CREATING A POSTER EXHIBIT

For High Impact and Engagement

Introductions

- Your Name
- Your Unit on Campus
- Have you ever been to Showcase before?
- Your poster idea

If you haven’t already, please go online to complete our short Poster Exhibit Interest Questionnaire

Agenda

- What is Showcase?
- Identifying Content: What to Present
- Designing Presentation: Designing to get People’s Attention
- Mechanics: Putting the Poster Together

What is Showcase?

- Jointly sponsored by OQI & OHRD
- Showcase is an annual event. The first Showcase was in 2000.
- Showcase is a time set aside to:
  - Learn from each other,
  - Recognize efforts on campus,
  - Improve work, learning, and climate.

Who is My Audience?

- Campus Leaders and Administrators
- Academic Staff
- Classified Staff
- Faculty
- Students
Schedule At-A-Glance

Showcase

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 - 11:00 am</td>
<td>Poster Exhibits</td>
</tr>
<tr>
<td>7:45</td>
<td>Opening Remarks &amp; Welcome</td>
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<tr>
<td>9:00 - 9:45</td>
<td>Breakout Session A</td>
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<td>Breakout Session B</td>
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<tr>
<td>10:00 - 10:45</td>
<td>Breakout Session C</td>
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<td>Breakout Session D</td>
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<tr>
<td>11:00</td>
<td>Closing Remarks</td>
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<tr>
<td>11:30 - 1:00</td>
<td>Keynote Presentation and Free Lunch</td>
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</tbody>
</table>

- Poster Exhibits
- Breakout Sessions
- Keynote Session

Tuesday, April 14, 2015
Union South

Layout of Varsity Hall
Union South - 2014
Why Present a Poster at Showcase?

- Celebrate your unit’s progress
- Reflect on the reasons for your success
- Connect with others from across campus and learn from their experience
- Help others learn from your experience to solve their challenges
- It’s FUN!

An Effective Poster . . .

- Tells a story of how you went from Point A to Point B to Point X
- Demonstrates benefits to your unit and/or across campus
- Shows how your approach might be applied in other units facing similar challenges or opportunities (what you learned)
Highlight Accomplishments

- Enhanced service to students, faculty, staff
- Saved time and/or resources
- Increased effectiveness and quality
- Improved campus climate
- Advanced the campus strategic priorities

The Best Practices/Case Study template will help you document your project/process improvement.

Once completed, you have a tool to organize your poster exhibit.

This form is available in your packet and on our website at: http://www.quality.wisc.edu/showcase.htm

This form may be used as a handout to further explain or clarify your poster. (50-75 copies is recommended)

Business Services: Resources Built From Focus Groups

4 Case Study:

- Process Improved Travel Expense Reports and External Requisitions
- Unit@quality, Business Services
- Customers of the Process and Their Needs: Administrative Staff, Campuswide
- Problem/Opportunity Statement: Many of our processes, such as the ones involving Travel Expense Reports and External Requisitions, can be confusing to customers because they contain many exceptions to accommodate the unique needs of different campus units.
- Solution/Strategy: In order to improve the accuracy and processing time of these reports, we began to place them in the new area of campus through which they always go to get a better perspective on quality when certain processes are completed.
- Changes Made: The creation of Task Groups for Travel Expense Reports and External Requisitions.

- Result: The templates received an overwhelmingly positive response from users. Units processing these forms reported fewer errors and help calls as well.
- Lessons Learned: When building resources for customers, it is what to get input from all the different areas of campus, as well as the positions within the process. This ensures the design of the resource is not process specific.

Next Step: Business Services will continue to use campus input to develop resources that help customers with our processes. A Task Group is needed for initial buy-in.

