

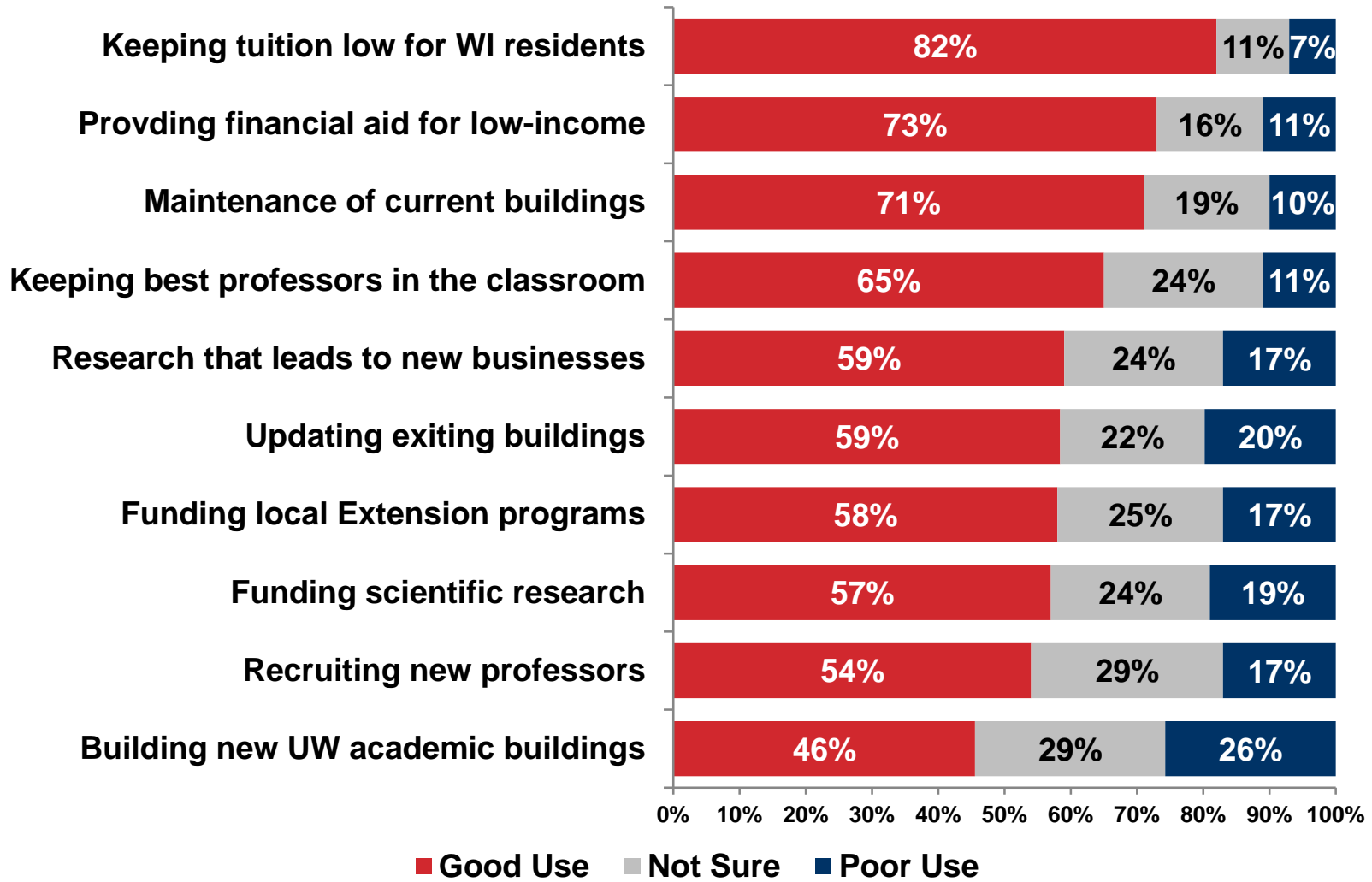
Strategic Communications Plan:
**Building UW brand
equity as an
economic engine**

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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**

