

UNIVERSITY COMMITTEE

November 12, 2018



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Director of Community Relations

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@UWCommunityRel



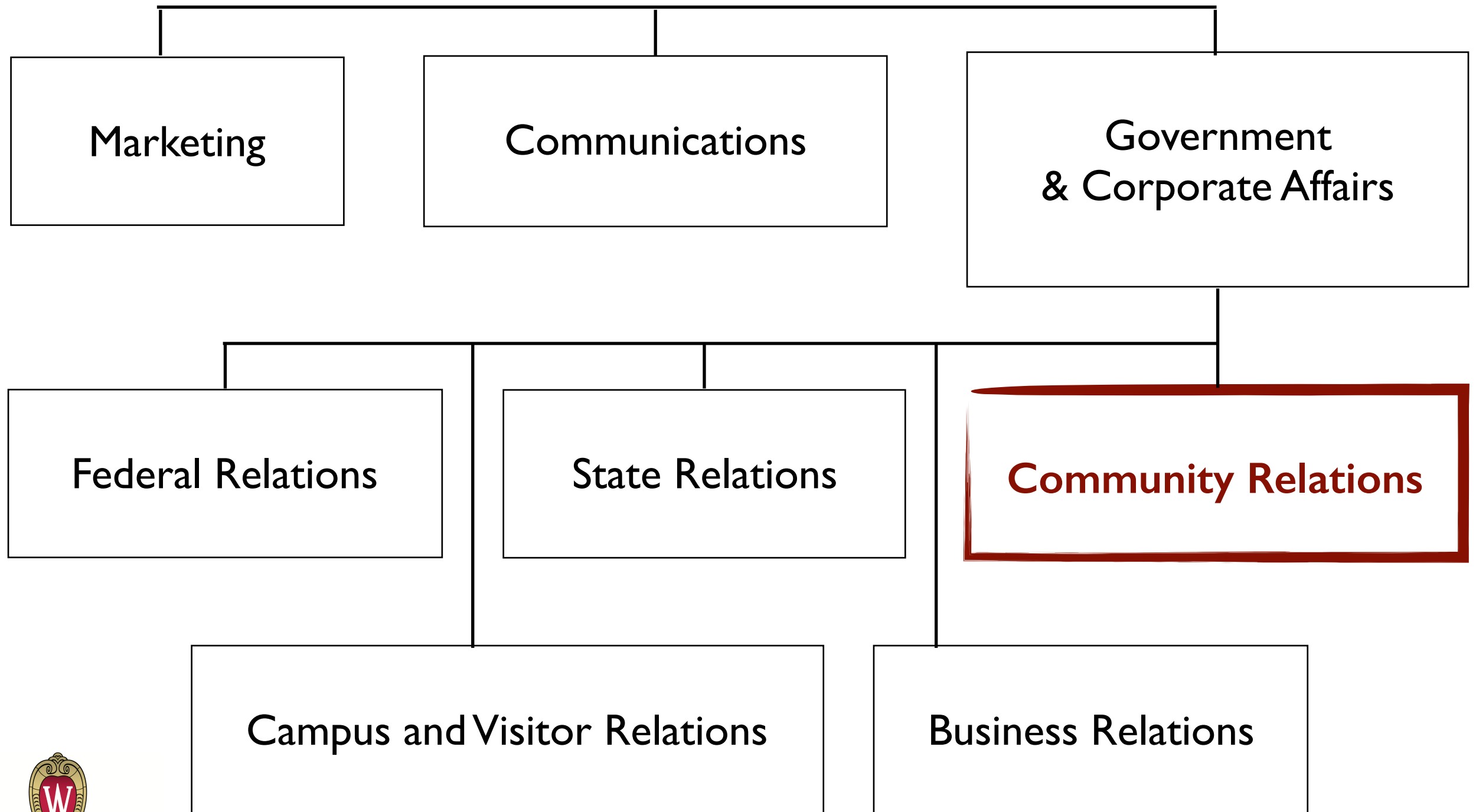
ADVANCING THE BRAND

The University of Wisconsin–Madison is a remarkable place: a world-class public research university filled with talent, knowledge, energy and excitement — all of which can be leveraged into a positive impact on the lives of others throughout Wisconsin and the world.

