

6/24/2019

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

I.3. Capital Planning and Budget Committee

Thursday, July 11, 2019

9:00 a.m. – 10:15 a.m.

Gordon Dining & Event Center, 2nd Floor

Sonata Room

770 W. Dayton Street

Madison, Wisconsin

- a. Approval of the Minutes of the June 6, 2019 Meeting of the Capital Planning and Budget Committee
- b. UW-Madison: Authority to Enter Into a Lease of Space for the Division of Information Technology
[Resolution I.3.b.]
- c. UW System: Authority to Construct 2017-19 Classroom Renovation/Instructional Technology Improvement Program Projects
[Resolution I.3.c.]
- d. UW System: Authority to Construct All Agency Maintenance and Repair Projects
[Resolution I.3.d.]
- e. UW-Madison: Authority to Execute the Remainder of the Design Contract and Construct the UW-Managed Red Gym Renovation Project
[Resolution I.3.e.]
- f. Rescind and Remove Regent Policy Document 19-7, “Development of Facilities in the University of Wisconsin Colleges”
[Resolution I.3.f.]
- g. UW-Oshkosh: Authority to Rename the University of Wisconsin-Fond du Lac, University of Wisconsin-Fox Valley, and the University of Wisconsin-Oshkosh
[Resolution I.3.g.]
- h. Report of the Associate Vice President
 - 1. State Building Commission Actions
 - 2. 2019-21 Capital Budget Update
 - 3. Other Updates

Authority to Enter Into a Lease of
Space for the Division of Information
Technology, UW-Madison

CAPITAL PLANNING AND BUDGET COMMITTEE

Resolution:

That, upon the recommendation of the UW-Madison Chancellor and the President of the University of Wisconsin System, authority be granted to enter into a new lease of 7,744 GSF of office space between the Board of Regents and KW Delta, LLC for the Division of Information Technology.

THE UNIVERSITY OF WISCONSIN SYSTEM

REQUEST FOR BOARD OF REGENTS ACTION JULY 2019

INSTITUTION: University of Wisconsin-Madison

REQUEST: Authority to enter into a new lease of 7,744 GSF of office space between the Board of Regents and KW Delta, LLC for the Division of Information Technology.

BACKGROUND:

The Division of Information Technology (DoIT) supports all campus information technology operations for faculty, staff and students at UW-Madison. It is currently located with the Department of Computer Sciences within the Computer Sciences Building at 1210 W. Dayton Street. The Department of Computer Sciences has experienced substantial enrollment growth over the last five years from just under 600 students in 2013 to over 1,900 students in 2018, and growth is expected to continue over the next several years. This increased enrollment has required new faculty (five new positions), as well as a need to hire additional instructional support and administrative staff, and graduate assistants.

Based on a fall 2018 review of office space needs, the Computer Sciences Building has reached maximum capacity. The Department of Computer Sciences occupies 27,815 assignable square feet (ASF) for 339 occupants or 82 ASF per person, a density that is half of the standard for office space. Other office space on campus was pursued, however UW-Madison does not have sufficient contiguous office space on campus to accommodate the projected growth in faculty and staff over the next three to five years for the Department of Computer Sciences nor the Division of Information Technology. It was decided that a unit of DoIT that provides campuswide support but does not need to be on campus would move out of the Computer Sciences building into leased space in order to create critical office space for new Computer Sciences staff, who are expected to start work this fall.

LEASE DESCRIPTION:

Through a Request for Information process, a Lessor has offered 7,744 gross square feet for a five-year term at an initial rental rate of \$24.75 per gross square foot. All operating expenses are included in the rent, which escalates annually at two percent (2%). Construction of tenant improvements will be completed by the Lessor and include security, systems furniture, and data cabling. The tenant improvements are estimated to be no more than \$400,000 and UW-Madison will pay for them with cash. The lease contains two two-year renewal options.

University Function	Division of Information Technology, (DoIT)
Lease Location	634 W. Main Street, Madison, Wisconsin
Type of Negotiation or Selection Process	Request for Information conducted in April 2019
Lessor	KW Delta, LLC
Anticipated Occupancy Date	August 2019, or date of occupancy
Lease Term	5 years
Escalation Rate	2% annually on gross rental rate
Renewal Option(s)	Two 2-year renewal options
Purchase Option	No
Space Type	Office
Square Feet	7,744
Total Gross Cost Per Square Foot	\$24.75
Initial Lease Term Cost	Base rent \$997,427
	<u>Tenant Improvements \$400,000</u>
	Total \$1,397,427
Funding Source	GPR

PREVIOUS ACTION:

None.

Authority to Construct 2017-19 Classroom
Renovation/Instructional Technology
Improvement Program Projects, UW System

CAPITAL PLANNING AND BUDGET COMMITTEE

Resolution:

That, upon the recommendation of the President of the University of Wisconsin System, the allocation of the 2017-19 Classroom Renovation/Instructional Technology Improvement Program funds be approved and authority be granted to construct the related projects at an estimated total cost of \$1,672,000 General Fund Supported Borrowing of the originally enumerated \$10,000,000 GFSB and allow the Division of Facilities Development to transfer balances, adjust individual project budgets, and add or substitute other high-priority Classroom Renovation/Instructional Technology projects within authorized funding.

THE UNIVERSITY OF WISCONSIN SYSTEM

**REQUEST FOR
BOARD OF REGENTS ACTION
JULY 2019**

INSTITUTION: University of Wisconsin System

REQUEST: Approval of the allocation of the 2017-19 Classroom Renovation/Instructional Technology Improvement Program funds and authority to construct the related projects at an estimated total cost of \$1,672,000 General Fund Supported Borrowing of the originally enumerated \$10,000,000 GFSB and allow the Division of Facilities Development to transfer balances, adjust individual project budgets, and add or substitute other high-priority Classroom Renovation/Instructional Technology projects within authorized funding.

PROJECT DESCRIPTION:

This request will provide funding to continue the UW System Classroom Renovation/Instructional Technology Improvement Program. The funding will be utilized to update existing general assignment classroom and laboratory instructional environments including associated furnishings and equipment to improve instructional technology.

Based on campus proposals, it is anticipated that the requested level of funding will result in six appropriately-sized and equipped instructional spaces totaling approximately 5,415 assignable square feet. The scope of projects varies from campus to campus. Instructional technology will include equipment such as video/data projectors, multi-media computers, video player/recorders, audio visual controls, and assisted listening systems. Various maintenance improvements in the learning environments will be undertaken including new lighting, flooring, HVAC, acoustics, and seating. In some cases, work may include reconfiguration to improve sight lines, support a variety of teaching models, improve ADA accessibility, and/or modify the space to meet class size needs.

Some of the proposals will create active learning environments. These technology-enhanced instructional spaces enable students to work both individually and in groups, fully engaging in a variety of learning strategies in one setting. Active learning promotes the understanding and the retention of information as well as the development of problem solving and critical thinking skills. The benefits of active learning environments are leading to a greater demand for these instructional spaces.

