Start at:
http://www.wisc.edu
Outreach

For more than a century, the university has been guided by the Wisconsin Idea, a tradition first stated by UW President Charles Van Hise in 1904. Van Hise declared that he would “never be content until the beneficent influence of the university reaches every family in the state.” Today that belief permeates the university’s work, fostering close working relationships within the state, throughout the country and around the world.

Community outreach
Community Partnerships Center
Morgridge Center for Public Service

Continuing education
Division of Continuing Studies
PK-12 teacher resources
School and college programs
UW-Extension
Wisconsin Alumni Lifelong Learning
More...

International resources
International Institute
International Reach
Language Institute
Center for International Business Education and Research
More...

Youth programs
Badger summer athletic camps
PEOPLE program
Summer music clinics
More...

Business and industry
Office of Corporate Relations
University Research Park
Wisconsin Alumni Research Foundation

For students, faculty and staff
Baldwin Wisconsin Idea Endowment
Wisconsin Idea Undergraduate Fellowships
Wisconsin Idea Seminar

http://www.wisc.edu/outreach/
THE WISCONSIN IDEA

First attributed to UW President Charles Van Hise in 1904, the Wisconsin Idea is the principle that education should influence and improve people’s lives beyond the university classroom. For more than 100 years, this idea has guided the university’s work. Read more about the Wisconsin Idea and its history.

The Wisconsin Idea Today

See how the university continues to make a difference in the lives of Wisconsin citizens:

Building Wisconsin’s economy
The spark of university innovation is helping power Wisconsin’s knowledge economy—and helping existing businesses stay competitive.

Advancing health and medicine
From pioneering basic research to training compassionate health-care professionals, the university is contributing to the health of state citizens.

Educating young and old
UW–Madison’s commitment to teaching and learning transcends the barriers of age, distance and time.

Enhancing quality of life
Arts, culture and other one-of-a-kind university experiences add to the richness of life in Wisconsin.

Wisconsin Profiles

Treating Wisconsin’s cancer patients: in Madison or just down the street
May 28, 2009

The Wisconsin Idea in Action
Search a database of UW–Madison service to the state

News
Must-see TV from UW–Madison available on-air, online June 8
Wisconsin Alumni Association seeks nominations for Forward under 40 awards June 1
More news »

http://www.wisconsinidea.wisc.edu/
THE WISCONSIN IDEA

THE WISCONSIN IDEA TOOLKIT

This kit contains several communications tools to help promote the Wisconsin Idea. Included here are:

**Wisconsin Idea logo**
Use this logo on annual reports or other communications that support the Wisconsin Idea.
- Download a TIFF version of the logo

**Wisconsin Idea brochures**
Distribute these brochures to boards of visitors, alumni or other interested constituents.
- Building Wisconsin's Economy (PDF)
- Advancing Health and Medicine (PDF)
- Educating Young and Old (PDF)
- Enhancing Quality of Life (PDF)

**Wisconsin Idea Powerpoint template**
Use this template for public presentations.
- Download the template

**Wisconsin Idea in Action**
Enter your outreach projects into this online library.
- Submit a project

http://www.wisconsinidea.wisc.edu/toolkit.html

SUBMIT YOUR PROJECT
Wisconsin Idea Submission Form

UW-Madison is launching a campus-wide project to bring greater visibility to the many ways that faculty, staff and students engage in the Wisconsin Idea.

This brief form intends to capture some basic information about how and where your education, research, clinical or outreach programs significantly involve Wisconsin citizens in tangible ways, and how that work is making an impact. While we realize many people are likely involved in each project, we ask that you select one person to list as the project leader. Please submit individual projects separately.

Thank you for your contribution!

1. Name of the activity/program/project/course/study: Official or working title of initiative you plan to describe.

Information on project leader

2. First Name
   Last Name
   Title
   School/College/Division
   Select from the drop down menu above. If you represent a unit other than those listed above, please leave this field blank and indicate your department name in the item below.
   Department or other unit

Information on the involvement

3. Please describe (100 words or less) the nature of your work in the state:

4. Primary area of focus (select the most appropriate answer):

http://www.learning.wisc.edu/dcs/survey.html
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