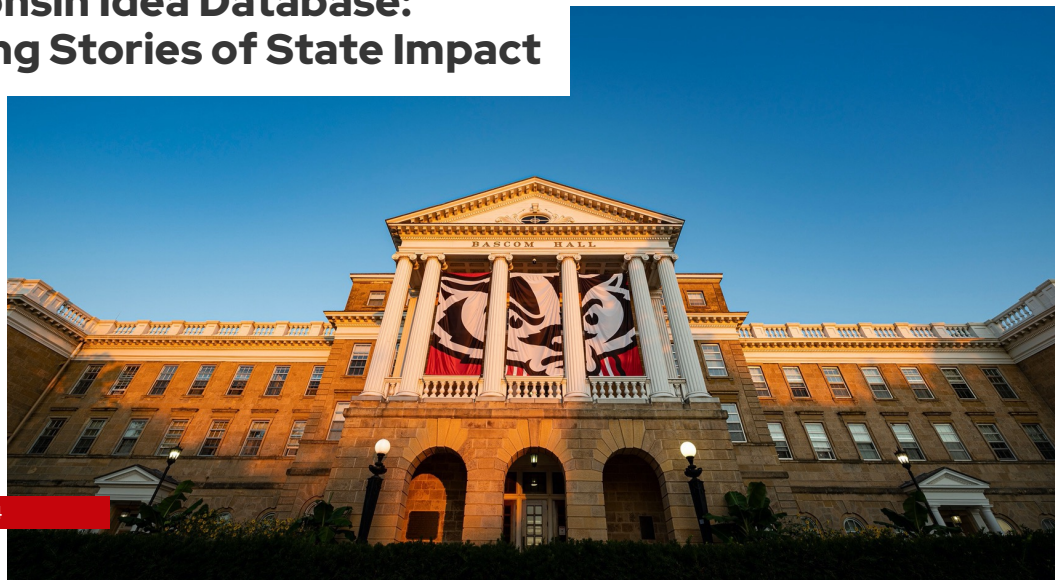




# Wisconsin Idea Database: Sharing Stories of State Impact



Spring 2024



# Wisconsin Idea Database: The Website

The screenshot shows the 'Project search' page of the Wisconsin Idea Database. On the left, there is a 'Search filters' sidebar with a 'Clear filters' button. It includes a 'Keyword search' field, a 'County' dropdown menu set to 'Dodge', a 'School' dropdown menu set to '-- None selected --', and a 'Focus Areas' section with checkboxes for Agriculture, Arts and Culture, Economic Development, Education, Environment, and Health Care. The main content area shows '374 results found for "Dodge", sorted by their uniqueness to the county. Page 1, items 1-25.' Below this are 'Expand All' and 'Collapse All' buttons. A project card is visible with the title 'PTSD treatment for prisoners in Wisconsin', listing the leader as Michael Koenigs, the school/unit as School of Medicine and Public Health, and the last updated date. It also includes an 'About the project' section and a 'Complete profile' link.

This screenshot shows a map of Wisconsin with a grid overlay. Above the map, there are two input fields: 'Choose a county' and 'Date', with a 'Submit' button below them.

This screenshot shows the homepage of the Wisconsin Idea Database. It features the website's logo and navigation menu. Below the header, there is a section titled 'The Wisconsin Idea Database' with a brief description of the database's purpose and a list of featured projects with accompanying images.

The [Wisconsin Idea Database](#) website is a [searchable database](#) of ways UW–Madison benefits people’s lives beyond campus specifically here in Wisconsin.

It’s searchable, it’s sortable, and it’s organized by topic area, school/college/division or other unit, and by county.



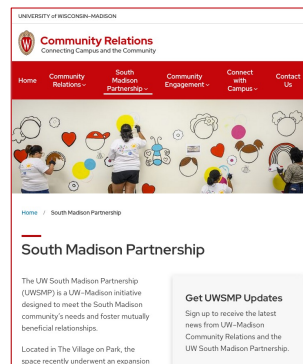
## Project Criteria



**Clear benefits to people in Wisconsin**



**Specific locations around the state**



**A webpage or website**

Does your content belong on the site? Yes, if you or others in your school, college, department, division or unit work on projects with:

- clear outcomes and benefits to Wisconsinites,
- activity in specific areas of the state, and/or
- a webpage or website with more information.

For example:



## Project Examples

- Conferences
- Data & analysis
- Collaborations with communities
- Arts projects
- Research projects with results
- Informative websites/campaigns
- Public services
- Outreach activities

**Manage Projects and Users**

▼ Browse Projects  
Click column headers to sort table.