Based upon the foregoing, 2017-19 Classroom Renovation/Instructional Technology Improvements proposals will be funded for the following institutions as shown below:

DFDM Project Number	Institution	Classroom/IT and All Agency Programmatic Remodeling and Renovation GFSB	Cash	Total
18H1X	UW-Oshkosh	\$435,000	\$0	\$435,000
18H2B	UW-Stevens Point	1,237,000	0	1,237,000
	TOTAL	\$1,672,000	\$0	\$1,672,000

PROJECT JUSTIFICATION:

Technological advances during the past decade have dramatically altered traditional models of teaching and learning. Inspired by new instructional opportunities, student and faculty expectations have risen immeasurably due to the role that technology plays in increasing access and enhancing instruction. Faculty members are now expected to utilize instructional technology. The purpose of this program is to provide appropriate instructional environments that utilize contemporary learning and teaching methodologies. Based on UW System guidelines, the institutions submit high-priority projects proposed for implementation under this program. To a significant degree, priority has been and will continue to be given to those proposals that focus on remodeling, reconfiguring, and upgrading technology in instructional spaces that are heavily scheduled for undergraduate instruction; renovate space that has not been updated during the past 15 to 20 years; and support classroom and instructional laboratory demand analyses results.

The service life of instructional technology ranges between six and ten years, and advancements in teaching and learning methodologies will continually require remodeling and/or technology revisions. Based upon the significant unmet need, it is critical that the program continue to be given a high priority. Continuation of this program will assist each institution as it responds to its highest priority needs for suitable learning environments.

In addition to the necessary technological advances, instructional spaces need fundamental facility improvements including: replacement of lighting to facilitate multiple lighting levels; repair or replacement of seating to improve sight lines and seating arrangements; upgrades for accessibility and building code work; improvement of heating and ventilation; installation of acoustical materials; and patching, painting, and flooring replacement, where necessary.

PREVIOUS ACTION:

August 18, 2016
Resolution 10745

Recommended that the UW System Classroom Renovation/Instructional Technology Improvements project be submitted to the Department of Administration and the State Building Commission as part of the UW System 2017-19 Capital Budget at a cost of \$10,000,000 General Fund Supported Borrowing. The project was subsequently enumerated as described.

June 6, 2019
Resolution 11233

Approved the allocation of the 2017-19 Classroom Renovation/Instructional Technology Improvement Program funds and granted authority to construct the related projects at an estimated total cost of

\$4,234,000 (\$4,116,700 General Fund Supported Borrowing and \$117,300 Institutional Funds) of the originally enumerated \$10,000,000 GFSB and allow the Division of Facilities Development to transfer balances, adjust individual project budgets, and add or substitute other high-priority Classroom Renovation/Instructional Technology projects within authorized funding.

Authority to Construct All Agency
Maintenance and Repair Projects,
UW System

CAPITAL PLANNING AND BUDGET COMMITTEE

Resolution:

That, upon the recommendation of the President of the University of Wisconsin System, authority be granted to construct various maintenance and repair projects at an estimated total cost of \$5,583,900 (\$2,287,100 General Fund Supported Borrowing; \$245,000 Program Revenue Supported Borrowing; and \$3,051,800 Agency Cash).

THE UNIVERSITY OF WISCONSIN SYSTEM

REQUEST FOR BOARD OF REGENTS ACTION JULY 2019

INSTITUTION: University of Wisconsin System

PROJECT REQUEST: Authority to construct various maintenance and repair projects at an estimated total cost of \$5,583,900 (\$2,287,100 General Fund Supported Borrowing; \$245,000 Program Revenue Supported Borrowing; and \$3,051,800 Agency Cash).

FACILITY MAINTENANCE AND REPAIR

INST	PROJ. NO.	PROJECT TITLE	GFSB	PRSB	CASH	GIFT/GRANT	TOTAL
RVF	18H1G	University Center Entry & Terrace Renv	\$0	\$0	\$425,400	\$0	\$425,400
STO	18I2S	Price Commons Kitchen Hood Replacement	\$0	\$0	\$674,000	\$0	\$674,000
FMR SUBTOTALS			\$0	\$0	\$1,099,400	\$0	\$1,099,400

UTILITY REPAIR AND RENOVATION

INST	PROJ. NO.	PROJECT TITLE	GFSB	PRSB	CASH	GIFT/GRANT	TOTAL
LAX	18I1I	Heating Plant Fuel Reliability Upgrade	\$2,032,100	\$0	\$1,952,400	\$0	\$3,984,500
OSH	17G1N	Heating Plant Fuel Reliability Upgr (Increase)	\$255,000	\$245,000	\$0	\$0	\$500,000
URR SUBTOTALS			\$2,287,100	\$245,000	\$1,952,400	\$0	\$4,484,500

	GFSB	PRSB	CASH	GIFT/GRANT	TOTAL
JULY 2019 TOTALS	\$2,287,100	\$245,000	\$3,051,800	\$0	\$5,583,900

PROJECT DESCRIPTION:

Facility Maintenance and Repair Requests

RVF - University Center Entry & Terrace Renovation (\$425,400): This project expands the exterior dining and lounge areas located on the northwest corner of the facility. Project work includes replacing aluminum frame and insulated glazing panels with pairs of doors out to a new terrace. The terrace will have a perimeter fence and landscaping to limit travel paths into the building. Normal access to the University Center will be retained by the main access doors in the center of the building. A double door will be installed on the east side of the existing exit stairwell/vestibule. This will require relocation of a structural post. To minimize energy loss and for insect control, an engineered design solution will be incorporated at the terrace door openings.

The University Center opened in 2007 and has proven to be a very popular building for students. During schematic design, the concept of developing a terrace with broad doorway openings into the northwest portion of the building was explored but eliminated from the project scope due to cost. Students wish to use the outdoor space adjacent to the University Center, on the campus

mall, and near the main east/west sidewalk for eating and socializing. The terrace will be located on the north side of the building within its shadow and provide a shaded outdoor activity space that will be very useful during warm weather, particularly in the spring and fall. The terrace will also be used by student organizations to display materials during cultural fairs and promotional events.

The doorway on the northwest corner of the building was not intended to function as a main building entrance, but desired paths by students have resulted in this entrance receiving a majority of the pedestrian traffic from the western portions of campus. The entryway has two doors, but the interior door is only a single leaf. To improve ingress and egress through the exit stair (also functioning as a vestibule), the single leaf door will be replaced with a double leaf door. Increasing the doorway width will require relocation of a structural post. The campus is concerned about energy loss by keeping the north doorways open when the terrace is in use. To minimize energy loss and for insect control, an engineered design solution will be incorporated at the terrace door openings.

STO - Price Commons Kitchen Hood Replacement (\$674,000): This project replaces the kitchen exhaust hoods and balances the HVAC system to accommodate the new hood exhaust capacities. New kitchen exhaust hoods will be designed to match current kitchen operations and locations and to provide as much flexibility for future change in operations as is practical. Project work includes evaluation and assessment of current conditions; replacement of kitchen exhaust hoods and associated controls; modifications to the building HVAC, electrical distribution, and fire suppression systems to accommodate the new hood design and capacities; and installation and repair of associated roof penetrations. Testing and balancing the building HVAC system as well as owner training on the new equipment will also be provided.

The kitchen hoods, originally installed in 1967, are energy inefficient due to lack of control. All hoods are switched on at 5am every morning and are not shut down until midnight. The hoods do not meet current life safety codes as they were originally designed and configured for a different array of equipment and menu offerings. The replacement hoods will need to be reconfigured, resized, and designed for the current kitchen operations and menu offerings as well as provide as much practical flexibility for future modifications.

