

Economic Development Incentive Grant 2014-15 Final Report

Directions

Please submit the final report as a **Word document via email** to gkitchen@uwsa.edu (no hard copies please). The annual report is due by **Monday, January 11, 2016 at noon**. The following information must be provided:

Institution Name(s): UW – La Crosse	Project Title: Expansion of the Statistical Consulting Center to Serve Business Needs
Principal Investigator: Barbara Bennie	Person submitting Report: Barbara Bennie
Email: bbennie@uwlax.edu	Contact Phone #: 608-785-6605
Grant Award Amount: \$126,248.00	Report Date: February 8, 2016
Grant Funding Spent (to date): \$126,248	Date project began: December 2013
	Date project ends (projected): January 2016

I. Status Report

Discuss project activities in relation to meeting the proposal's expected outcomes for FY15. Please include any activities related to sustainability if appropriate at this time.

The Statistical Consulting Center (SCC) at the University of Wisconsin-La Crosse (UW-L) has accomplished all of its goals for FY14 – FY15 for this incentive grant project:

- Created a marketing plan (created in FY14, revised in FY15),
- Created fee schedule for consulting services,
- Created a standard consulting contract/agreement,
- Created promotion materials including postcards, brochure, and poster (created in FY14, revised in FY15),
- Developed the SCC website for off-campus clients (created in FY14, revised in FY15),
- Setup the structure for accounting and billing clients,
- Continued to build client base through routine networking with potential clients,
- Transitioned to fee for service basis to ensure service sustainability,
- Completed at least 12 projects throughout the year (2014-15) while providing high quality statistical service,
- Guided internship experiences for two statistics students per semester (2 in Summer 2014, 2 in Fall 2014, 3 in Spring 2014, 1 in Summer 2015, 3 in Fall 2015, 2 in Spring 2016 – funded using the final grant funds in combination with revenue from past SCC clients)

We have sent out promotion materials to over 240 local businesses and institutions. Over the duration of the grant period, we served 15 different clients with 16 completed projects and an additional 2 projects in progress. Clients served range from non-profit organizations to federal researchers to for-profit businesses. We provided 2 paid marketing internships and 13 paid statistics internships.

Of the 13 statistics interns, 7 have graduated from UW-L with 2 going on to graduate school in statistics (1 for PhD and 1 for Masters degree) and 5 going directly into employment in a statistics-related field. Six of the 8 interns have not yet graduated from UW-L, but are on track to finish in the coming year and a half. Two of the

interns are scheduled to present results of a collaborative project done for researchers at Gundersen Health System at a national conference in April 2016.

II. Updated Goals/Performance Metrics and Assessment Plans

Use the attached Excel spreadsheet and this document to report the current status of project goals/performance metrics, anticipated completion date(s), actual completion date(s), and assessment plans. If there were any changes in the project activities, outcomes or evaluation, they should be identified in this section. Discuss any key findings and how the institution used collected data to improve the project in FY15.

III. Project/Program Budget and Expenditures

Please provide a report of project/program expenditures detailed by category and source of funds.

This table shows the original budget as given in the grant proposal from October 2013 and the final revised budget. The variance between the original and final budget is shown in the far right column.

Budget for Incentive Grant funding

SCC Expansion Budget						
Item	Description	Original budget		Revised budget		Variance
		Amount	Fringe	Amount	Fringe	
	SCC Director					
1	2013-14 (6 credit release for Spring 2014)	12,000.00	6,174.00	12,000.00	6,174.00	0.00
2	2014-2015 (Summer 2014, 6 credit release for Fall 2014 and Spring 2015)	32,000.00	16,464.00	32,000.00	13,807.19	2,656.81
3	2015 (Summer 2015)			6,680.00	3,806.22	-10,486.22
4	Fall 2015, 4 credit overload			10,000.00	1,839.17	-11,839.17
5	Statistics summer internship support (2 for Summer 2014)	10,000.00	271	5,745.00	234.92	4,291.08
6	Statistics June internship support (1 for June-July 2015)			3,600.00	275.40	-3,875.40
7	Statistics semester internship support (2 per semester, Fall 2014/Spring 2015) - ended up 2 Fall and 3 Spring	6,000.00	162.6	7,000.00	25.86	-863.26
8	Statistics semester internship support (3 for Fall 2015)			4,500.00	0	-4,500.00
9	Statistics semester internship support (2 for Spring 2016) - grant + SCC revenue account to cover full semester			2,208.30	0	-2,208.30
10	Marketing intern, Spring 2014			1,500.00	0	-1,500.00
11	Marketing intern, Summer 2014	5,000.00	135.5	5,000.00	255.07	-119.57
12	Website development intern, Spring 2014	1,500.00	40.65	1,500.00	0	40.65
13	Computer hardware (3 computers to stay in SCC for director + 2 interns, secure data storage)	10,000.00		6,688.97		3,311.03
14	Software licensing	10,000.00		146.99		9,853.01
15	Accounting fees (approximately 20 hours @ \$200 per hour)	4000		0		4,000.00
16	Legal consulting fees (approximately 10 hours @ \$250 per hour)	2500		0		2,500.00
17	Project related travel and supplies	0.00		684.99		-684.99
18	Marketing costs	10,000.00		575.11		9,424.89
	Total		126,247.19		126,247.19	0.00

The main deviations that were realized between our original budget outlined in the grant proposal and the final budget were connected to computer hardware, software, legal, accounting, and marketing costs all coming in well below our projected amounts. The funds that were saved in these categories were redirected to create more student internships and to extend the support of the SCC director. We originally had budgeted support for 6 statistic student interns, but our final budget supports 13 statistics student interns. Our original budget supported the SCC director through May 2015; we extended this support through December 2016.

Budget for funds received from consulting clients during the 2013-2015 biennium

Instead of providing an initial five hours of statistical support free of charge to new clients, we decided to offer a 60% fee discount to the first project of new clients through December 2014. We carried this discount over into 2015 for two clients who initiated projects in 2014. We did end up doing a few projects for no charge – two of these were for non-profits organizations. All revenue received from SCC clients during the 2013-2015 biennium will be used to support the operation of the SCC in the following year (faculty director, student internships, marketing, etc).

IV. Changes

Describe any additional changes (staff, program direction, etc).

A portion of the marketing budget for Spring 2014 was used to hire a marketing intern student to help develop a marketing plan for SCC. A total of \$1500 out of the \$10,000 was used for this purpose.

We found that effectively marketing the SCC was a greater challenge than anticipated. Direct mailings were the primary strategy that was outlined in our 2014 marketing plan. However, this strategy did not prove successful. We have continually revisited marketing ideas throughout the grant period.

The Incentive Grant has helped us in successfully establishing the infrastructure needed for extending our SCC to serve clients outside of the University. We are set to sustain the SCC into the future, but on a smaller scale than what we were able to run with the grant support.

If you have any questions, please do not hesitate to contact me at gkitchen@uwsa.edu.