
An update from
the Office of University Relations
on strategic priorities
to advance
the UW–Madison brand
Table of Contents

2 Introduction: Communication that Connects
3 A Message from the Vice Chancellor for University Relations
4 A Brief History
5 Who We Are
6 Our Strategic Framework
7 University Communications: Telling Our Story of Success
9 University Marketing: Building the Brand
11 Strategic Partnerships: Building Bridges
13 Statewide Outreach and Engagement Initiative: Showing Value and Connection
14 Keep on Achieving: Our Accomplishments
  14 Cool Projects
  17 The Big Stories
  19 Connecting with Campus
  21 Reaching Beyond Campus
  25 Welcoming Others to Campus
  27 Public Resources
  28 National Recognition
29 A Final Word: Keeping On
Communication that Connects

The University of Wisconsin–Madison is building a better future for Wisconsin and for the world.

That’s a bold statement, but one that is supported by a multitude of success stories generated throughout the university’s 166 years of existence. These stories of our accomplishments in pioneering research, excellence in the classroom and a tradition of outreach through the Wisconsin Idea provide a compelling narrative that strengthens the UW–Madison brand and provides a lens through which the public views our work.

And the vibrant partnerships that UW–Madison forges in Wisconsin and around the world are igniting entrepreneurship, creating jobs, and helping to build and strengthen our communities. We’re building even stronger ties to business and industry and making sure that we are a good neighbor in communities throughout the state.

We’re also helping policymakers in Madison and Washington, D.C., better understand the higher-education landscape, the challenges faced by UW–Madison, and the educational needs of students and their families.

The Office of University Relations at UW–Madison is at the center of telling these stories and of building meaningful relationships that enhance the university’s reputation and extend its problem-solving influence. To do that, we strategically employ cutting-edge communications tools to spread the word to our many internal and external audiences. You’ll see our people and our work featured in venues such as the New York Times, ABC, Reuters, CNN, the Los Angeles Times, CBS, Fox News, NBC and dozens of other media outlets around the world.

But we have not lost sight of the importance of harnessing the old-fashioned power of a simple handshake, a face-to-face meeting and a small-group campus tour.

UW–Madison is making connections. The world is taking notice.

A Message from the Vice Chancellor for University Relations

Whether UW–Madison is meeting people on network television, in the halls of Congress or on Main streets across Wisconsin, our goal is the same: to build and nurture quality relationships.

We can do so through the power of the media or over a cup of coffee. But the integrity and depth of those relationships help to brighten the future of our university and spread the word about the great work at UW–Madison and the way in which it transforms lives across the street and around the world.

This report highlights how the Office of University Relations is promoting UW–Madison, leading institutional messaging, building and nurturing relationships, and proactively addressing controversy, should it arise.

In dozens of ways, we are working to tell the stories of what happens on our lakeside campus. They might be stories of student accomplishment, transformative research, classroom excellence or beneficial outreach efforts. They are told on a variety of platforms, from Twitter to TV commercials, and from magazine stories to the many anecdotes shared with legislators.

We share the promising news of a medical advance, reassure a parent whose student is the first in their family to attend college or explain our mission in a Founder’s Day talk. Wherever and whenever we reach out, we must ensure that UW–Madison’s message is clear and concise — and it must be truthful, ensuring that we remain a trusted source of information for all of our audiences.

In the last year, we have:

- Strengthened our marketing presence, created new ways to help campus marketing clients and sharpened our messaging strategy.
- Developed fresh and better ways to tell major stories, such as scientific discoveries and the Badgers’ run to the Final Four.
- Created dynamic new ways to connect with policymakers and the business community.
- Built a plan to reach out in more creative and systematic ways to the people of Wisconsin to convey the value and relevance of the university to the state’s economy and their quality of life.

The UW–Madison brand is an internationally known asset that was built across generations. We are committed to enhancing that reputation and ensuring that our mission and messages reach our many audiences.

With your loyalty and support, we will continue our efforts to advance UW–Madison at every turn.

On, Wisconsin!

Vince Sweeney
Vice Chancellor for University Relations
A Brief History

The importance of making strategic decisions, sharing them across the campus and beyond, and collaborating with others to implement those decisions has long been recognized at the University of Wisconsin–Madison.

Those who carry out these critical steps are truly interpreting the Wisconsin Idea, the principle that the university should improve people’s lives beyond the classroom through teaching, research, outreach and public service.

Aligning resources and clearly communicating the university’s mission and priorities to key constituencies are at the core of our University Relations work. Although this work was informally coordinated among multiple campus units, a formal reorganization designed to enhance those efforts was undertaken in 2008.

