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

Economic Development Incentive Grant Project Update
April 10, 2014
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.


Working to expand our services outward.
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