- Contact: Hema Calo Johnnie
- Unit: Business Services
- Phone: 608-263-0885
- Email: hcalo@bwisc.edu

- Additional data on the process:
  - TES: Template http://www.quality.wisc.edu/showcase.htm
Showcase Program

Poster Listing Format:
- Poster Title
- Unit
- Tagline
- Website
- Contact Information (Name / Unit / Department / Email)

Creating a Poster Title

Make it short, attention-grabbing, and appealing

Examples:
1. Using Social Media to Reach Target Audiences
2. Graduate School Degree Warrants: Remodeled, Renewed, Revitalized,
3. Scaling Up to Grow More FIGs
4. Redefining a University Research Center
5. Saying Goodbye Sustainably
6. It Takes a Community to Raise a Scientist
Creating a Tagline

Highlight the innovation

Examples:
1. How the WAA is harnessing the power of Facebook and Twitter to reach students, job seekers, alumni chapters and all alumni in general.
2. How SAFEwalk worked to contribute to campus safety in the Fall of 2013.
3. Lessons learned from the creation of a technology-rich flipped classroom space.
4. Improving two-way communication at the Wisconsin Union.
5. How to build a structured student philanthropy initiative for the millennial generation in a professional school environment.
6. Meeting the challenge of rapid growth while enhancing quality.

Key Components

- Clearly explain the process, purpose or improvement
- Use visuals to enhance the explanation
  - Flowcharts or Graphs
  - Before & After Pictures
  - Photographs
  - Website “snapshots”
- Document the impact of the improvement
- Tell what you learned and will do next
- Focus on what is transferable
And Remember…

Showcase = Conversations and Connections

(It is not about the poster.)

What Does a Typical Display Look Like?

• Tri-Fold Table Top Displays – Typically 36” x 48” Foam Core
• 2 Exhibits per Table
ELECTRIFYING DOCTORAL DISSERTATIONS
Publishing research and sharing knowledge in the electronic era

The Opportunity
Doctoral studentsprint their several hundred page dissertations, and carried them up to
Bacon Hall for the final revi
view. Graduate School staff
checked content and lay-
out, and revisions were
needed. Students would start over, in-
cluding another printing and ap-
pointment. When approved by the Gradu-
ate School, dissertations were shipped
to ProQuest, one batch per semester.
ProQuest scanned dissertations into
PDF format and printed hardcopy
books. This process took over six to
ten months, and revisions usually re-
quired a reprint.

Our Approach
The Graduate School has a
long-established relationship with ProQuest Disser-
tation Publishing, which has published over 2 million gra-
duate works since that time.

The Impact
Students now have the option
to submit a dissertation elec-
tronically. It reduces the time to
off-campus placement, and
delicates the dissertation
process, making it easier and
more cost-effective.

Feedback
I like the convenience of submitting electronically, and
not having to be concerned about figure qual-
i ty of a printed version.


A Pharm.D. Student Philanthropy Initiative
A structured student philanthropy initiative
for the millennials generation in a professional
school environment.

Opportunity: Improve student philanthropy
and pre-alumni engagement.

Next Steps:
With our four-year cycle approach, the focus will shift to
increasing alumni engagement—many alumni are
not sure what they can or should give back to the school.

Results:
2011 is the fourth year of the program and
the $10,000 minimum for the program has been
achieved annually.

Lessons Learned:
Student leadership is critical.
The four-year framework is necessary for
success.
The need for the program.
How millennials give.

Design: Implementation of a new multi-year,
multi-angled initiative.

Fourth Year: Pharm.D. students
Students create a 4 year plan for giving
Pharmacy, Wisc.edu

Pharmacy, Wisc.edu
Poster Exhibit Design Tip #1
Begin with the end in mind

Printed and mounted by printer

“DIY” option on 36”x48” Display Board – mounted by hand

Tri-fold PowerPoint Poster Template
Designed to fit on a 36” x 48” Foam Display Board

PowerPoint template size: 45” wide x 35” tall

Tri-fold Panel Size: 12” w x 36” t
Poster section width: 11” w x 33½” t
½” space all the way around

Tri-fold Panel Size: 24” w x 36” t
Poster section width: 23” w x 35” t
½” space all the way around

Tri-fold Panel Size: 12” w x 36” t
Poster section width: 11” w x 33½” t
½” space all the way around
More Poster Exhibit Design Tips

- Keep things simple
- Use effective graphics
- Limit the amount of text
- Use fonts, font sizes, and colors that are easy to read

Image resolution

**Image resolution**: the density of the pixels (or printed dots) that make up that image or graphic. The higher the resolution, the crisper and more detailed the image will be. The lower the resolution, the more pixilated the image will be.