This reorganization included the creation of a new Office of the Vice Chancellor for University Relations. The office was charged with developing and implementing a strategic communications and relationship-building plan for the university that reaches out to a broad range of audiences, from the campus community to legislators, parents, alumni, donors and friends around the world.

In 2009, Vince Sweeney was selected as the university’s first vice chancellor for university relations. He brought deep knowledge of UW–Madison to the position from his earlier posts as director of trademark licensing, the athletic department’s director of marketing and promotions, and senior associate athletic director for external relations.

Since that time, the vice chancellor has continued to reshape and reorganize the Office of University Relations to better reflect the priorities of the institution, and to support the new and growing needs on our campus.
Who We Are

The key to success at University Relations is working together to support the mission. Under Vice Chancellor Vince Sweeney, the office has three major areas of emphasis that offer a variety of programs and services for the university community, news media, alumni, parents, community and government leaders, and the general public.

These units — University Communications, University Marketing and Strategic Partnerships — work collaboratively and creatively on projects designed to increase awareness of the university among a variety of constituents. University Relations also fosters partnerships with key affiliate organizations, including our many schools and colleges, the University of Wisconsin Foundation, the Wisconsin Alumni Association, the Wisconsin Alumni Research Foundation and University Research Park.

This organizational chart shows how critical functions are structured within the Office of University Relations.
Our Strategic Framework

The vice chancellor for University Relations engaged his leadership team in a series of meetings designed to evaluate University Relations and its units, and shape priorities and action plans for the future. The team identified a mission, operating principles, four central priorities and specific strategies to address the priorities, as described below.

Our Mission

With vigor and passion, we protect, strengthen and advance the UW–Madison brand.

Our Operating Principles

- Be proud, but humble
- Be proactive
- Seek first to understand; then be understood
- Incorporate customer service into our daily routines
- Build trust
- Collaborate
- Innovate
- Share results

Our Priorities and Strategies

Promote UW–Madison

- Coordinate and drive institutional branding
- Maximize marketing and communication opportunities
- Generate data-based decisions

Lead Institutional Messaging and Marketing

- Foster alignment across campus
- Champion new technologies
- Challenge the status quo

Build and Nurture Relationships

- Reassure our friends and strengthen existing relationships
- Identify and cultivate new relationships
- Leverage partnerships

Proactively Address Controversy

- Encourage early alert
- Educate
- Plan for the unexpected
University Communications: Telling Our Story Of Success

University Communications is the university’s central clearinghouse for media and public information about UW–Madison. Working in tandem with communications colleagues across campus, University Communications increases the visibility and impact of the most important news stories through proven products and powerful tools for news distribution, photography, online publishing and general-interest publications. The office assists with news management, electronic communications, writing and editing, social media, video, still photography, publications and executive communications. It provides a high level of support for campuswide initiatives and manages internal communications for UW–Madison.

- **Editorial Projects** develops written and visual communication to capture how UW–Madison is fulfilling its core missions each day. In a partnership with the Wisconsin Alumni Association, the staff plans and produces text and photography for *On Wisconsin*, the university’s quarterly alumni magazine, both in print and online. With distribution to 330,000 alumni living around the world, it is one of the largest-circulation alumni magazines in the country. The staff also provides top-level editing services for key institutional projects, and creates a vast collection of professional photography for use by news media and the campus.

- **New Media and Internal Communications** plays a key role in efforts to integrate social media into higher-profile campaigns that support broad university goals. Staff

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**John Lucas** serves as executive director of University Communications. He joined the office in 2001 and served in multiple roles before being named executive director in 2014. During his time as director, Lucas has led a review of the university’s internal communications, worked to improve relationships with the state’s media and improved support for the university’s network of campus communicators. Prior to leading University Communications, he coordinated the university’s news and media relations, institutional social media strategy and the campus’s internal communications products. He also served as the voice of the university’s nationally recognized Twitter account.

His background includes work in daily newspapers. He has a bachelor’s degree from the University of Notre Dame and a master’s degree from Northwestern University.
members generate and post content to UW flagship platforms on Twitter, Facebook, Pinterest, Instagram and Foursquare, creating social sharing and engagement among followers. The staff also produces and delivers Inside UW–Madison, an electronic newsletter, to 27,000 employees, graduate assistants, retirees and campus affiliates twice a week, and once a week distributes The Weekly, a free electronic newsletter, to 45,000 undergraduate and graduate students, along with many parents.

- **News and Media Relations** works with media professionals as they cover the university, generating story ideas for both internal and external audiences, and assisting with communication of critical university issues. The staff also develops and maintains the UW–Madison Experts Guide, which offers faculty and staff expertise to news media across the state, country and world.