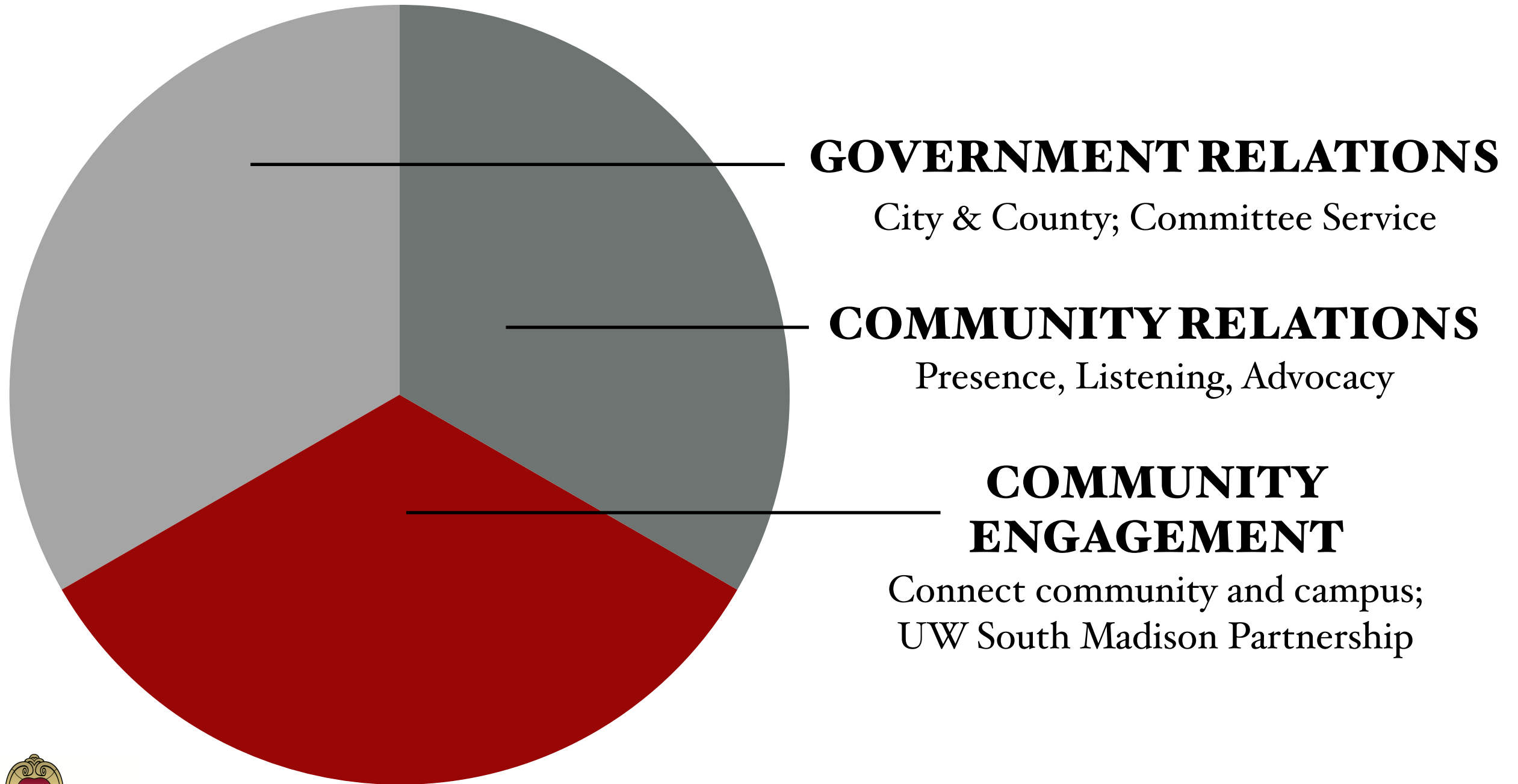
The Wisconsin Idea is as alive now as it has ever been.

The Office of University Relations works hard to tell this story through innovative and comprehensive communications with our many internal and external audiences; by building and nurturing relationships with local and statewide communities and business and industry; and by fostering partnerships and relationships throughout the state and the world.

UNIVERSITY RELATIONS



COMMUNITY RELATIONS





VISION

I) ACCESS

Grow real and perceived access to UW-Madison's people, resources, research, outreach, and service, for area residents, community organizations and prospective Badgers.

II) COMMUNITY-ENGAGEMENT

through Research, Outreach, and Service

Leverage The Wisconsin Idea as a tool for recruitment and retention of diverse faculty, staff and students; to inform and deliver relevant academic research, outreach, and service; to respond to and build capacity of statewide communities in a collaborative and mutually-beneficial capacity.





PRIORITIES

I) GOVERNMENT RELATIONS

- Campus development
- Collaborative problem-solving
- Partnership pursuits

II) COMMUNITY RELATIONS

- UW Community Advisory Council
- MMSD Personalized Pathways Anchor Partner
- Improved communication to inform our collaborative work and impact

III) COMMUNITY ENGAGEMENT

- Facilitate meaningful connections between campus and community
- Collaborative strategy to inform work of campus entities
- Community-University Partnership Awards
- Opportunistic and responsive programming
- UW South Madison Partnership





South Madison Partnership

UNIVERSITY OF WISCONSIN-MADISON

Opened in 2015, the UW South Madison Partnership (UWSMP) is a UW-Madison initiative designed to meet the South Madison community's needs and foster mutually beneficial relationships. Located in the Villager Mall, the physical space—equipped with classroom space, conference rooms, private meeting areas, and university resources—allows community members to engage with UW-Madison in a more accessible, meaningful way.

University partners are encouraged to utilize the space for classes and meetings to engage community members and integrate students into the community.

WHO

- Students
- Staff
- Faculty
- Community Members

WHAT

- Research
- Outreach
- Service-Learning

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UW-Madison

*For 168 years, this campus has been a catalyst for the extraordinary. As a public land-grant university and prolific research institution, **our students, staff, and faculty members partake in a world-class education and solve real-world problems.** We've fearlessly sifted and winnowed to find today's truths. And with the Wisconsin Idea as our guiding principle, we're not only changing the 936 acres we call home—Badgers are also creating a better future for Wisconsin, the nation, and the world.*

Any Questions?

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