PURPOSE OF RESEARCH

• To assess target perceptions of UW-Madison and Wisconsin Idea among target audiences.

TARGET AUDIENCES

• UW-Madison faculty and staff
• UW-Madison alumni
• Wisconsin residents

PLAN

1) General statewide market research has been conducted since 2001. Findings indicate steady support for both the importance of UW-Madison’s work in select areas, and our performance in these areas. In general, the public deems these areas as most important (in order):
• Providing a quality education
• Health/medicine
• Agriculture
• Research AND Econ Dev (two separate categories)
• Biotech
• Outreach
• Arts

2) Initial WIP research conducted April 2006 among faculty and staff. Research assessed:
• Knowledge and understanding of Wisconsin Idea
• Job satisfaction
• Vision for the future of UW-Madison

Although results were not statistically valid, findings were used as directional. Directional findings included:
• High knowledge/understanding of Wisconsin Idea among faculty, lower among staff
• Varied job satisfaction among both faculty and staff
• Strong support for outreach as central component of employment at UW-Madison
3) WIP research conducted with alumni October 2006. Research assessed (among other things):
   - Knowledge and understanding of Wisconsin Idea
   - Perceptions of UW-Madison

   Results revealed a high level of knowledge/understanding of the Wisconsin Idea among alumni

4) Listening Sessions conducted in ten locations statewide throughout 2007. Locations were Antigo, Dodgeville, Fort Atkinson, Green Bay, La Crosse, Marshfield, Monroe, Rhinelander, Sheboygan and Waukesha. At each Listening Session, attendees were asked three questions: What is the UW-Madison doing well, what can we do better and how can UW-Madison address the needs of your community?
   Common themes included:
   - UW-Madison needs to recognize the positive things happening on other UW System campuses.
   - UW-Madison needs to foster a better relationship with other UW System schools by being more visible on their campuses and showing more support for their students.
   - UW Extension services are outstanding in the local communities but lack funding and support from UW-Madison.
   - What methods can be put in place to help return graduates to their home towns or elsewhere within Wisconsin?
   - Concerns were raised about increasing admissions standards, decrease in acceptance rate of local students, tuition costs, and reciprocity with Minnesota.
   - UW-Madison needs to increase advertising of the Connections program as a path, not a second choice.
   - UW-Madison needs to improve on transferring credits from Tech Schools.

5) WIP related research conducted with Wisconsin residents June 2007 (BadgerPoll). Research assessed respondents’ perceptions of importance of and performance of UW-Madison across several dimensions.

   Results revealed Wisconsin residents identify the following areas as ones of critical importance to UW-Madison:
   - Providing a quality education
   - Advancing health and medicine
   - Assisting the state’s agricultural community

6) Kathy Cramer Walsh study conducted summer/fall 2007. Research assessed Wisconsin residents perceptions of UW-Madison.

   Common themes revealed included:
   - UW-Madison should do more recruiting in their (rural and northern) high schools and even middle schools.
   - The most common response to “what does the UW-Madison do well” was partying and
football, but a close third was scientific research. No one mentioned social science and humanities in particular, except in a denigrating way.

- What does the UW-Madison not do so well according to the folks I listened to? A common response was lack of spots for in-state students, high tuition, and help integrating small-town kids into the big-city campus.
- When asked what the UW-Madison should be doing in their communities, most people were a bit dumbfounded, as if it never occurred to them that the UW-Madison exists in part to serve their needs.

FUTURE RESEARCH

Future research plans include:
- 2007-2008 listening sessions around the state
- 2007 U-Review in partnership with WAA
- 2008 Badger Poll
- Collection of Wisconsin Idea stories from public on WIP website

RESEARCH STAFF

Tricia Dickinson, University Communications Marketing Director, will coordinate research efforts. WAA staff, UWSC staff and Kathy Cramer Walsh will manage various components of the plan.

TIME LINE

Research will take place between April 2006 and December 2007.

Preliminary findings will be presented to the Wisconsin Idea Project Advisory Council beginning in fall 2007.

AVAILABLE RESEARCH RESULTS

- UW Faculty/Staff survey reports (April 2006)
- UW Alumni U-Review results (January 2007)
- UWSC state-wide study results (June 2007)