Utility Repair and Renovation Requests

LAX - Heating Plant Fuel Reliability Upgrade (\$3,984,500): This project provides on-site fuel oil storage and associated equipment in the Heating Plant to allow 72 hours of weekend boiler operation at historical peak usage rate in the event of a natural gas outage or curtailment with the largest boiler unavailable for service in accordance with the Department of Administration (DOA) and UW System Administration and (UWSA) Risk Management requirements. Project work includes installation of new fuel oil burners for the coal/gas-fired boilers; approximately 52,000 gallons of fuel oil storage tanks, spill containment, and associated equipment, controls, and fuel oil monitoring. Project work may also include replacement of all central heating plant process equipment controls and removal and disposal of all coal and ash handling equipment (including the baghouse and economizer).

Increasing environmental concerns associated with burning coal and disposal of coal ash, the elimination of coal as a boiler fuel at UW-Madison, Capitol Heat & Power, and Waupun

Correctional Institution, and the uncertainty of economical supply of coal in the limited quantities needed have all led to UWSA making a priority of eliminating coal as a heating plant fuel at all UW institutions. The Department of Administration, in conjunction with UWSA Risk Management, requires that each heating plant have on-site storage of emergency boiler fuel to allow 72 hours of operation at the historic peak weekend steam usage rate in order to sustain operations in the event of an extended primary fuel disruption or curtailment. Coal is being phased out as a central heating plant fuel source for all UW institutions. UW-La Crosse currently has 12,000 gallons of fuel oil storage capacity and approximately 14 hours of operation. This project will provide additional fuel storage capacity on campus.

The 72-hour standard is derived from the scenario of a natural gas supply interruption during a winter weekend starting on a Friday and an inability to obtain a fuel oil delivery until the following Monday morning. Without adequate back-up fuel inventory maintained on-site, heating outages of even short duration during extreme cold may occur requiring closure of and freeze damage to campus buildings, harm to research animals, and disruption of campus instruction, food service, and events. Uncertain availability of coal beyond the expiration of the current coal supply contract in June 2020 and environmental concerns preclude the use of coal as a long-term secondary fuel. DOA has determined it is not cost effective to replace existing coal boilers with new gas/oil boilers. Doing nothing would expose the facilities to an unacceptable risk of winter heating loss.

OSH - Heating Plant Fuel Reliability Upgrade (\$500,000 increase for a new total project cost of \$4,944,900): This request increases the project budget to match current design consultant estimates. The recent cost estimates significantly exceed the authorized budget and this project budget increase is required to bid the project and to complete the originally approved project scope and intent. The budget increase will allow the removal of the baghouse equipment, coal conveyor, and ash removal system as originally intended and previously approved.

PROJECT JUSTIFICATION:

UW System Administration continues to work with each institution to develop a comprehensive campus physical development plan, including infrastructure maintenance planning. After a thorough review and consideration of All Agency Project proposals and infrastructure planning issues submitted, as well as the UW All Agency Projects Program funding targets set by the Division of Facilities Development, this request represents high priority University of Wisconsin System infrastructure maintenance, repair, renovation, and upgrade needs. This request focuses on existing facilities and utilities, targets the known maintenance needs, and addresses outstanding health and safety issues. Where possible, similar work throughout a single facility or across multiple facilities has been combined into a single request to provide more efficient project management and project execution.

BUDGET AND SCHEDULE:

General Fund Supported Borrowing.....	\$ 2,287,100
Program Revenue Supported Borrowing	245,000
Gifts and Grants.....	0
Agency Cash.....	\$ <u>3,051,800</u>

Total Requested Budget\$ 5,583,900

PREVIOUS ACTION:

April 6, 2018 Resolution 11031	The Board of Regents previously approved OSH – Heating Plant Fuel Reliability at an estimated total cost of \$4,444,900 (\$2,266,900 General Fund Supported Borrowing and \$2,178,000 Program Revenue Supported Borrowing).
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Authority to Execute the Remainder
of the Design Contract and Construct
the UW-Managed Red Gym
Renovation Project, UW-Madison

CAPITAL PLANNING AND BUDGET COMMITTEE

Resolution:

That, upon the recommendation of the UW-Madison Chancellor and the President of the University of Wisconsin System, authority be granted to execute the remainder of the design contract and construct the UW-managed Red Gym Renovation project for a total estimated project budget of \$2,000,000 Gift/Grant Funds.

THE UNIVERSITY OF WISCONSIN SYSTEM

REQUEST FOR BOARD OF REGENTS ACTION JULY 2019

INSTITUTION: University of Wisconsin-Madison

REQUEST: Authority to execute the remainder of the design contract and construct the UW-managed Red Gym Renovation project for a total estimated project budget of \$2,000,000 Gift/Grant Funds.

PROJECT DESCRIPTION:

This project seeks to renovate 16,057 ASF of space within the Armory and Gymnasium (Red Gym) with the intent to accommodate the changing needs of student services, improve functionality, and increase space utilization.

Renovation and reconfiguration includes new partition layouts, carpet, paint, ceilings, fixtures, furniture, equipment, and electrical/voice/data infrastructure for the following areas:

1. Masley Media Room: Converts a multipurpose room for the Gender and Sexuality Campus Center (GSCC)
2. International Academic Programs (IAP): Backfills the current GSCC space and provides new furniture
3. South Mezzanine Conference Space and On Wisconsin Rooms: Replacement of acoustic wall panels, lighting, furniture, outdated audio video technology to increase flexibility and capabilities of the conference rooms
4. Division of Diversity, Equity, and Educational Achievement (DDEEA): Renovates based on program growth and reduces sound transfer between workspaces
5. Latin-X and APID: Converts the North Mezzanine space into program space for this new group

The project will also modify interior wayfinding signage for affected spaces including a new digital lobby information screen.

PROJECT JUSTIFICATION:

The Red Gym, located at 716 Langdon Street, was constructed in 1894 and is listed on the National Register of Historic Places. Its original purpose was to be a military training facility as well as an athletic and student activity center, and it was last fully renovated in 1998.

Currently the space is utilized to house multiple student services organizations and host small conference events.

This project will update the utilization and functionality within the facility to accommodate user group needs. Several occupants have outgrown their current space and require new layouts to accommodate their programmatic functions.

There are multiple acoustic and technical upgrades needed for the space to be used effectively. The Multicultural Student Center space on the second floor, which houses multiple student organizations is in the old gymnasium and has 35-foot-high ceilings with historic wood structural beams that must be preserved. This creates sound issues within the space and makes it difficult for the programs to function. The On Wisconsin Room, which serves university students and staff for events, has outdated audio visual conference equipment and non-functional mobile acoustic partitions that limit its use.

