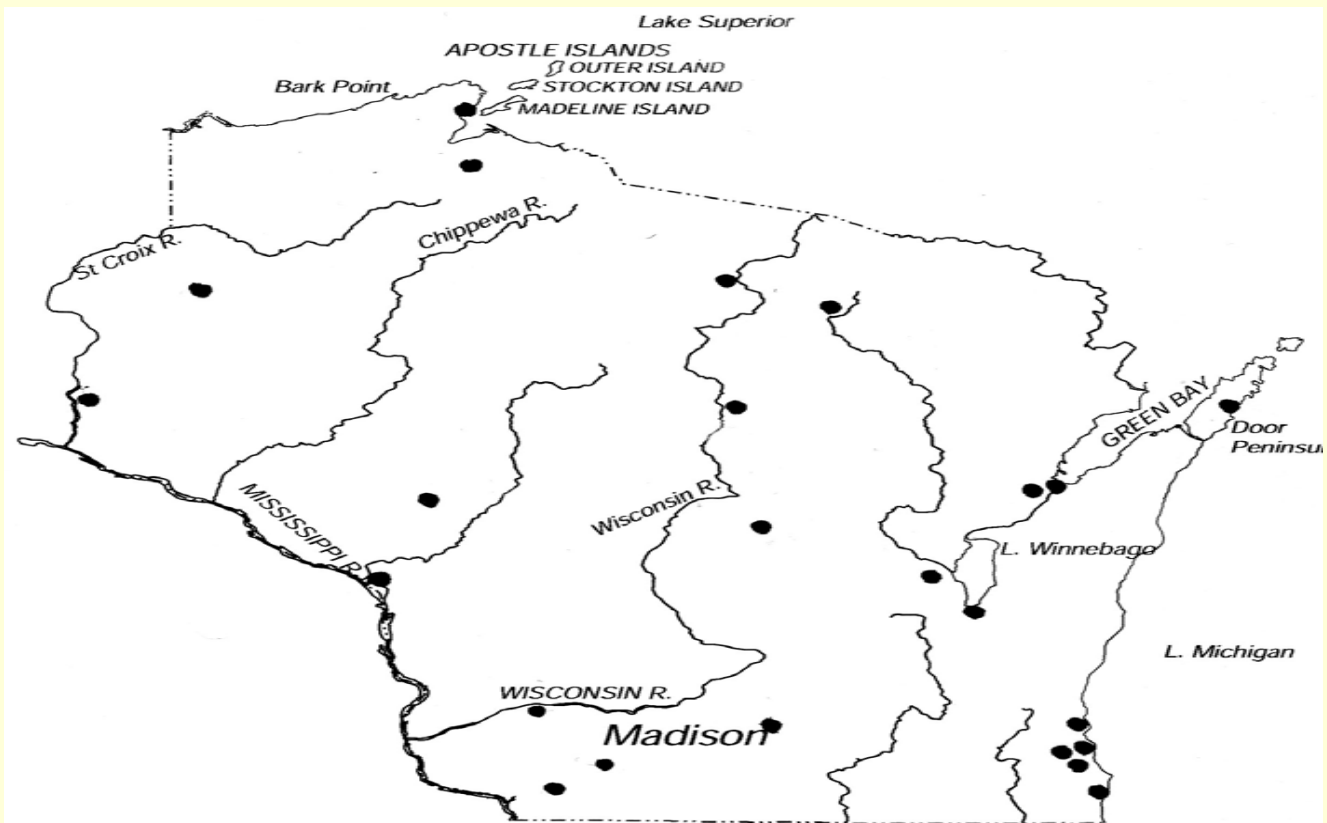


Perspectives from the Public: How Wisconsinites View UW-Madison

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WISCONSIN































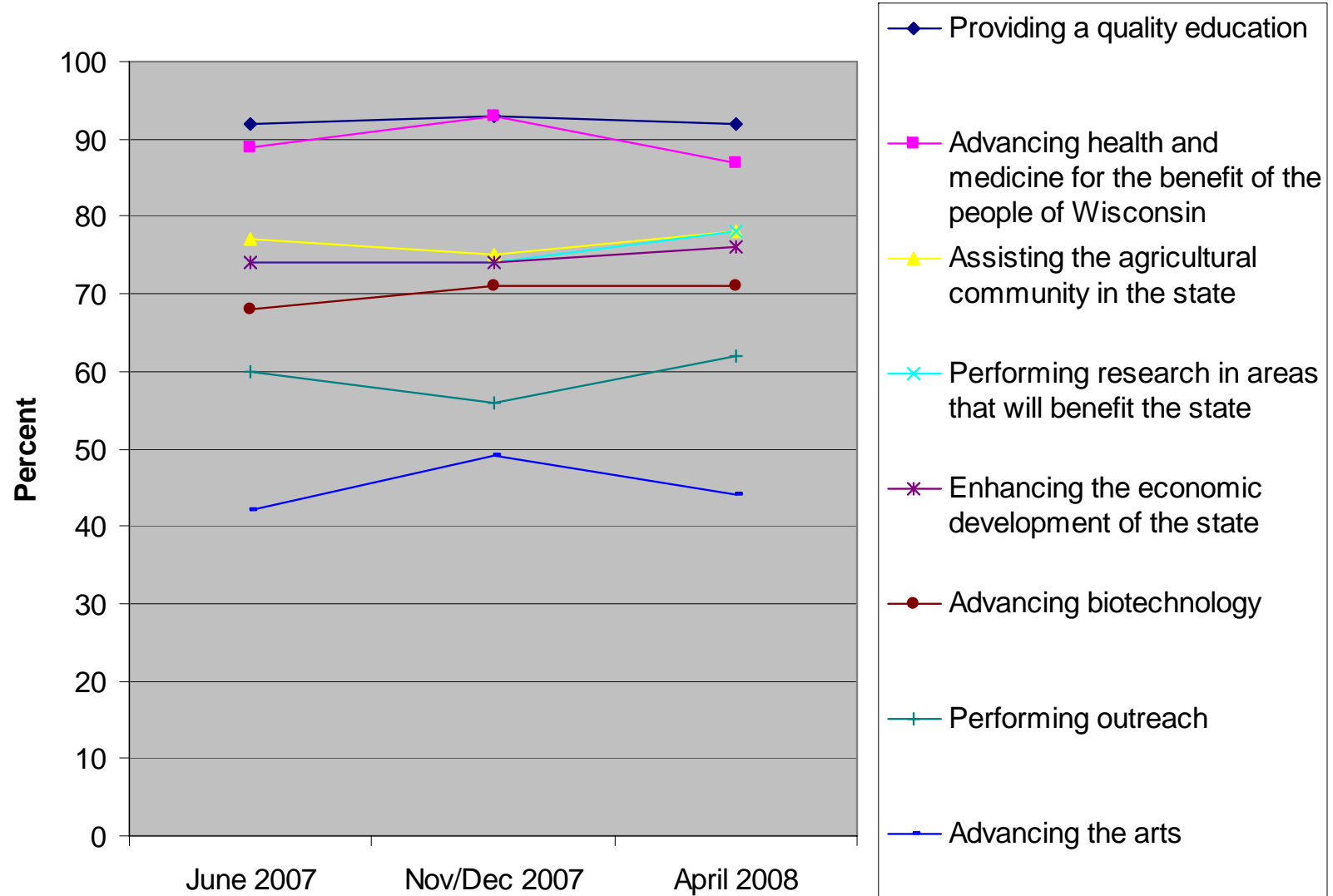




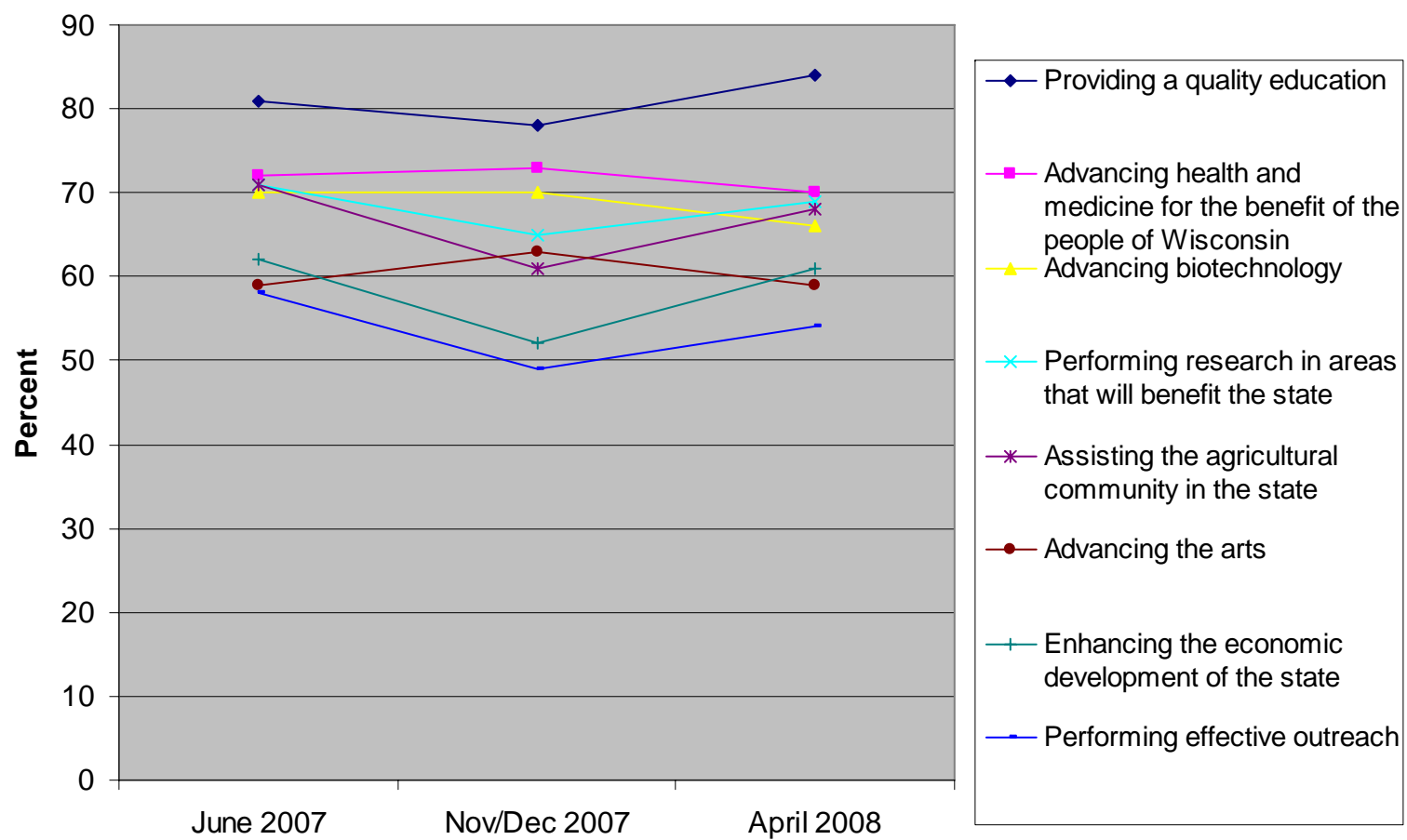




Extremely or Quite Important that UW-Madison Provide Service, By Area



Good or Excellent Rating of UW-Madison Performance, By Area



Listening investigations

- Questions:
 - What does UW-Madison do well?
 - Not so well?
 - What should it be doing to better serve the people in your community?

General results

- Impressions driven in part by news coverage
- Some responses pertained to UW System as a whole— people often have hard time differentiating
- “Do well” responses general, nothing new after 1st round of visit
- “Do not so well” list lengthier, more specific

What does UW-Madison do well?

- Sports, especially football, men's basketball and hockey
- Marching band
- Research, especially stem cell
- UW Extension
- UW Hospital
- Overall reputation and quality of education

What does it not do so well?

- Admissions (too hard to get in)
- Cost of tuition
- Too much partying
- Faculty: lazy, liberal, elitist

Not so well: Madison vs. state

- Lack of understanding of rural areas, outstate areas
- Too much of a leap for students from smaller communities
- UW-Madison and state legislature all of one piece— “Madison”



“Not so well”, continued

- Concern about overlapping programs
- Concern with value of a BA/BS degree

What should we be doing?

- People bewildered by the question
- Some want UW-Madison to keep its distance
- Some gave specific program ideas
- Many more general ideas, such as...

General ideas for serving the state

- Help with local economy: jobs, brain drain
- Recruit widely and at early ages
- Providing training within their communities
- Specific ideas for research, esp. biofuels and water
- Do better with UW-Madison public relations

Thank you, and On Wisconsin!

