2011	2/16/2015
Binaural Hearing and Cochlear Implants in Children and Adults	Letters & Science	12/20/2006	1/30/2015
Charter Street Heating Plant Conversion	Agricultural and Life Sciences	6/02/2010	6/02/2010
Earth Focus Day Camp (EFDC)	Graduate School	7/16/2010	1/29/2015
Earth Partnership for Families (EPF)	Graduate School	9/22/2010	1/29/2015
Expanding Your Horizons	Letters & Science	9/12/2011	9/12/2011
Helping Farmers Cope with Changing Climate	Agricultural and Life Sciences	9/13/2013	10/04/2013
Pet Pals Pet Therapy Program	Veterinary Medicine	4/27/2009	1/29/2015
Protecting Our Pollinators	Agricultural and Life Sciences	9/13/2013	9/27/2014
Solar Panel Test Facility	Engineering	7/16/2015	8/13/2015
Wisconsin Cut Flower Growers School	Agricultural and Life Sciences	1/30/2015	1/31/2015
Wisconsin Native Plant Garden	Graduate School	3/26/2008	11/03/2015
Wisconsin Pollinator Plan	Agricultural and Life Sciences	6/12/2015	6/17/2015

Showing 1 to 15 of 15 entries

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Feedback, questions and accessibility issues: ideas@wisconsinidea.wisc.edu
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Current efforts: Alumni outreach

Badger Café lectures – Free public lectures featuring UW faculty discussing current topics.

Fall 2015: Appleton, Eau Claire, Green Bay

Spring/Summer 2016: Appleton, Green Bay, Milwaukee and Wausau

Science of the Supper Club – Featuring 5 CALS faculty members at a traditional supper club location.

Fall 2015: Oshkosh (sold out event).

Summer/Fall 2016: Eau Claire and Milwaukee.

Founders Day 2016 – 25 events in communities around state of Wisconsin. Featuring faculty speakers and honoring local alumni as Badger of the Year.



Paul Bethke, Science of the Supper Club, Oshkosh, November 5, 2015

What's Next?



WIN Wisconsin
Hometown/weeklies
UW Lobby Day at the Capitol
Enhanced Advocacy



How to help

Send stories/ideas for coverage

Opportunities for chancellor visits/events

Recommend faculty speakers for WAA Badger Café and Founders' Day events.

Who are your key WI alumni leaders/influencers?
Do we have your key lists?