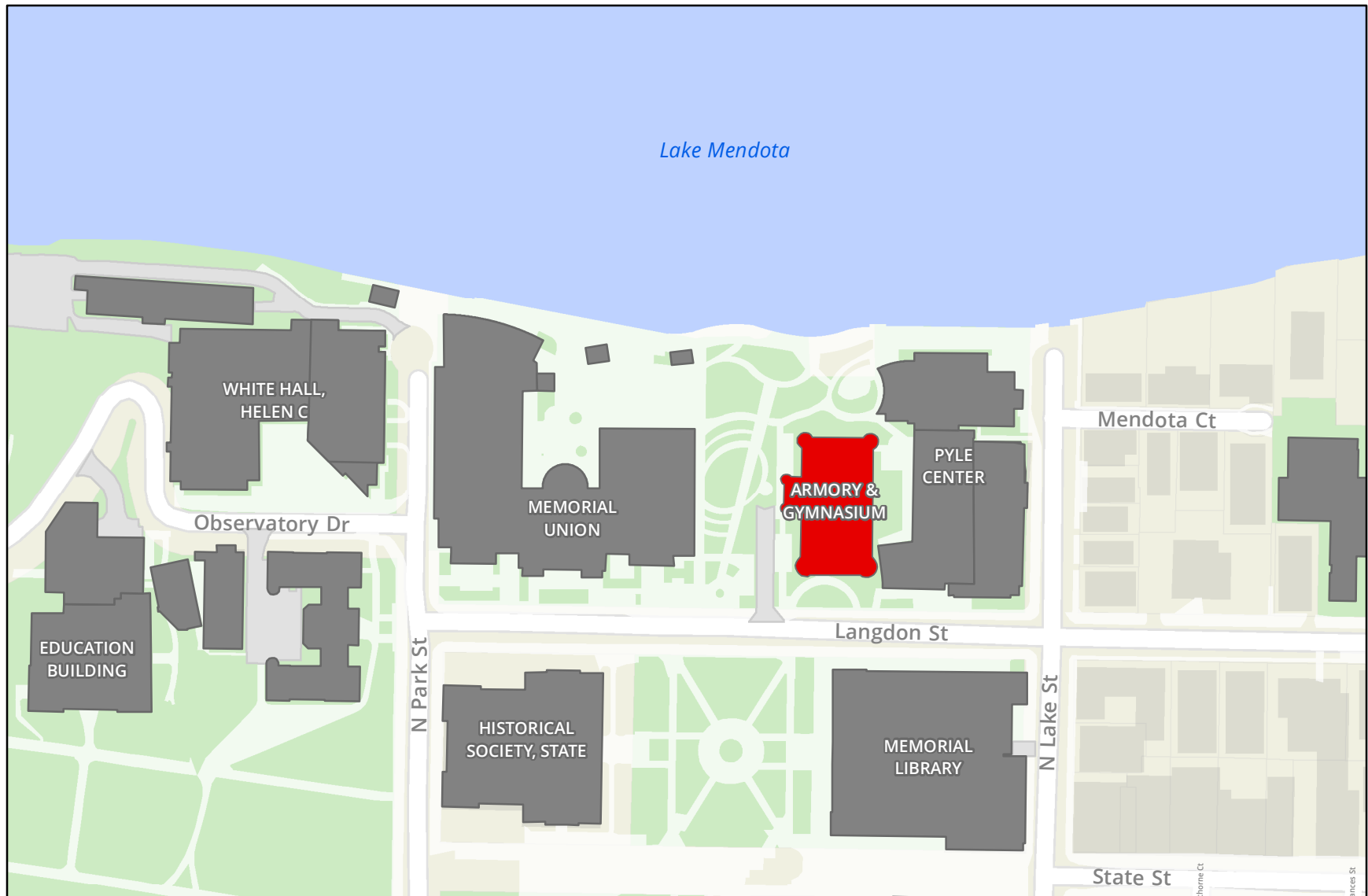
All work will be coordinated with the Wisconsin Historical Society, as required.

BUDGET:

Construction	\$1,193,600
Design	\$245,600
Contingency	\$162,700
Equipment	\$350,000
Other Fees	\$48,100
Total	\$2,000,000

PREVIOUS ACTION:

None.



Sources: UW System Administration,
State of Wisconsin, Wisconsin State
Cartographers Office,
US Census Bureau

This map is for reference purposes only.

UW-Madison: Red Gym Renovation Phase II

- Proposed Renovation
- UW Property
- Campus Building
- Parking Area

0 100 200 Feet



Document Path: G:\CPB\GIS\Projects\BORSBC_Maps\MSN\Red_Gym\MSN_Red_Gym_20190606.mxd

Approval to Rescind and Remove
Regent Policy Document 19-7,
“Development of Facilities in the
University of Wisconsin Colleges”

CAPITAL PLANNING AND BUDGET COMMITTEE

Resolution:

That, upon the recommendation of the President of the University of Wisconsin System, the Board of Regents rescinds Regent Policy Document 19-7, “Development of Facilities in the University of Wisconsin Colleges” and directs the Executive Director and Corporate Secretary of the Office of the Board of Regents to remove the policy because it is obsolete.

REGENT POLICY DOCUMENT REVIEW: RPD 19-7: DEVELOPMENT OF FACILITIES IN THE UNIVERSITY OF WISCONSIN COLLEGES

BACKGROUND

The UW System Board of Regents codifies its policies in Regent Policy Documents (RPDs), which it adopts under the authority granted in Chapter 36 of the Wisconsin Statutes. The RPDs address a wide array of subjects, including academic policies and programs, contracts, student activities, and trust and investment policies.

At its July 2019 meeting, the Capital Planning and Budget Committee will be asked to consider removing RPD 19-7, an obsolete policy relating to the development of facilities at the former UW Colleges.

REQUESTED ACTION

Adoption of Resolution I.3.f., rescinding and removing Regent Policy Document 19-7, “Development of Facilities in the University of Wisconsin Colleges” because the policy is obsolete.

DISCUSSION

In November 2017, the Board of Regents adopted Resolution 10956, which, along with subsequent resolutions, reorganized the structure of UW Colleges and UW-Extension. As approved by the Higher Learning Commission in June 2018, the UW College campuses became branch campuses of UW four-year institutions (receiving institutions), which may require changes to available instructional space to support academic program requirements.

RPD 19-7

The Board of Regents adopted RPD 19-7, “Development of Facilities in the University of Wisconsin Colleges,” in 1988 at the recommendation of the Board’s Physical Planning and Development Committee. The recommendations from the Committee’s final report were adopted as RPD 19-7 (included as Attachment A) and included:

- All requests for added facilities be based upon an examination of the academic program of the University of Wisconsin College and the capability of existing facilities to accommodate the program.
- A commitment by the Board of Regents to provide necessary faculty/staff and/or operating budget changes needed due to Board approval of the expansion of facilities, if such changes are identified in the request to the Board.

- A framework for UW System Administration to review all requests for University of Wisconsin College projects, which included factors such as: (1) capital development plans, (2) identifying a need, (3) long-term impact evaluation, (4) the responsibility of local governments in development of facilities, and (5) future remodeling costs.

The recent restructuring of the UW System makes RPD 19-7 obsolete. The Board adopted RPD 19-7 to regulate facility development at UW Colleges, which are now branch campuses with administrative services provided by receiving institutions.

Principles for the Reorganization of UW Colleges

To the extent that the policy is inconsistent with the restructuring project, RPD 19-7 was superseded by Resolution 10956. To provide continuity in facility development on branch campuses, UW System Administration, receiving institutions, the Board of Regents, and local governments shall be guided by the “Facilities Guidance for UW Colleges and UW-Extension Restructuring Project” decision memorandum published on March 28, 2019, until systemwide policies related to the development of facilities on branch campuses are adopted. Principles from the guidance are outlined below.