- **Research Communications** actively promotes the work of faculty, staff, graduate students and undergraduate researchers at UW–Madison via news releases, media relations, internal communication and social media. The staff also oversees The Why Files, an online science journalism project that produces illustrated science news features, reaching a broad audience that includes the lay public, the science community and teachers.
University Marketing: Building the Brand

University Marketing has moved aggressively to build the UW–Madison brand and protect it as a valuable asset. The university recognizes the value of these efforts and has placed an emphasis on institutional branding.

Coordinated marketing campaigns, conducted at a high level, have become increasingly common among major research universities. Schools such as the University of Florida, the University of Oregon, UCLA and the University of Virginia have undertaken major marketing campaigns. Like those universities, UW–Madison has recognized that marketing is a vital business investment, increasing awareness of the university among potential donors, policymakers, industry partners, accomplished students and world-class faculty members considering making the move to UW–Madison.

Just as stewardship is a hallmark of the university, caring for UW–Madison’s brand and enriching it is an institutional priority. University Marketing drives institutional branding by conducting qualitative and quantitative research studies, developing brand guidelines for the campus and working to ensure that the university’s brand is well positioned and understood. In addition to its traditional marketing functions, the newly organized and service-oriented office supports key functions that serve the university in a variety of ways.

- **Creative Services** provides consultation and support for campus projects by drawing on teams of editors, designers, print managers and marketing communications professionals. As the curators of the UW–Madison visual identity guidelines, the staff helps campus units convey a connection to the larger campus and a consistent message. Projects range from major image and recruitment pieces, to printed

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Tricia Dickinson serves as the executive director for marketing and brand strategy in University Marketing. During the past 15 years, she has held a variety of marketing positions, and has specialized in nonprofit marketing, online marketing, business-to-business marketing and branding.

Her current role involves leading institutional marketing efforts for the campus and managing UW–Madison’s brand platform, as well as facilitating marketing strategy and planning for schools, colleges, departments and units across the campus.

She has a bachelor’s degree from the University of Notre Dame and a master’s degree from UW–Madison.
and electronic newsletters, to brochures to websites. Creative Services also works collaboratively to develop messaging for special projects, including names, taglines, mission statements and visual identities. It is a critical area that intersects with most University Relations units — and units across campus — to ensure that online and offline publications are thoughtfully, creatively and attractively presented.

- **Trademark Licensing** is responsible for protecting the university’s logos, names and brands, and oversees a formal process for approval of their use. The university has licensing agreements with some 454 companies, and since 1988 has generated more than $35 million in revenue. In 2013–14, it generated more than $3.4 million in gross royalties, its third-highest total ever.

- **Supporting industry partnerships:** University Marketing has engaged with the university’s Office of Corporate Relations to help promote its efforts to build university-industry partnerships and guide business to UW–Madison resources. It produced the office’s annual Innovation Report and has helped to strengthen marketing to business as the university sharpens its focus on economic development.

- **Web Communications** has managed a growing demand for online products and platforms used to convey the university’s message and unify its brand. Among the online communications platforms it creates and manages is the UW–Madison home page, which garners 500,000 unique visitors and almost 2 million total visits each month. The site is a gateway to the university, featuring news and feature stories that highlight the university’s mission of teaching, research and public service, and it guides visitors to the rich variety of other UW–Madison web content. The team has also broadened the university’s range of mobile-friendly resources and supports a spectrum of institutional and custom websites.
Strategic Partnerships: Building Bridges

The university’s strategic partnership efforts advocate for UW–Madison locally, at the state Capitol, and in Washington, D.C., and help to foster strong ties between business and the university. These efforts also help to build bridges with parents, prospective students, K–12 groups and the broader community. This variety of relationships is key to UW–Madison, making the university a valued resource for industry, ensuring that its mission is understood by government leaders, and providing students and families a meaningful understanding of what campus life is all about.

- **Community Relations** assists community members and organizations by connecting them with programs and resources across campus. The staff works with elected officials and administrators in the city of Madison and Dane County, as well as a variety of community groups and area K–12 schools and colleges. The unit is also a point of contact for labor-licensing policy.

- **Federal Relations** is a new addition to the University Relations portfolio, having previously been housed in the chancellor’s office. The move allows better coordination of government relationships at all levels and under one umbrella. As part of the transition, UW–Madison opened a new full-time office in Washington, D.C., allowing it to build stronger legislative and agency ties.

- **State Relations** is responsible for building relationships and developing and implementing strategies to advance UW–Madison’s priorities with the state Legislature, the governor and other state agencies. It also helps campus leaders understand and navigate the state’s political and biennial budget process, and serves as a legislative liaison to top university administrators.