All New Edits Pending Published On Hold Archived Confirmation Due WI Staff

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Project	Created	Updated
<a href="#">Institute on Aging Annual Colloquium</a>	02/15/2007	02/21/2024
<a href="#">Providing Air Quality Data and Analysis to Partner Organizations in Wisconsin</a>	10/25/2023	02/06/2024
<a href="#">First Wave Spoken Word and Urban Arts Learning Community</a>	11/02/2006	02/05/2024
<a href="#">Design of Positive Pressure Tube Systems for Improved Ventilation of Calf Barns</a>	09/12/2013	02/05/2024
<a href="#">Wisconsin in Black &amp; White</a>	08/10/2023	02/05/2024
<a href="#">Creating Equitable Sports Opportunity (CESO) in Wisconsin</a>	01/10/2024	01/18/2024
<a href="#">Wisconsin Coverts Project</a>	07/21/2010	01/05/2024
<a href="#">Quit Connect Health: Improving Tobacco Quit Line Referrals</a>	12/27/2023	12/28/2023
<a href="#">Online Gardening Programs for Wisconsin Gardeners</a>	12/06/2023	12/28/2023
<a href="#">Expanding Nature-Based Extension Education: Promoting Well-Being During COVID-19 and Beyond</a>	12/08/2023	12/28/2023
<a href="#">Earth Partnership</a>	12/11/2023	12/28/2023
<a href="#">Introductory Pharmacy Practice Experiences: Community Outreach</a>	10/18/2023	12/28/2023
<a href="#">Burnett County Groundwater Update</a>	12/20/2023	12/28/2023

There are currently many projects on the site – nearly 900.

Some created in the last few months, some created when the site itself was launched in March 2008.



# Project Registration

[wisconsinidea.wisc.edu](http://wisconsinidea.wisc.edu)

- Project description
- Tangible outcomes or economic benefits
- Areas of focus
- Location(s)

The image shows three screenshots of the project registration form. The first screenshot, titled "Add New project", includes a note about designating a project leader and a section for "1. Project leader" with fields for role, department, school/unit, and editor. The second screenshot, titled "2. About the project", includes fields for project name, website, description, and tangible outcomes. The third screenshot, titled "What are the areas of focus for this project?", includes a section for "Which counties benefit from your project?" with a grid of county checkboxes.

If you want to add your project, first register using the “register” button in the upper-right navigation of the site

In some cases, you’ll want to search for your project before adding it in case someone added it before you were around

Once you’re registered, you can add a project, and you’ll need a project description, info about the project leader, info about the project’s outcomes or benefits, its areas of focus, and the county or counties it benefits.



## Writing Tips

- **Use third-person rather than first-person language.** Refer to the project itself, using “it” rather than “we.”
- **Be specific.** Focus on a specific tool or instance or a specific program within the scope of your unit – think “project.”
- **Maximize shelf life.** Use specific dates (“since 2004”) rather than length of time (“for 20 years”).
- **Combine instances of repeating events.** Refer broadly to the project as a whole rather than detailing one specific instance of the event.

**2. About the project**

**Name of project •**  
The maximum length allowed is 150.

**Website**  
Enter a valid URL, including the http or https. The maximum length allowed is 250. Example: https://www.wisc.edu/

**Project description •**  
Briefly describe your work and how it benefits the state. The maximum length allowed is 750.

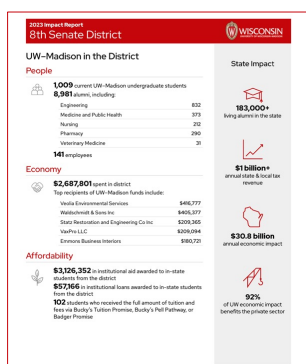
**Describe the most tangible outcomes or economic benefits stemming from this work •**  
Please provide concrete examples and use numbers when possible. The maximum length allowed is 750.

These editorial suggestions are based on submissions received

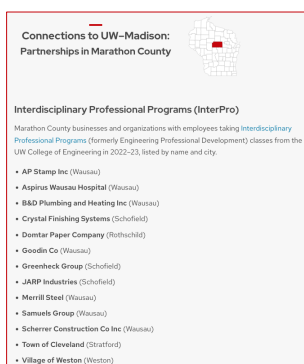


# Beyond Projects: District- & County-level Reporting

## District Reports



## County-level Pages



## Media Outreach



[ideas@wisconsinidea.wisc.edu](mailto:ideas@wisconsinidea.wisc.edu)

Beyond the project database, there's another opportunity to get exposure for the good work you're doing.

Each year, we share reports of UW-Madison's impact on the state, made up from a variety of datasets from around campus. They are reported at the legislative district level to Wisconsin state legislators and members of Congress. At the county level, they appear on the website and are promoted in the media.

If your program has granular, local impact that you track in detail, it might be a fit for these reports.



## Beyond Projects: District- & County-level Reporting

[wisconsinidea.wisc.edu/counties](https://wisconsinidea.wisc.edu/counties)

### Placements

- Internships
- Rotations
- Job placements

### Partnerships

- Business partnerships
- Certifications
- Professional development
- Trainings

### Key Facts

- Students
- Alumni
- Employees
- Spending

Placements: Places in Wisconsin where UW–Madison students are trained.