1. Receiving Institutions and Local Governments

Each local government and receiving institution is expected to continue to have an operating agreement in place. Receiving institutions should not fund construction, renovation, or remodeling projects using the leasehold improvement model in 2018-19 through 2020-21.

2. Board of Regents and Local Governments

The cost of construction, renovation, and remodeling projects should be paid by local governments, not directly by the Board of Regents. After 2020-21, any funding from the Board of Regents should be through operating payments (similar to leasehold improvements), and should be limited to minor cosmetic improvements, such as room finishes.

3. Branch Campuses and Local Governments

Starting July 1, 2019, applicable new agreements between branch campuses and local governments will fall under Regent Policy Document 13-2 and UW System Administrative Policy 910. Existing agreements will be considered under these policies when up for renewal.

Recognizing the importance of continued facility development through collaboration between the receiving institutions and local governments, the UW System will adopt a new policy to replace RPD 19-7 by 2021. UW System will hold discussions to ensure a long-term policy is adopted, giving a chance for receiving institutions and branch campuses to adjust to their new organizational and operational structure.

RELEVANT UW SYSTEM POLICIES & DOCUMENTS

SYS 910, Leasing

RPD 13-2, Real Property Contracts: Signature Authority and Approval

March 28, 2019 Decision Memo, Facilities Guidance for UW Colleges and UW-Extension

Restructuring Project (<https://www.wisconsin.edu/uw-restructure/project-decisions/facilities-guidance-for-uw-colleges-and-uw-extension-restructuring-project/>)



Board of Regents REGENT POLICIES

Regent Policy Document 19-7 (*formerly 88-7*)

Development of Facilities in the University of Wisconsin Colleges

Upon the recommendation of the University of Wisconsin Colleges Chancellor and the President of the University of Wisconsin System, the report relating to the development of facilities in the University of Wisconsin Colleges is accepted (copy on file in the office of the Secretary of the Board) and, further, Section IV of □ Protocol for Evaluation and Approval of University of Wisconsin Colleges Facilities Development, □ adopted as policy for University of Wisconsin Colleges' construction projects, provides the following:

- A. All requests for added facilities must be based upon an examination of the academic program of the University of Wisconsin College and the capability of existing facilities to accommodate the program. The Chancellor of the University of Wisconsin Colleges has the need and responsibility to review all projects in the earliest of planning stages.
- B. It is understood that there is a commitment by the Board of Regents to provide necessary faculty or other academic program staff and/or operating budget changes needed as a consequence of Board approval of the expanded facilities, if such changes are identified in the request to the Board.
- C. System Administration will review all requests for University of Wisconsin College projects within the following policy framework:
 1. The Chancellor of the University of Wisconsin Colleges will submit pertinent two-year and six-year capital development plans to University of Wisconsin System Administration according to the procedures, timetable, and format established by System Administration.
 2. In order for additional space to be supported, there must be clear evidence that the needs of the academic program cannot be met by existing facilities, and/or remodeling of existing facilities.
 3. All requests for approval of additional facilities shall also include a thorough evaluation of the long-term impact on the operating budget and staffing/faculty needs.
 4. The University of Wisconsin Colleges will request funds for the movable equipment needed for the facilities as part of the University of Wisconsin System biennial capital budget. These requests should be made to System Administration during the first half of the even-numbered years for the subsequent biennium (e.g. 1988 for the 1989-91 biennium). It is recognized that local units of government usually operate under an annual budget cycle, with considerably more flexibility than state government on the expenditure side. This sometimes results in the municipality's ability to advance a construction project sooner than anticipated, thereby placing an unanticipated burden on limited university (Building Commission) funds for equipment.
 5. Generally, University of Wisconsin System Administration requires that all capital projects appear in the campus long-range plan prior to approval of funding. Therefore, equipment requests for University of Wisconsin Colleges that relate to capital projects NOT identified in either the two-year budget request or six-year facilities plan will generally not be funded. This places an increased importance on the long range facilities planning efforts for the University of Wisconsin-Colleges.
 6. The construction cost of the facilities will be financed totally by the county/city.
 7. The need for a building project and resultant equipment and operating costs is subject to the approval of the Board of Regents prior to local bidding of the project. In addition to a description of equipment needs, the Regent request shall include the information required in paragraphs 2 and 3 above. The design of facilities shall be in conformance with energy considerations established by the State Building Commission.
 8. It is acknowledged that University of Wisconsin Colleges facilities will require remodeling and other miscellaneous improvements caused by obsolescence, building codes, and program changes. Such minor projects are a local financial responsibility and when they do not require equipment funding, need not be submitted for Board approval. However, these projects do require prior University of Wisconsin Colleges/System Administration approval, if they involve a change in the use of space.

History: Res. 4075 adopted 6/10/88.

OFFICE OF THE BOARD OF REGENTS

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✉ board@uwsa.edu

Authority to Rename the University of
Wisconsin-Fond du Lac, the University of
Wisconsin-Fox Valley, and the University of
Wisconsin-Oshkosh

CAPITAL PLANNING AND BUDGET COMMITTEE

Resolution:

That, upon the recommendation of the UW-Oshkosh Chancellor and the President of the University of Wisconsin System, authority be granted to rename (1) University of Wisconsin-Fond du Lac “University of Wisconsin-Oshkosh, Fond du Lac Campus,” (2) University of Wisconsin-Fox Valley, “University of Wisconsin-Oshkosh, Fox Cities Campus,” and (3) University of Wisconsin-Oshkosh, “University of Wisconsin-Oshkosh, Oshkosh Campus.”

THE UNIVERSITY OF WISCONSIN SYSTEM

**REQUEST FOR
BOARD OF REGENTS ACTION
JULY 2019**

INSTITUTION: University of Wisconsin-Oshkosh

REQUEST: Authority to rename (1) University of Wisconsin-Fond du Lac “University of Wisconsin-Oshkosh, Fond du Lac Campus,” (2) University of Wisconsin-Fox Valley, “University of Wisconsin-Oshkosh, Fox Cities Campus,” and (3) University of Wisconsin-Oshkosh, “University of Wisconsin-Oshkosh, Oshkosh Campus.”

SUMMARY AND BACKGROUND:

This request is presented in accordance with University of Wisconsin System Board of Regents Policy 19-14 which requires that the naming of facilities, buildings or land controlled by the Board be submitted for approval. The Chancellor has requested this action.

The University would like to rename UW-Fond du Lac, UW-Fox Valley, and UW-Oshkosh to reflect the integration of the institution as “three campuses, one university.” Recommendations for the name change for each campus were developed by a team that included representation from all three campuses and that worked through the established mechanisms of UW-Oshkosh’s Restructuring Leadership. Per the direction of UW System in the memo dated May 7, 2018, UW-Oshkosh solicited support for this naming recommendation from local government leaders, presented in a single letter, as well as through an external market position and branding study during 2018-19. A summary of this activity is included with this request.

UW-Oshkosh is developing a multi-segmented communication, recruitment, and enrollment strategy for the region that includes engagement with community groups to effectively meet their needs and understand what type of university the region deserves.