**Charles Hoslet** serves as associate vice chancellor for government and corporate affairs. He is responsible for managing and coordinating university efforts related to federal government relations, state government relations, local government and community relations, corporate relations, and campus and visitor relations.

Prior to serving in this role, Hoslet founded and served as managing director of the UW–Madison Office of Corporate Relations. He has also served as the university’s director of state government relations, in a senior leadership role at the Wisconsin Department of Veterans Affairs and as chief legal counsel to the governor of Wisconsin.

He received his law degree from the University of Wisconsin and a bachelor’s degree from Marquette University.
- **Office of Corporate Relations** serves as the front door to the university, responding to the needs of members of the business community and connecting them with university resources and expertise that includes recruiting talent, providing professional development, sponsoring research, licensing technology, starting new businesses and learning about globalization. The office is closely aligned with the university’s core mission of service and its manifestation in the Wisconsin Idea, working with a variety of constituencies, including Wisconsin businesses, entrepreneurs, business trade media, economic development groups, business organizations, and state and local government officials.

- **Campus and Visitor Relations** (CAVR) provides personalized information, experiences and connections to the campus, community and beyond through a variety of services. The staff provides information and referral via phone calls, email, walk-ins, live chat and more; conducts educational campus tours for prospective students, community groups and school field trips; operates the centralized campus-area housing office; and collaborates with campus departments to showcase UW–Madison through special outreach events and programs. Working closely with University Communications and University Marketing, the staff operates a comprehensive Parent Program, keeping parents and family members connected to the university via programming, publications, webchats and special events. CAVR is also responsible for the Speakers Bureau.
Statewide Outreach and Engagement Initiative: Showing Value and Connection

The people of Wisconsin deserve an engaged flagship university, one whose mission they understand and one that delivers value to their families in a variety of ways.

Chancellor Rebecca Blank has made it a priority to reach out to Wisconsin to engage citizens, businesses and community leaders. The new Statewide Outreach and Engagement Initiative, managed by the Office of University Relations, is charged with building a sustainable plan that consistently and effectively tells the UW–Madison story throughout the state.

The goal of this initiative is to increase support for UW–Madison by clearly and effectively demonstrating the value and relevance of the university to individuals and communities throughout Wisconsin.

The effort requires listening to our audiences to determine their values and what matters in their lives, determining a brand strategy, and telling compelling and engaging stories of accomplishment and discovery to both targeted and broad audiences.

It also calls for engaging state and federal lawmakers on a new level to convey the importance of the university’s mission and the value it imparts, reinventing the UW–Madison Speakers Bureau to help share the university’s story in communities statewide and creating a pathway to tell the stories of people around the state who have benefited from their university experience.

The campaign will also leverage the power of UW–Madison alumni, business and community leaders, and the parents of our students to advocate on behalf of the university and share its success stories.

The message will be delivered in a myriad of ways. The university will employ its impressive social media channels, earned and paid media, webchats and video conferences, community meetings and in-person conversations to advance the effort.

University Relations is developing the strategy, implementing it across campus and spreading the message. The initiative will also measure the results of the campaign to ensure its continued effectiveness and guarantee its lasting impact.

By reaching out to Wisconsin and better understanding its values, UW–Madison is well-known, well-understood and well-appreciated by those who have invested in our success for the past 166 years.
Keep On Achieving: Our Accomplishments

The Office of University Relations continues to focus on its strategic priorities. Together, our people and programs are building UW–Madison’s brand, aligning our messages and securing lasting relationships that help to build a bright future.

Cool Projects

Badgers in Hollywood

Justin Bomberg, a videographer in University Communications, conceived and produced a “Badgerwood” series of videos featuring Hollywood legends and rising stars in the entertainment industry. Bomberg visited Los Angeles and conducted interviews with UW–Madison graduates such as Walter Mirisch, an Academy-Award-winning movie producer; Steve Levitan, creator of “Modern Family,” an Emmy-Award-winning television show; and Jill Soloway, writer, producer and director of television and films.

Getting It Covered

On Wisconsin, the popular alumni magazine, continued to impress. From a provocative package of stories titled “Can This Democracy be Saved?” to an innovative cover drawn by Lynda Barry, cartoonist and UW–Madison faculty member, to a highly sought excerpt from math Professor Jordan Ellenberg’s new book, the magazine approached stories in fresh new ways that few alumni publications do.