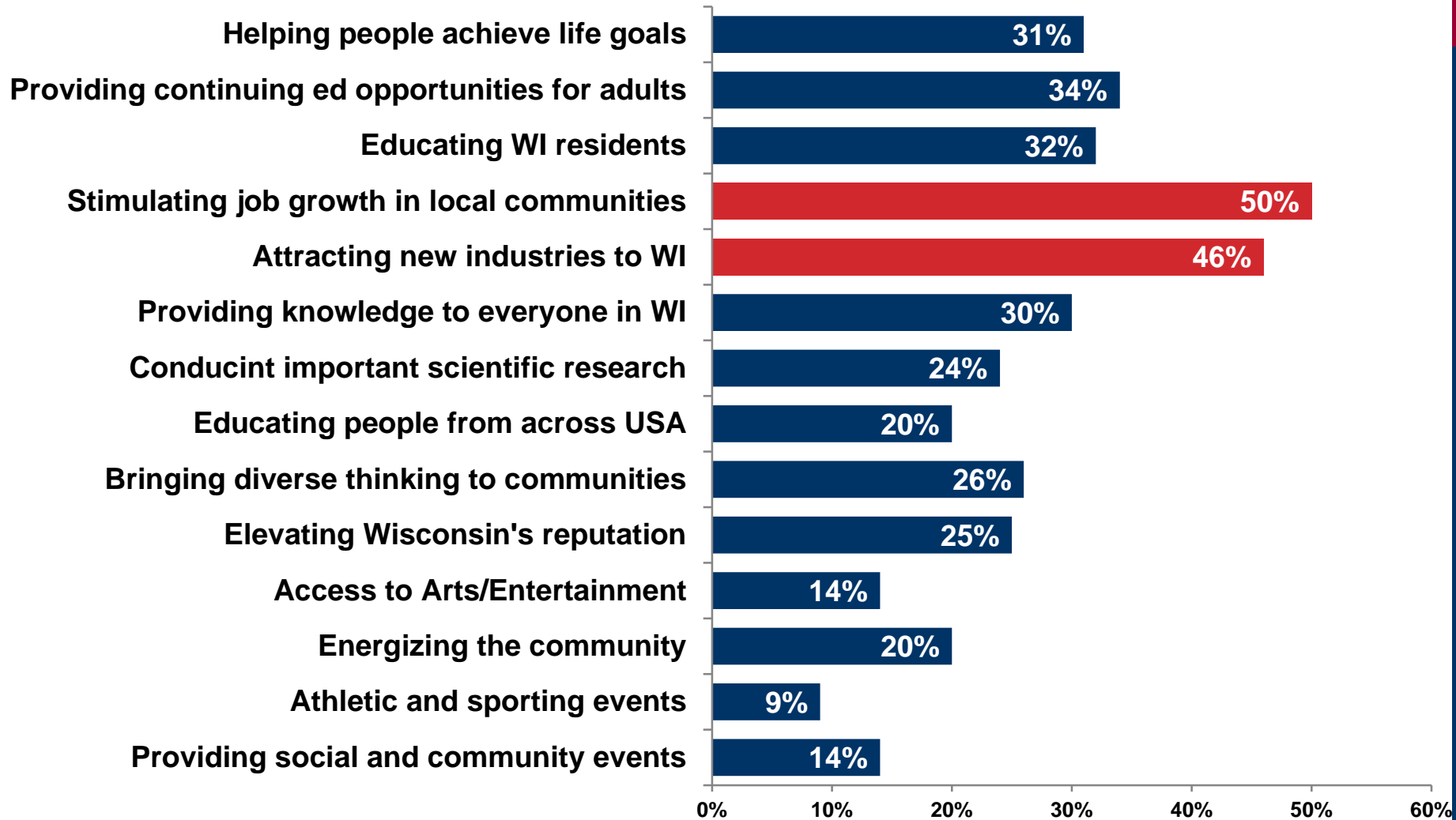
Best use of taxpayer funds



Perceived benefits



Areas for improvement



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



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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.

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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.

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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.

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University of Wisconsin PARKSIDE

Plan could result in substantial savings for Department of Corrections

"I'm excited about this. This has great promise." When Wisconsin State Senator Bob Wirch came to campus Friday, April 27, saving taxpayer money was on his mind. After viewing research done by University of Wisconsin-Parkside students Chris McMahon and Trevor Severson on potential changes to healthcare delivery at state correctional institutions that could save millions of dollars, Sen....

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Agriculture
Energy
Engineering
Entrepreneurship

Saving Lives Through Simulation

UW Tweets

Tweets from a list by UW System
Updates from Wisconsin's public universities, colleges, and extension

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