Introduction

“To ensure the future viability and sustainability of all our campuses, in November 2017, the University of Wisconsin Board of Regents [approved a resolution](#) to restructure UW Colleges and UW-Extension. In January 2018, the UW System submitted its [application to restructure](#) UW Colleges and UW-Extension to Higher Learning Commission (HLC). The application describes how the UW System will ensure that Wisconsin’s higher learning institutions can serve the state’s needs for years to come. With this plan, all two-year campuses will remain open and continue to serve students. In June 2018, the [HLC approved the UW System’s application](#) to restructure UW Colleges and UW-Extension.” [*UW System website, accessed 05/17/2019*]

The primary objectives of the restructuring are:

- Expand access to higher education by offering more courses at the two-year campuses, including eventually offering upper-level courses
- Maintain affordability by continuing existing tuition levels post-integration for courses currently offered at the two-year institutions
- Identify and reduce barriers to transferring credits within the UW System
- Further standardize and regionalize administrative operations and services to more efficiently use resources
- Leverage resources and shared talent at our institutions to get more students into and through the educational pipeline successfully, better aligning our universities to meet Wisconsin’s projected workforce needs

Since the official joining in July 2018, the three campuses of the University of Wisconsin Oshkosh, working as “Three Campuses, One University” have steadily strengthened their partnerships in academic, student, financial, community and governance areas while seeking balance and respect for traditions and culture that come together as a result of the joining. We have sought broad input as to the type of regional university that NE Wisconsin needs and deserves.

This is an exciting time for the University of Wisconsin Oshkosh as it approaches its sesquicentennial year in 2021 and we have aspired to approach the restructuring through more than three dozen working groups, who have synthesized recommendations to a leadership team from across the three campuses, and ultimately in decisions that have come from Chancellor Leavitt.

Proposed Names and Lettermarks

Pending approval from the Board of Regents, the new names of the three campuses will be:

- University of Wisconsin Oshkosh, Oshkosh Campus
- University of Wisconsin Oshkosh, Fond du Lac Campus
- University of Wisconsin Oshkosh, Fox Cities Campus



UNIVERSITY OF WISCONSIN
OSHKOSH



UNIVERSITY OF WISCONSIN OSHKOSH
FOX CITIES



UNIVERSITY OF WISCONSIN OSHKOSH
FOND DU LAC

Naming Workgroup

The Naming Workgroup was charged with considering the question of naming for a three campus, one university structure in the University of Wisconsin System, joining UW Oshkosh with UW-Fond du Lac and UW-Fox Valley. Throughout the process, they were also tasked with identifying key stakeholders and developing process for input and engagement. Finally, they

were to explore options for naming, come to consensus and report findings to Chancellor and Restructuring Leadership Group.

Its members included:

Darren Brzozowski	Art Director, UW Oshkosh
Chad Cotti	Economics Professor/Interim Assistant Vice Chancellor for Enrollment Management, UW Oshkosh
Paisley Harris	History Professor, UW-Fond du Lac
Evan Kreider	Philosophy Professor, UW-Fox Valley
Tina Koch	Adviser, UW-Fox Valley
Laurie Krasin	Regional Director of Communications, UW Colleges
Jenni Monroe	Director of Marketing, UW Oshkosh
Bethany Rusch	Regional Associate Dean Admin/Finance, UW Colleges

Marketing Research

In the spring of 2019, the working group engaged a research firm to gather information on motivations, experiences, misperceptions and reactions to specific messaging examples as well as to gather feedback on a naming structure. This study involved qualitative and quantitative research methodologies to target currently enrolled students, staff and faculty, high school counselors, alumni, donors, community members, prospective students and parents of prospective students. Information was gathered via one-on-one interviews, focus groups and an online survey.

The marketing research uncovered a variety of key differentiators and benefits that will help optimize brand-level changes. It also provided critical information on benefits and drawbacks of changing campus names and falling under one, unified brand. After consideration of the survey data and external factors, the working group recommend the new changes in name.

Additional insight and findings from the research study can be found in Appendix A.

Restructuring Advisory Group Input

In addition to working internally, an external-facing “Restructuring Advisory Group” to the Chancellor was created. Comprised of county executives, city managers / mayors, alumni from all three campuses, student government leaders and key university staff. Its members included:

Allen Buechel	Fond du Lac County Executive
Mark Harris	Winnebago County Executive
Thomas Nelson	Outagamie County Executive
Joe Moore	FdL City Manager
Don Merkes	Menasha Mayor/UW-Fox alum
Steve Cummings	Oshkosh Mayor/UWO alum
Sandi Roehrig	FdL Area Foundation Executive Director, UW-FdL Distinguished Alumni Award Recipient, Former UW-FdL Foundation Board Member
Beth Davis	Vice President of Development @ Community First Credit Union, former UW-Fox Foundation Board President, UW-Fox Valley alumna
Keith Summers	Former UW Board of Visitors rep, former UW-Fox Valley Foundation Board Member, UW Oshkosh alumnus
Mark Duerwaechter	UW Oshkosh Alumni Board member, Superintendent -- Kaukauna School District, UWO alumnus
Patrick Caine	UW-FdL student government member
Jenna McCauly	Student Government Senator, Traditional student (parents are both recent UW Oshkosh alumni)
Taisto Oney	Student Government President, Non-traditional student (1st year at UWFox)
Brett Spangler	UW Oshkosh Student Assembly Vice President
Ellen Dodge	UW Oshkosh OSA President
Andrew Leavitt	UW Oshkosh Chancellor
Anne Milkovich	UW Oshkosh CIO, Restructuring Planning Officer
Martin Rudd	UW Colleges NE Region REO (now Assistant Chancellor), Restructuring Strategy Officer
John Koker	UW Oshkosh Provost, VC for Academic Affairs

The group met on many occasions to serve as a source of community news on the UW System restructuring, and our local efforts in particular. The group has met on 6 occasions in 2018 and 2019, and, throughout that series, members were regularly updated and engaged in conversation about the University’s interest and plans to investigate naming and branding. Specifically:

- **In February 2019**, the members participated in one of several focus groups, led by UW Oshkosh's contracted marketing research firm KW2 of Madison, designed to collect and consider opinions on new naming directions for the university.
- **In May 2019**, with the research project completed, the same group received a report on the study's findings, the recommendation of the Restructuring project's Naming workgroup and Chancellor Leavitt's decision to advance final names to the Board of Regents.

Community and Media Outreach/Engagement

Throughout the Restructuring effort, UW Oshkosh – through Chancellor Leavitt, other leaders and university delegates – have made proactive efforts to engage regional city councils and county boards (Menasha Common Council, Fond du Lac County Board, Oshkosh and Appleton Rotary clubs, etc.), K-12 superintendent coalitions, chambers of commerce, economic development organizations, nonprofit/service groups, and media. These efforts have also included responses to requests to discuss the multifaceted Restructuring project.