Building the Brand on TV

A new 30-second UW–Madison television spot that airs on nationally televised Badger sporting events was rolled out by University Marketing in time for college football season. Called “Reality Forward,” the animated spot reminds viewers that the university not only improves lives today, but will also play a critical role in improving society in the future. The university worked with Hiebing, an integrated marketing and advertising agency, to create the spot. A previously produced spot, “Keep On,” reached 13 million viewers.
Connecting with Parents

UW–Madison’s Parent Program, which operates through Campus and Visitor Relations, continued to make strong connections with the parents of UW–Madison students. The program, which has 42,229 active members, answered about 3,500 questions by phone, email, chat and social media during the year. It also hosted events — among them Badger Family Spring Visit, Parents’ Weekend and a host of others, reaching some 7,000 individuals.

Music to Our Ears

A video produced by University Communications mixed a campus scene with a popular TV show and got a viral video. The short video features carillonneur Lyle Anderson playing “Game of Thrones” theme music on Bascom Hill’s carillon. The video garnered more than 685,000 views.

Social Media Growth

UW–Madison’s popularity on social media has never been stronger and it continues to grow. Its social media platforms have an annual monthly reach of more than 4 million users — more than 10 times that of our living alumni base. In addition, its monthly average engagement rate is more than five times that of the average brand.

Bucky Rules

UW–Madison ranked No. 15 in the Collegiate Licensing Company’s top 25 in royalties earned. The $3.4 million generated in royalties in 2013–14 was split between Athletics
and need-based Bucky Grant scholarships. UW–Madison licensed merchandise is sold nationally by 2,377 different retailers.

#UWSocial Debuts

#UWSocial, a website that curates the best social media contributions involving UW–Madison, made its debut at social.wisc.edu. The site showcases energy, creativity and fun. From campus photos to jokes to alumni to babies to sports, #UWSocial offers an outlet for pride among students, faculty, staff, alumni and visitors.

Experts Galore

The push to involve university experts with the media by sharing their expertise is highly effective. Nearly 1,100 UW–Madison faculty and staff members are enrolled in the online Experts Guide, which is widely used by reporters seeking to cover a wide range of topics. The effort results in thousands of mentions of UW–Madison each year in global coverage.

Cool Science Image Contest

This popular contest, launched in 2011, invited faculty, staff and student researchers to submit the images they produce in support of research. The 10 winning images from the 2014 contest were displayed at the Mandelbaum and Albert Family Vision Gallery at the McPherson Eye Research Institute. The exhibit was a new feature of the annual contest sponsored by The Why Files, a science web magazine produced at UW–Madison.

Big Ten Network Presence

University Communications has created 21 stories for “Forward Motion,” our nationally syndicated program on the Big Ten Network that is broadcast into 100 million homes.
The Big Stories

Finding a New Chancellor
As the university searched for a new chancellor, University Relations helped report the progress to the campus and the community, and supported the visits of the finalists to Madison.

Introducing a New Chancellor
University Relations played a key role in welcoming Chancellor Rebecca Blank to campus and introducing her to the campus, lawmakers, business leaders, alumni groups and others. Staff helped the chancellor organize trips to all of the UW System's four-year campuses, meet the media and share her priorities for the coming year and beyond.

Commencement at the Camp
University Communications was one of many campus units that worked to ensure that the university’s new spring commencement format was successful. UW–Madison celebrated its first outdoor commencement ceremony at Camp Randall Stadium in 25 years, as 44,000 of the graduates’ family and friends enjoyed a sun-splashed graduation day. The change from several ceremonies to a single event for undergraduates and most master’s degree candidates required a major communications effort — involving social media, still photography, video, web and media relations — to explain the changes for participants and capture their special day.
Hoops Heaven

When the Badgers made the Final Four of the NCAA men's basketball championship, it required a coordinated effort to convey the meaning of this accomplishment to the general public. University Communications worked with Athletics, University Marketing and the Wisconsin Alumni Association to cover the historic event with stories, social media posts, video and still photography. In the days leading up to the Final Four game, images and stories dominated the university's home page and attracted widespread attention.

Science in the Spotlight

Stories by the Research Communications group picked up a lot of attention. An article on Professor John Valley's research that confirmed the Earth's crust formed at least 4.4 billion years ago attracted the attention of global media in more than 200 reports in print and broadcast outlets. The group also did on-site reporting from a Chilean volcano.

MOOCs on the Rise

University Communications supported the successful rollout of the university's first Massive Open Online Courses (MOOCs). The first phase of the initiative featured four courses that reached more than 135,600 registrants from 141 countries and all 50 states. The second phase is now underway.

