Strategic Communications Plan:
Building UW brand equity as an economic engine

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Statewide survey findings

- Residents are most supportive of using taxpayer money on local community services.
- Higher education was important to 73% of residents.
- Access and affordability were top concerns.
- Nearly 80% feel a sense of pride about the education people can receive at UW System (and at Wisconsin Technical Colleges).
- Most believe college degrees are more important than ever.
Best use of taxpayer funds

- Keeping tuition low for WI residents: 82% Good Use, 11% Not Sure, 7% Poor Use
- Providing financial aid for low-income: 73% Good Use, 16% Not Sure, 11% Poor Use
- Maintenance of current buildings: 71% Good Use, 19% Not Sure, 10% Poor Use
- Keeping best professors in the classroom: 65% Good Use, 24% Not Sure, 11% Poor Use
- Research that leads to new businesses: 59% Good Use, 24% Not Sure, 17% Poor Use
- Updating exiting buildings: 59% Good Use, 22% Not Sure, 20% Poor Use
- Funding local Extension programs: 58% Good Use, 25% Not Sure, 17% Poor Use
- Funding scientific research: 57% Good Use, 24% Not Sure, 19% Poor Use
- Recruiting new professors: 54% Good Use, 29% Not Sure, 17% Poor Use
- Building new UW academic buildings: 46% Good Use, 29% Not Sure, 26% Poor Use
Perceived benefits

Helping people achieve life goals: 66%
Providing continuing ed opportunities for adults: 65%
Educating WI residents: 65%
Stimulating job growth in local communities: 61%
Attracting new industries to WI: 52%
Providing knowledge to everyone in WI: 48%
Conducting important scientific research: 47%
Educating people from across USA: 45%
Bringing diverse thinking to communities: 41%
Elevating Wisconsin's reputation: 35%
Access to Arts/Entertainment: 32%
Energizing the community: 30%
Athletic and sporting events: 28%
Providing social and community events: 25%
<table>
<thead>
<tr>
<th>Areas for improvement</th>
<th>Percentage</th>
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<tbody>
<tr>
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Additional insights

• Prof. Kathy Cramer Walsh conducted personal conversations with 36 groups in 27 communities

• Found a “pervasive sense of distance” from UW… part of a “broader feeling of disconnection from institutions of authority”

• Jobs and the economy emerged as top-of-mind concerns, before anyone ever mentioned UW

• When asked what UW should be doing for the community, people said, “help with jobs”

• Positive relationships require innovative means of listening and relationship building
Our brand platform

• **Audience**: People who care deeply about their local community, yearning for recovery so we can all feel stronger again

• **Message**: UW brings economic strength to your community and your neighbors—now

• **Why**: In this economy we have to protect things that are working, and we have compelling facts that demonstrate positive impact and outcomes

• **Feel**: Wisconsin-proud
Our message:

“Knowledge Powers Wisconsin”
Our approach

• Modular, customized format, focused on our shared message about economic impact
  • Knowledge Powers Wisconsin “_____”
  • Use with any UW institution logo/colors

• Earned media, including news releases, editorials

• Owned channels, including newsletters magazines, events and presentations

• Social media provides platform for two-way
KNOWLEDGE POWERS
WISCONSIN FARMERS

AGRICULTURE CONTRIBUTES MORE THAN $50 BILLION TO WISCONSIN’S ECONOMY EVERY YEAR.
Keeping this industry strong is a top UW priority, as evidenced by world-class research and specialized
degrees in agricultural business, animal sciences, plant sciences, biochemistry, genetics and food
science. Campus experts and trusted UW-Extension educators bring discoveries from the lab to the
field, helping Wisconsin producers remain profitable and productive.

UWPowersWI.com
KNOWLEDGE POWERS WISCONSIN’S WORKFORCE

MORE THAN 33,000 NEW UW GRADUATES WILL ENTER THE WORKFORCE THIS YEAR, ready to put their talent and entrepreneurial spirit to work. They are prepared for careers in finance, engineering, science, nursing, information systems and many other fields. UW grads communicate clearly, solve problems creatively and work well in teams. They will complete their degrees on campus and online, in numbers that top national averages. They are Wisconsin’s strong workforce for tomorrow.

UWPowersWI.com
KNOWLEDGE POWERS WISCONSIN MANUFACTURING

WISCONSIN IS A MANUFACTURING POWERHOUSE. Our public universities fuel that success, with more than $50 million in manufacturing research, education and outreach every year. From supply chain management and e-business to transportation logistics and paper science, UW campuses are strong business partners. Together, we are strengthening Wisconsin’s position in advanced manufacturing.

UWPowersWI.com
Story hub: UWpowersWI.com
Our strategic vision

**Stronger workforce**
- More graduates
- Broad, affordable access to a high-quality UW education
- UW capacity aligned with workforce needs
- Commitment to shared learning outcomes in every degree program
- Flexible learning options and transfer opportunities

**Stronger businesses**
- Expanded research, technology transfer
- Business outreach and development
- Collaboration with WEDC
- Web portal for UW economic development resources
- Action steps from new Economic Development Strategic Plan

**Stronger communities**
- Statewide UW-Extension networks
- Campus-community engagement and outreach
- Investments in UW capital projects
- Partnerships with K-12 schools and community organizations
- Economic impact studies