- Schools, businesses, and health care facilities
- For Pharmacy, Nursing, and some programs in the School of Medicine and Public Health

Partnerships & Key Facts:

- People or organizations in Wisconsin who 1. benefit directly from a program and are 2. associated with an address. You can send us the data without personally identifying info, as long as there's an address, and we report on it in aggregate. Examples: companies that pay for training; businesses that employ specific sets of alumni; your clients, patients, event attendees, and so on.
- Other Wisconsin businesses or organizations with whom you partner in some way. Examples: Badger Talks, UniverCity Year – not compiled in the reports but they're featured in releases





# Beyond Projects: Coming Soon

## Press releases

**For Immediate Release**  
6/17/2024

**Wisconsin Idea Database reveals UW-Madison's positive impact across all 72 counties**

Latest data show how UW provides educational opportunities, builds the workforce and economy in every corner of the state.

Contact: Jason Gohke, University Communications, [jason.gohke@wisc.edu](mailto:jason.gohke@wisc.edu), 608-262-1660

**Key takeaways:**

- To accomplish its educational and research missions, UW-Madison partners with more than 3,000 state businesses and organizations yearly, spending at least \$40 million on goods, services, and grants.
- The 16,700 Wisconsin-resident undergraduates at UW-Madison receive \$103.8 million in institutional financial aid. Just over 14 percent receive financial aid that covers the full amount of tuition and fees.
- Nearly 184,000 UW-Madison alumni live in Wisconsin; 49,000 of them graduated within the last ten years.
- You can view county-level impact on the [Wisconsin Idea Database website](#).

From urban Milwaukee to rural Washburn County, UW-Madison is making a significant impact on Wisconsin students, communities, and health care, according to the latest available data from the [Wisconsin Idea Database](#) project. The project, which highlights connections between UW-Madison and the state of Wisconsin, includes county and statewide enrollment trends, alumni counts, community partnerships and projects, financial relationships, and more.

"The Wisconsin Idea, UW-Madison's tradition of influencing lives beyond campus, has been integral to the university's culture and mission essentially since its founding," notes Charles Lippitt, vice chancellor for university relations. "The database project demonstrates in the detail how consistently the university fulfills that promise."

Here's an overview of UW-Madison's statewide impact for the 2023-23 academic year unless otherwise specified.

**Expanding access to higher education**

As of fall 2023, there were at least 16,716 undergraduates from Wisconsin enrolled at UW-Madison. Of those students, just over 14 percent — or about 2,200 Wisconsin undergraduates — were receiving aid covering the full amount of tuition and fees through either Block Plan financial assistance or the Block Plan Plus. Overall, the university awarded about

## Data you can use

All regions - UW-Madison impact 2021-22

County	Ashland	Barron	Bayfield	Burnett	Chippewa
2021-22 UW-Madison Undergraduate	7	71	17	17	7
Avg. 3-Wisconsin Resident Undergraduate	5	19	10	10	2
Percentage of awarded financial aid covered	\$58,425	\$359,969	\$28,039	\$26,039	\$20,120
Pharmacy facilities					
Primary students trained		5		2	
Pharmacy facilities		1		1	
Pharmaceutical training facilities					
Active and public health students	31	36	4	3	
Hardy alumni	48	9	12	2	
Pharmacy student	61	21	30	4	
State healthcare alumni (M, N, R, S, Pharmacy)	21	72	28	5	
Total alumni	140	404	244	57	
Wisconsin event attendees	1,840	7,380	750	1,670	
UW-Madison employees living in county	10	25	13	5	
100+ companies trained	3	5	2	1	
Spent	nearley \$650,000	nearley \$635,000	\$770,000	nearley \$284,000	\$146,000
100+ alumni spent through	\$649,660	\$634,327	\$770,709	\$283,895	\$146,000
Number of residents of Wisconsin performing					
Funds companies, organizations, individuals)	11	14	7	1	
Number of Veterinary Medicine clients		5			
County Report URLs	<a href="#">Ashland</a>	<a href="#">Barron</a>	<a href="#">Bayfield</a>	<a href="#">Burnett</a>	<a href="#">Chippewa</a>
Press Release URLs	<a href="#">Ashland</a>	<a href="#">Barron</a>	<a href="#">Bayfield</a>	<a href="#">Burnett</a>	<a href="#">Chippewa</a>
Extension URLs	<a href="#">Ashland</a>	<a href="#">Barron</a>	<a href="#">Bayfield</a>	<a href="#">Burnett</a>	<a href="#">Chippewa</a>

## Localized outreach

University of Wisconsin-Madison

Working with Johnson Health Tech to design adaptive exercise machines is just one example of UW-Madison College of Engineering students gaining hands-on experience tackling real-world problems.

**Designing adaptive gym equipment**  
Cottage Grove's Johnson ...  
[Learn more](#)

**Elave Strum's Cardinal Manufacturing benef...**  
UW-Madison mechanical.

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Like Comment Share

- Press releases: the statewide release came out on 4/17/24 and county/regional releases will be sent in late May/early June
- Impact data you can use in your materials and outreach: coming soon
- Down the line: More local outreach – localized social media, local TV and newspapers – areas we don't have as much exposure



**Thank you!**

**Questions?**



[wisconsinidea.wisc.edu](http://wisconsinidea.wisc.edu)

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