Understanding the Lab

Media tours of the laboratory of world-renowned flu researcher Yoshihiro Kawaoka, organized by University Communications, helped reporters better understand his research and the care with which it is conducted. The Influenza Research Institute in Research Park was opened for the tours, which allowed experts to explain the safeguards in place, as well as UW–Madison's commitment to the safe and responsible conduct of all of its research.

HR Design Approval

The state Legislature’s Joint Committee on Employment Relations approved UW–Madison’s HR Design personnel management system, giving the university an unprecedented chance to tailor its human resources system to the needs of a teaching and research institution. State Relations helped inform and update lawmakers of the benefits of the plan for months leading up to the vote.
Connecting with Campus

Exploring Internal Communications
An Administrative Process Redesign Project in spring 2014 took an extensive look at campus internal communications vehicles and and crafted recommendations for improvement. University Communications, understanding the value of internal communications, played a key role in the effort. The resulting recommendations call for a commitment to robust internal communications, creation of an employee intranet, and identifying best practices for technology use and other enhancements.

News by Email
Inside UW–Madison, a twice-weekly electronic newsletter for faculty and staff, continued to prove its popularity by attracting a large readership and serving as an important news voice for the campus. The Weekly, a weekly emailed newsletter for students, focuses on issues of student interest and showcases their accomplishments.

Websites During a Crisis
The web team in University Marketing, in partnership with University Communications, worked with the Division of Information Technology to re-engineer websites that play a key role in campus crisis communications. The highly trafficked UW home page was moved to dedicated web servers and optimized for improved response time. A new campus alerts website also was launched, and the team redesigned the UW Police Department website, enabling it to share key news and information.

Email Marketing Sessions
University Marketing organized sessions on email marketing in response to questions from campus partners. The well-attended sessions revealed the tools, strategies and best practices for using email in marketing campaigns.

An Entrepreneurial Culture
University Relations staff played an important part of the rollout of Discovery to Product (D2P). The initiative, announced by UW–Madison and the Wisconsin Alumni Research Foundation, focuses on entrepreneurship on campus and moving scientific innovation to the marketplace.

Serving Marketing Needs
A strong and renewed emphasis on customer service was a focus at University Marketing. A reorganization that
established University Marketing as a separate entity heightened the importance of marketing UW–Madison, and that enabled a close look at how the office can better serve its campus customers with web, print and multimedia projects. A marketing open house reintroduced campus to its services.

**Coordinating Washington Internships**

Federal relations staff members are working with various departments on campus to grow student involvement in Washington, D.C., through a more coordinated approach to internships. The idea is to grow student interest in internship opportunities with Congress, federal agencies and nonprofit agencies to deepen the student experience.

**Garnering Support**

As UW–Madison moves toward a comprehensive capital campaign in 2015, University Marketing has taken a central role in developing research and creative concepts to help convey the importance of the campaign. Working along with the University of Wisconsin Foundation, top university officials, and school and colleges, University Marketing is helping to support the campaign, as well as the foundation’s annual campaign.

**Video and Social Media on Campus**

University Communications has facilitated campuswide groups interested in best practices and new approaches to video and social media. The UW–Madison AV Club now has 127 members, and the social media group serves more than 300 people campuswide.
Reaching Beyond Campus

Statewide Outreach and Engagement
University Marketing coordinated the research and strategy behind the Statewide Outreach and Engagement Initiative that is designed to provide a systematic way to reach out to state residents. The effort is geared to improve their perception of the university, demonstrate its value and relevance, build relationships and boost support for UW–Madison. For more on the effort, see page 13.

Meeting the Media
In a statewide sweep, University Communications staff members reached out to media outlets with a personal touch. In light of the changes in the media economy, staff visited newsrooms across the state, exploring how UW–Madison can better serve media and explaining the many services the university offers to working journalists to aid in their coverage.

PEOPLE Expands
Community Relations Director Everett Mitchell coordinated a partnership effort that expanded the Pre-College Enrichment Opportunity Program for Learning Excellence (PEOPLE) to high school students in the Verona, Sun Prairie and Middleton Cross Plains school districts. PEOPLE is a year-round learning initiative that challenges and stimulates underrepresented, economically disadvantaged and first-generation students who are considering a college education.

Videos Get Mileage
Since the beginning of 2014 — taking into account YouTube, Facebook, Twitter and the university home page — our videos have been viewed more than 500,000 times. A story on a blind doctoral candidate in the School of Music drew more than 10,000 views and interest from CBS News and the Associated Press.
Corporate Responsibility
The trademark-licensing program is a national leader on corporate responsibility issues. An innovation category-management program for the sale of men’s T-shirts and fleece products in various retail outlets awarded rights based on the company’s sustainability, corporate responsibility and workers’ rights practices. UW–Madison licensees also signed the Accord on Fire and Building Safety in Bangladesh, which was established to improve standards in that nation.