Ideally, any image on your poster should be 300dpi/ppi. (Although, you can get by with an image as low as 200dpi/ppi.)

Example:
A photo that prints out at 8 x 10 inches on your poster should be 2400x3000dpi/ppi.

Note: Most images taken from the web don’t have enough resolution for use in posters.
On Campus Printing Services

College Library New Media Center
http://www.college.library.wisc.edu/technology/infolab/poster 608-263-9889

- Color Printing cost: $3.00 per square foot
  (Choose the “satin” paper! This is the “DIY” option; no mounting services are offered at College Library.)
- First Come, First Serve Printing
- **Total Poster Cost: Approx. $50**
  (includes printing, foam board, and repositionable adhesive)

DoIT Large Format Printing (& mounting)
https://www.doit.wisc.edu/printing/services/large-format-printing/
30 East Campus Mall. Phone: 608-262-3461

- Color Printing cost: $7.95 per square foot
- Foam core & laminate mounting : $3.80 per square foot
- **Total Poster Cost: Approx. $130**

Materials & Sources

If you choose to “DIY” your poster, you will need:

- Materials:
  - Spray Mount/
    Repositionable Adhesive
  - 36”x48” Tri-Fold Foam Display Board
Showcase Technology

While planning your presentation, think about if you would like to bring a laptop and/or a larger monitor, etc. As Showcase approaches, we will be sending an email questionnaire regarding this information.

Materials for Showcase - Set Up and Tear Down

DAY OF SHOWCASE - Tuesday, April 14, 2015:
- Exhibits should be fully set up in Varsity Hall, Union South, by 7:30 a.m. on Tuesday, April 14
  (Poster exhibits displayed 8:00-11:00 a.m.)
- Take exhibit down by 2:00 p.m.

Materials drop off Before Showcase -
Friday, April 10 and Monday, April 13, 2015
- Friday 4/10 (8 a.m. - 4:30 p.m.) and Monday 4/13 (8 a.m. to NOON)
  BASCOM HALL Room 199
  Poster only: OOI will transport your poster to the Union for you if you bring it to Room 199 no later than noon on Monday, April 13.
- Monday, April 13, 3:00-5:00 p.m.
  UNION SOUTH (Room tba)

If you drop your poster off early, it will be set up for you in Varsity Hall by 7:30 a.m.
Program Information

Program Information Deadline:
By Friday, March 27th, be sure to submit the following information:

- Poster Title (should match your poster)
- Poster Tagline / brief description - 25 words or less
- School/College, Unit/Department
- Presenter/Contributor Names, Emails, S/C, Unit/Department
- URL (if applicable)
- Submit Information to: kristine.fisher@wisc.edu

You will receive an email in mid-March to ask for this information.

Important Dates

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<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>Friday, March 27</td>
<td>Due date for program information</td>
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<tr>
<td></td>
<td>Email to: <a href="mailto:kristine.fisher@wisc.edu">kristine.fisher@wisc.edu</a></td>
</tr>
<tr>
<td>Friday, April 3</td>
<td>Due date for digital version of your poster</td>
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<tr>
<td></td>
<td>Email to: <a href="mailto:kristine.fisher@wisc.edu">kristine.fisher@wisc.edu</a></td>
</tr>
<tr>
<td>Friday, April 10</td>
<td>Early poster drop off</td>
</tr>
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</tr>
<tr>
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<td>Your display should be set up by 7:30 a.m. Posters that</td>
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<td>were dropped off early will be at your table at that</td>
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<td>time.</td>
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O Q I will transport your poster to the Union for you if you bring it to Room 199 no later than noon on Monday, 4/13.
Contacts & Information

Poster exhibit information and resources are available at http://www.quality.wisc.edu/showcase.htm

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