Naming and branding were frequently featured and/or broached topics, and this sample of media coverage over the last year-and-a-half demonstrates the many opportunities leaders sought, responded to and engaged in (web links incorporated in descriptions):

3/28/19 — [A larger footprint](#), Insight magazine

3/28/19 — [Transforming to meet market demands](#), Insight magazine

9/13/18 — [UW campus mergers: 5 things you need to know about the system's transformation](#), Milwaukee Journal Sentinel

8/24/18 — [UW System Changes Names of Two-Year Schools](#), KFIZ

8/20/18 — [A smooth transition as UW System merge](#), Fox 11

7/27/18 — [Oshkosh Today: UW Oshkosh Restructuring Process](#), Oshkosh Media

6/26/18 — [Andrew Leavitt and Martin Rudd talk restructuring](#), KFIZ

5/17/18 — [School names in UW System will remain the same, for now](#), Fond du Lac Reporter

5/14/18 — UW Oshkosh weighing name change, WBAY

5/10/18 — UW System merger—Andrew Leavitt and Martin Rudd, WFDL radio

5/5/18 — UW Oshkosh could get a new name under planned restructuring, Oshkosh Independent

5/1/18 — An educational opportunity, Insight Magazine

4/5/18 — First sign of UW campus mergers will be name change on diplomas, USA Today Network WI

3/12/18 — UW System restructure plan begins to take shape, WFRV

2/27/18 — Andrew Leavitt, Martin Rudd discuss Lake Winnebago region restructuring, KFIZ



20th May 2019

Dear Chancellor Leavitt,

As the county executives of the three counties that own the two access campuses, UW-Fox Valley and UW-Fond du Lac, we welcome the continued opportunity to engage with you in creating a new regional university in Northeast Wisconsin as a result of the restructuring of the UW System that was officially approved in July 2018. We have appreciated our regular involvement in your multi-community focused "Restructuring Advisory Group" comprised of county executives, city leaders, alumni, student leaders and university staff, including those from University Marketing and Communications. Through this group we have been kept updated about key changes to the university as a result of the joining of UW Oshkosh with the access campuses of UW-Fox Valley and UW-Fond du Lac.

We recognize that the new name for the institution reflects the needs of Northeast Wisconsin to build a strong University of Wisconsin Oshkosh brand for the region across its three campuses, while maintaining the *sense of place* that constituent groups strongly supported in your detailed marketing research study.

Therefore, we are most pleased to support the naming of the institution as:

University of Wisconsin Oshkosh | Fond du Lac Campus

University of Wisconsin Oshkosh | Fox Cities Campus

University of Wisconsin Oshkosh | Oshkosh Campus

Sincerely,

A handwritten signature in black ink that reads 'Thomas Nelson'.

Thomas Nelson
County Executive, Outagamie County

A handwritten signature in black ink that reads 'Mark L. Harris'.

Mark Harris
County Executive, Winnebago County

A handwritten signature in black ink that reads 'Allen Buechel'.

Allen Buechel
County Executive, Fond du Lac County



Research Methodology

This study involved qualitative and quantitative research methodologies to target currently enrolled students, staff and faculty, high school counselors, alumni, donors, community members, prospective students and parents of prospective students.

The purpose of the research was twofold—we first wanted to gather information to better develop our brand. This information includes motivations, experiences, misperceptions and reactions to specific messaging examples. The second goal of the research project was to gather feedback on a naming structure.

Brand Development Research

The student profiles between the two access campuses and UW Oshkosh are quite different (both in demographic and psychographic profiles). This presents challenges in developing a unified message for the UW Oshkosh and its three campuses. It's possible to find unified messages while acknowledging and addressing that the student motivation and decision making is different.

UW-Fond du Lac and UW-Fox Valley students focused in on two broad areas as to why they would recommend their schools

- Best place to start due to:
 - Access to admission
 - Access to affordability
 - Access to a guaranteed transfer to one of 13 UW terminal degree universities.
 - Access to being able to work and go to school at the same time
- A personalized learning environment.
- Mentoring and professors who will give them all the time they require.

UW Oshkosh students focused on four things when asked why they'd recommend UW Oshkosh.

- Strong reputation of their major area of study
- Quality of instruction and ability to engage with the professors
- The location (town and campus combination)
 - Strong attachment to the city/campus combination
 - The overall feeling of fit with the campus and the surrounding environment

UW Oshkosh provided the highest perceived value for the money. There was an understanding among most that the cost of going to UW Oshkosh was less than comparable other four-year UW campuses. Yet

Brand Restructuring and Naming Research Findings

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they felt they were getting a better, quality experience than they would have gotten at other UW Universities. The quintessential definition of value—a strong quality/price relationship.

There are several themes that resonate with, and are consistent for, all three of the campuses. These could be used in both a branded house and a house of brands naming architecture. The options below all have a strong list of specific commonalities across the two-year and four-year students but also potential to further segment messages beyond those common to both targets. These options were built out because they are consistent across both naming options and can be found with additional details in the full report.

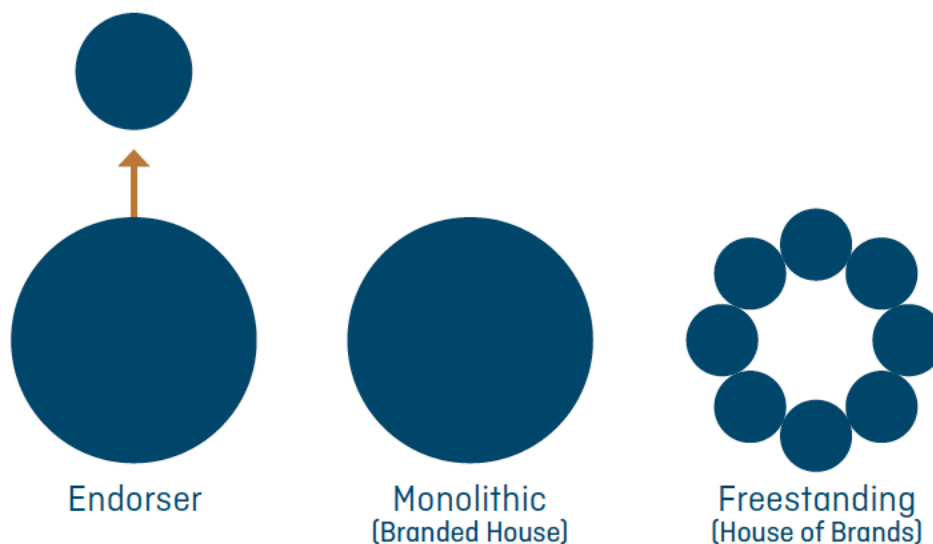
- **Access to Success.** *This is a very rational and pragmatic driver on one hand and aspirational on the other.*
- **The Right Fit for Me.** *This is more of an emotional decision driver.*

Additional feedback on message testing, key points of differentiation and statements from students can be found in the full report.

Naming Structure Research

The naming research followed key findings from the focus groups and interviews. The naming acritude for the University of Wisconsin Oshkosh and its access campuses could follow any of the following three models:

Naming Architecture Models



The UW System already acts as an endorser brand for the three campuses, so that option is not ideal. That leaves us with the two remaining architectures, Branded House and House of Brands.

- **Endorser:** One brand works to support another
- **Branded House:** Emphasis on a single master brand that is over the other brands
- **House of Brands:** The individual brands within the organization are designed to stand entirely or mostly on their own in the marketplace.

