

UW-La Crosse Expansion of Statistical Consulting Center to Serve Business Needs

Economic Development Incentive Grant Project Update

April 10, 2014



About Us

- * UW-L Statistical Consulting Center was established within the Mathematics Department in 2004
- * The SCC provides valuable statistical consulting to students and faculty of the UW-L community, as well as beneficial consulting experience for students pursuing a mathematics or statistics major
- * Directorship rotates between the six UW-L faculty statisticians: D. Baumann, B. Bennie, M. Bingham, A. Elfessi, D. Reineke, and **S. Toribio**
- * Working to expand our services outward

Intended Outcomes

- * Steadily grow a base of external clients while providing quality statistical consulting service to these clients
- * Provide high quality internship experiences for
 - * 6 statistics students
 - * 1 marketing student
 - * 1 computer science student
- * Establishment of
 - * legal and accounting infrastructures
 - * a marketing plan
 - * a fee schedule

Project Goals

- * Provide a direct service to Wisconsin businesses, industries, and organizations
- * Increase the number of cooperative work experiences for students studying statistics at UW-L
- * Encourage the growth of businesses in Wisconsin
- * Increase the number of bachelor's and master's degrees awarded in statistics

Spring 2014 Goals

- * Meet with legal and accounting advisors within two weeks of receiving grant funding to establish necessary structure for operating.
- * Create a website for the expanded SCC with assistance of student intern, completed by April 2014
- * Create business cards and other promotional materials for the expanded SCC (spring 2014 cooperate with marketing class, implement Spring and Summer 2014 with help of marketing intern)

Spring 2014 Goals

- * Connect with potential clients (at least one new connection per week throughout the spring 2014 semester). These connections could be established through meetings, phone calls, etc.
- * After the legal and accounting structure is established, begin working on statistical consulting projects (goal of at least two projects in progress by end of spring 2014).
- * Begin working with two statistics interns for summer

Other milestones

- * Computing resources setup and ready to go
- * Marketing plan completed
 - * Including revenue targets for the coming year

What's Next

- * Direct marketing begins next week
- * Summer interns begin the 1st week of June
- * Consulting projects coming soon