Capitol Outreach
A bipartisan professional development class designed for staff of the Wisconsin Assembly was offered by the Robert M. La Follette School of Public Affairs, in cooperation with State Relations. The short course, which featured about 25 in-class hours and 10 out-of-class work hours, was taught by eight La Follette faculty. Topics covered included energy, health, education, trade, finance, cost-benefit, policy analysis and performance management.

See You at the Fair
For the fourth consecutive year and sixth year overall, UW–Madison hosted a day at the Wisconsin State Fair as a way to promote education and give back to the community. The event filled the fair’s Central Park with science exhibits, hands-on activities, and a pep rally with the Badger band and cheer squad. A school-supplies drive was held, collecting 141 55-gallon bags of supplies and a record-breaking $10,111 in cash donations for the Milwaukee Public Schools.
Leaders Meet in Washington

Ben Miller, UW–Madison’s new federal relations director, took a leading role in introducing Chancellor Rebecca Blank to Wisconsin’s congressional delegation during her first year. The meetings were intended to lay the foundation for lasting relationships and opened a dialogue on issues ranging from the Higher Education Reauthorization Act to patent reform to college access and affordability.

Leveraging Partnerships

The university has begun sponsoring events that heighten UW–Madison’s exposure in Washington. For example, a recent breakfast, co-hosted by the university and WisPolitics, featured members of Wisconsin congressional delegation.

Bucky’s Classroom

Bucky’s Classroom, administered by Campus and Visitor Relations, provides teachers, students and educational leaders with UW–Madison classroom resources, as well as opportunities to engage with the university. It brings UW–Madison into the classroom to improve students’ understanding of college and the importance of education. The program has reached more than 23,000 children from 38 states, including 9,400 students from 26 Wisconsin counties.

Opening Doors in South Madison

An effort led by Community Relations has paved the way for UW–Madison to open a headquarters in south Madison in early 2015. The 3,000-square-foot facility in the Villager Mall will be home to several UW–Madison programs already operating in the area, including the Odyssey Program, the Slow Food initiative and medical school programs. In addition, Community Relations is working with faculty to provide service-learning opportunities based at the facility and partnering with the Division of Continuing Studies to provide no-cost or low-cost class opportunities in south Madison.

Wisconsin Journalist-in-Residence Program

The inaugural Wisconsin Journalist-in-Residence Program was launched by bringing Joel Christopher, digital editor for Gannett’s 10 state newspapers and a UW–Madison graduate, to campus. Christopher lectured, met informally with students and shared his perspectives on new media with faculty and staff. He also toured UW–Madison facilities, such as the Wisconsin Institutes for Discovery, to learn more about the campus.
The program, part of the Statewide Outreach and Engagement Initiative, adds to a long-standing portfolio of writer-in-residence programs that feature science writers, and journalists covering business and public affairs.

**Speakers Bureau**

During the past year, a revamped Speakers Bureau worked closely with civic groups, nonprofit organizations, professional associations, libraries, schools and other organizations throughout Wisconsin to host more than 50 talks for 3,500 attendees. Of the talks, more than 40 percent were held outside of Dane County. More than 100 faculty and staff are registered with the Speakers Bureau, offering talks on topics ranging from biotechnology to business to politics.

**Washington Office Established**

In an effort to raise UW–Madison’s profile in the nation’s capital, the university for the first time established a Washington, D.C., office. The office gives UW–Madison a full-time physical presence, establishing more convenient, ongoing legislative and agency interaction.

**Official Events**

Deb Curry tends to the myriad details that go into dozens of official functions at Olin House, the chancellor’s official residence. Last year she coordinated about 65 events, ranging from dinners with student leaders, business representatives, regents and faculty, to pre-game tailgate parties and awards events. These functions are a critical link in building and strengthening relationships through face-to-face contact.
Welcoming Others to Campus

Prospective Student and Specialty Tours

Nearly 67,000 guests participated in campus visits hosted by Campus and Visitor Relations during the past year. The visits included prospective student tours in partnership with the Office of Admissions and Recruitment, as well as customized campus visits for K–12, alumni and conference groups, and community-based outreach organizations, among others.

Campus and Community Interactions

Campus and Visitor Relations fields more than 56,000 inquiries each year via phone, email and live chat.