The qualitative and quantitative research yielded similar findings with slight variations. In the branding phase of the research project, the majority of the focus group and interview participants favored keeping a separate naming architecture rather than move forward with one unified UWO brand with campuses

Brand Restructuring and Naming Research Findings

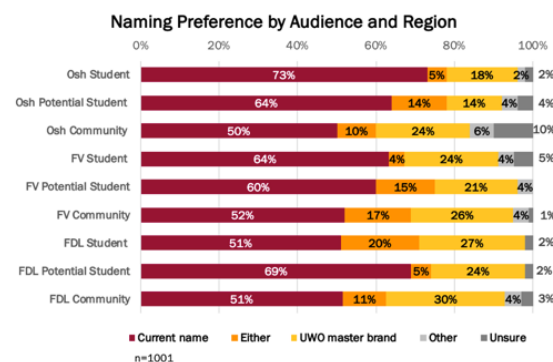
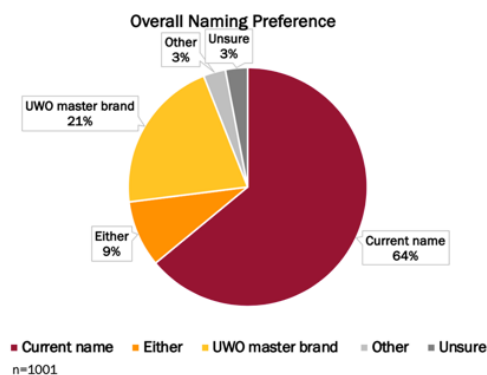
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denoted. For the quantitative research phase, the majority (64%) of those responding to the survey felt continuing to use separate university names after restructuring was the best decision. Reasons most frequently cited for using separate university names feel into one of three categories:

- Naming is shorter and less confusing
- There is no compelling reason for the change, don't waste the money
- Individual school identity, personality and traditions are favored

A smaller group (21%) felt using UW Oshkosh brand for all three campuses was the better choice. The primary foundation for this feeling was that this strategy would show the connection among the three campuses and add prestige. Other reasons commonly cited include:

- A unified naming structure denotes a unity of institutions including shared vision and policies
- Access to classes at the other campuses
- Easier transferability



Many of the concerns we heard in both phases of the research project were concerns and confusion related to the restructure processes and did not connect directly to brand perceptions or naming structure. These concerns included:

- Whether or not the restructure would impact tuition rates
- Whether or not the restructure would impact transfer options
- Would class offerings be more limited at the access campuses

The following charts show reaction to a variety of factors. Areas in red reflect communication hurdles that may require more reassurance during the transition. The higher numbers indicate the issues that have a greater importance and require more attention in communication.

Brand Restructuring and Naming Research Findings

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Functional Attributes: UWO Master Brand Connotation Score

	Oshkosh			Fox Valley			Fond du Lac		
	Students	Potential	Community	Students	Potential	Community	Students	Potential	Community
More affordable tuition	18%	59%	42%	-70%	-29%	0%	-61%	-14%	-4%
More access to a job after graduation	-48%	-5%	1%	40%	23%	33%	43%	67%	30%
More access to internships	-39%	5%	13%	45%	21%	33%	36%	55%	48%
Better quality of education	-40%	-1%	3%	20%	22%	34%	34%	59%	38%
More access to professors	-22%	33%	27%	-6%	29%	24%	8%	33%	19%
Better mentoring	-20%	23%	20%	2%	23%	30%	27%	48%	30%
Easier to get financial aid	-8%	36%	19%	-12%	17%	40%	5%	38%	43%
Easier to transfer to another 4-year school after 2-year degree completion	-6%	16%	20%	-7%	18%	32%	32%	57%	32%
More practical options for non-traditional students	11%	43%	38%	-9%	-25%	6%	-30%	31%	37%
Easier to attract donors and fundraise	-54%	-23%	-17%	15%	6%	25%	29%	41%	20%

(score calculation: change acceptance score = UWO Master brand % - current state % + no difference %)

Emotional Attributes: UWO Master Brand Connotation Score

	Oshkosh			Fox Valley			Fond du Lac		
	Students	Potential	Community	Students	Potential	Community	Students	Potential	Community
A greater source of pride to attend or have in your community	-57%	-16%	-3%	-13%	-6%	13%	1%	2%	-10%
Better for the community	-24%	13%	7%	-35%	-10%	-3%	5%	-12%	-2%
A more intimate experience	-8%	46%	37%	-45%	-40%	-3%	-20%	-27%	-28%
A more supportive environment	7%	47%	45%	-24%	2%	25%	8%	36%	9%
A more accepting and inclusive environment	7%	41%	17%	-16%	15%	26%	5%	14%	21%
More welcoming	-12%	37%	32%	-34%	-13%	6%	-10%	-1%	5%
A more intimidating environment*	23%	5%	14%	55%	42%	36%	54%	31%	28%

(score calculation: change acceptance score = UWO Master brand % - current state % + no difference %)

* among just those that selected UWO master brand

Brand Restructuring and Naming Research Findings

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Functional Attributes: Current Name Connotation Score

	Oshkosh			Fox Valley			Fond du Lac		
	Students	Potential	Community	Students	Potential	Community	Students	Potential	Community
More affordable tuition	38%	41%	44%	82%	83%	62%	75%	62%	56%
More access to a job after graduation	80%	81%	69%	12%	35%	29%	-9%	29%	26%
More access to internships	71%	81%	53%	9%	41%	39%	-12%	25%	14%
Better quality of education	78%	91%	69%	44%	54%	50%	-4%	21%	38%
More access to professors	58%	75%	37%	34%	41%	34%	12%	19%	39%
Better mentoring	66%	63%	48%	40%	43%	58%	17%	10%	42%
Easier to get financial aid	64%	68%	59%	50%	63%	46%	43%	48%	55%
Easier to transfer to another 4-year school after 2-year degree completion	38%	66%	40%	41%	32%	26%	22%	9%	22%
More practical options for non-traditional students	31%	43%	28%	47%	75%	56%	64%	41%	31%
Easier to attract donors and fundraise	74%	83%	59%	11%	24%	41%	1%	21%	36%

(score calculation: change acceptance score = Current state % - UWU Master brand % + no difference %)

Emotional Attributes: Current Name Connotation Score

	Oshkosh			Fox Valley			Fond du Lac		
	Students	Potential	Community	Students	Potential	Community	Students	Potential	Community
A greater source of pride to attend or have in your community	77%	88%	55%	37%	60%	53%	29%	26%	46%
Better for the community	64%	73%	45%	65%	64%	61%	43%	50%	58%
A more intimate experience	44%	46%	13%	71%	82%	67%	44%	65%	70%
A more supportive environment	57%	67%	33%	66%	78%	65%	46%	40%	61%
A more accepting and inclusive environment	57%	73%	49%	66%	61%	54%	35%	52%	55%
More welcoming	64%	81%	40%	72%	75%	64%	54%	67%	71%
A more intimidating environment*	29%	8%	10%	27%	6%	17%	30%	11%	11%

(score calculation: change acceptance score = Current state % - UWU Master brand % + no difference %)
* among just those that selected current name

Participation Notes

There were 1,311 incomplete surveys, many of which dropped out after only seeing the topic. This is an unusually large number of incomplete surveys; more than 10x the amount we see on the most challenging surveys. The original sample design intended to give each audience group an equal vote (students, potential students, and general community members from each market). After leaving the survey live for three weeks after numerous reminders, the research firm closed fielding. While the total number of surveys collected exceeded the goal of 900, not all groups were represented equally. We debated weighting the data so all groups would be equally represented, but doing so still reflected a majority favoring the use of separate names. Data presented in this analysis is unweighted.