Corporate Open House

UW–Madison schools and colleges showcased their relationships with corporate partners at the first campuswide Corporate Open House at Union South. More than 140 representatives from businesses throughout the Midwest attended the daylong event sponsored by the Office of Corporate Relations and the University of Wisconsin Foundation. The day offered attendees a variety of opportunities to learn, network and interact with the UW and business partners who already benefit from their corporate relationship with the university.
Brazil Business Summit
More than 100 representatives from 40 companies attended the Brazil Business Summit in early 2014, gaining practical advice for Midwestern companies interested in cracking Brazilian markets. Sponsored by a number of campus units — including the Office of Corporate Relations — the event addressed the Brazilian political and economic climate, adapting marketing strategies for Brazil, infrastructure and supply-chain challenges, taxes and import costs, public resources for market entry and expansion, legal issues, finance and banking, and firsthand experiences of companies that have entered the Brazilian market.

Badger Startup Summit
The Office of Corporate Relations was a major participant in planning and hosting the inaugural Badger Startup Summit, designed to bring together UW–Madison alumni who have started new ventures. The summit gave young Madison-based entrepreneurs the opportunity to connect with their counterparts nationally, fostering customer, supplier, partnering or investing relationships.

Entrepreneurial Spark
The Office of Corporate Relations (OCR) organized two events aimed at boosting entrepreneurship. OCR worked with Capital Entrepreneurs, Sector67, Madworks and Edgewood College to plan and host the third annual Madison Startup Weekend. Seventy-five people participated in this local edition of the nationally recognized Startup Weekend program. OCR also sponsored the Madison Startup Fair at the Discovery Building’s Town Center, giving Madison-based high-tech companies a chance to display their products and services for students interested in internships and jobs.

Welcoming Science Expeditions
Campus and Visitor Relations supported the annual Science Expeditions, an outreach event that invites people of all ages to participate in the exploration of science, discovery and learning. More than 1,700 people attended the weekend event.

Wisconsin Wellness Campaign Expo
Campus and Visitor Relations supported the Wisconsin Wellness Campaign Expo, an outreach event that celebrates health and wellness. More than 800 people participated.
Public Resources

A New Information Desk at Memorial Union

Campus and Visitor Relations opened the Memorial Union Campus and Community Information Desk. Information guides are now available to welcome, inform and direct an estimated 6 million visitors and members of the campus community at three facilities, including Union South and the Discovery Building.

Open-Records Requests

The Office of University Relations is the public records custodian for the university. It is charged with coordinating the release of records under state’s Public Records Act, which safeguards citizen access to those records. In the past two years, Lisa Hull has helped to coordinate and respond to more than 300 such requests in cooperation with the Office of Legal Affairs and the appropriate campus units.
National Recognition

Magazine Snags Gold and Silver

*On Wisconsin* magazine won two awards in the Council for Advancement and Support of Education’s annual competition. The magazine received a gold award in the Best Articles of the Year category for “Milk Matters,” a story about the university’s long history of contributions to the dairy industry, and a silver award for Staff Periodicals Writing, a collection of stories judged on an criteria including superior writing, editing and creativity.

Rising Star

Nick Gonzales received the Rising Star Award, a national honor from the Campus Information and Visitor Services Association, in recognition of his outstanding contribution to the profession of information and visitor services and to the organization.

Tweeting Up a Storm

UW–Madison was recently ranked as the second-most influential U.S. university on Twitter, according to a comprehensive study covered by *Times Higher Education* and conducted by Coldlime, an Internet marketing firm. The study ranked each account by its “social authority” score, a measure of influential activity, highlighting content that is successful and engaging on Twitter. With 79 points as its score, @UWMadison was the highest among Big Ten schools.

The Why Files Honored

*The Why Files*, an online science magazine published by UW–Madison, was honored as one of the Best Websites for Teaching and Learning by the American Association of School Librarians, a division of the American Library Association.

Master Photographer

The University Photographers’ Association of America, a national organization of visual communicators, selected Jeff Miller, senior photographer in University Communications, a recipient of a Master of the Profession award. The honor recognizes “production of consistently high-quality photography” and his dedicated service to the group.
The people, services and resources of University Relations bring the stories of UW–Madison alive. Our efforts, detailed in this report, help Wisconsin and the world understand the transformative work that takes place at UW–Madison.

The relationships we build — whether they are around the world, in the far corners of our state or just down the street — will help the university continue its pioneering work and build on its successes in the classroom, the laboratory and the community. Our pledge is to make more connections and strengthen the relationships we already have.

We will continue to create partnerships with business and industry, promote UW–Madison to all of those with whom we come in contact and deepen the understanding of the university among policymakers at all levels.

We will fortify the UW–Madison brand and spread its message globally.

And, we will continue to use all of the technology, personality and integrity at our disposal to move UW–Madison forward.

We are keeping on, Wisconsin. And, we’re eager to connect with you.