CREATING A POSTER EXHIBIT
For High Impact and Engagement

Introductions

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

If you haven’t already, please go online to complete our short Poster Exhibit Interest Questionnaire
http://go.wisc.edu/2p1mwr
Agenda

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

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**What is Showcase?**

- 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.

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**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>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-11:00</td>
<td>Poster Exhibits</td>
</tr>
<tr>
<td>8:30</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></td>
<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></td>
<td>Breakout Session D</td>
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<tr>
<td>11:00</td>
<td>Closing Remarks</td>
</tr>
<tr>
<td>11:15-1:00</td>
<td>Keynote Presentation and Free Lunch</td>
</tr>
</tbody>
</table>

- **Poster Exhibits**
- **Breakout Sessions**
- **Keynote Session**
  - **IMPORTANT** – If you would like to attend the Keynote, YOU Must Register for it! ([http://go.wisc.edu/22sy7c](http://go.wisc.edu/22sy7c))

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**Wednesday, April 2, 2014**
Union South

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### Layout of Great Hall, Memorial Union - 2013
Why Present a Poster at Showcase?

- Celebrate your unit’s progress
- Reflect on the reasons for your success
- Connect with others from across campus
- 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
Highlight Accomplishments

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

Best Practices/Case Study Template

Documenting Your Improvement

- 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 at Showcase to further explain or clarify your poster. (50-75 copies is recommended)

Business Services: Resources Built From Focus Groups

A Case Study

- Process Improved: Travel Expense Reports and External Requisitions
- Unit(s): Division 03 - Business Services
- Customers of the Process and Their Needs: Administrative Staff Campus Wide
- Problem/Opportunity Statement: Many of our processes such as those involving Travel Expense Reports and External Requisitions, can be confusing to customers because they contain many exceptions to accommodate the various business scenarios of a large campus environment. Targeting different areas of campus through focus groups allowed us to get customer perspectives on exactly where certain processes become difficult.
- Changes Made: Tutorials created for Travel Expense Reports and External Requisitions
- Results: The tutorials received an overwhelmingly positive response from campus units processing these forms reported fewer errors and help calls as well.
- Lessons Learned: When building resources for our customers, it is vital to get input from all the different areas of campus as well as the job positions within those areas (administrators, faculty, financial specialists, LTOs, etc.).
- Next Steps: Business Services will continue to use campus input to develop resources that help customers with our processes. A Payment to Individual Report (PIR) tutorial is slated for rollout this summer.
- Contact:
  - Name: Carl Johns
  - Unit: Business Services
  - Address: Room 350, AW Peterson, 750 University Ave.
  - Email: cjohns@business.wisc.edu
  - Phone: 265-4140

- Additional data on the process
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. Vivaldi Ain’t All We Whistle
3. Designing the Flipped Classroom
4. Redefining a University Research Center
5. UHS Cleans Green
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. Adjusting the lens on success: closing the achievement gap by reducing the stereotype threat.
3. Lessons learned from the creation of a technology-rich flipped classroom space.
4. Learning how to take the chaos out of setting project priorities.
5. How to build a structured student philanthropy initiative for the millennial generation in a professional school environment.
6. How to ditch emailing spreadsheets with a web-based tool that coordinates budget submission, approval and financial reporting for large research projects.

Key Components

- Clear explanation of process, purpose or improvement
- Visual display of the project/process
  - Flowcharts or Graphs
  - Before & After Pictures
  - Photographs
  - Website “snapshots”
- Documentation of the impact
- Best Practices/Case Study form
- Focus on what is transferable
What Does a Typical Display Look Like?

• Tri-Fold Table Top Displays – Typically 36" x 48" Foam Core
• 1-2 Exhibits per Table
ELECTRIFYING DOCTORAL DISSERTATIONS
Publishing research and sharing knowledge in the electronic era

The Opportunity
Doctoral students printed their several hundred-page dissertations, and carried them up to Bascom Hall for the final review. Graduate School staff checked for content and layout, and if revisions were needed, students would start over including another printing and appointments. When approved by the Graduate School, dissertations were shipped to UMI Proquest, one batch per semester. ProQuest scanned dissertations into PDF format, and printed hard copy books. The time to publication was six to ten months, and revisions usually required a reprint.

Our Approach
The Graduate School has a long-established relationship with UMI ProQuest Dissertation Publishing, which has published over 2 million graduate works since its origin in 1938. They provide access to dissertations and theses for thousands of libraries worldwide. It seemed only natural that we would continue this relationship, utilizing their new electronic submission and workflow tools. We also knew it would be important to provide detailed instructions about the new process, so we created a comprehensive guide to electronic dissertation submission, found here: go.wisc.edu/uu617w.

The Impact
Students are now given the option to submit via paper or electronically. A face-to-face appointment with a degree coordinator is still a requirement for graduation. Overwhelmingly, students choose electronic submission, because it is convenient, less expensive, and results in a better quality publication.

Electronic submissions allow for:
- High-quality color tables, charts, photos, and other images within dissertations
- Supporting documents like musical recordings, spreadsheets, films, and maps
- Easy-to-use workflow processing for Graduate School staff, including automated emails to students at various points in the review process

I like the convenience of submitting electronically, and not having to be concerned about figure quality of a printed version.

It’s very efficient, and costs less than the manual process. I highly recommend it.

LOVED being able to deposit and pay online... Saved me time and resources.

It took no more than 2 hours to make all the necessary corrections and obtain the final approval of the formatting. I did not have to continually come back to the office for another appointment. Almost everything was done online and it went very smoothly.

Five Dimensions of Learning
KDBIN™ Outcomes
A collaborative effort to redefine business education

OPPORTUNITY
Turbulence in higher education demands innovation around the meaning of an on-campus business degree at a public research university.

K
KNOWING
My conceptual expertise and awareness of facts, frameworks and theories

D
DOING
My ability to execute and perform

B
BEING
My understanding of who I am and how my values fit with those of the university and my profession

I
INSPIRING
My awareness of who I could be and how I could inspire others

N
NETWORKING
My interactions with others and how I relate to them

CORE CURRICULUM
Learning outcomes were not consistently defined and communicated across the core curriculum, resulting in problems:
- Duplications of content across courses and gaps in important concepts and skills
- Substantial course sequencing and delivery methods
- Limited opportunities for student and alumni engagement

KDBIN™ IN PRACTICE
KDBIN’s learning outcomes for undergraduate and full-time MBA core curricula are articulated and shared schoolwide, giving rise to:
- Coordination among faculty to eliminate duplications and close gaps
- Innovations in course sequencing and exploration of new delivery methods
- Ongoing conversations between faculty, staff, administrators, students, and alumni about desired learning outcomes and assessments for all business Badgers

CO-CURRICULAR LEARNING
What does success look like?
All Business Badgers can articulate how the Wisconsin School of Business KDBIN™ outcomes have helped them frame their identity as business professionals and set them on the path for success.

INITIAL IMPACTS
Incorporate faculty and staff learning excellence
Teach a value-added business education
Develop a strong baccalaureate program in business

WHAT DOES SUCCESS LOOK LIKE?
All Business Badgers can articulate how the Wisconsin School of Business KDBIN™ outcomes have helped them frame their identity as business professionals and set them on the path for success.

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

Opportunity: Improve student philanthropy and pre-alumni engagement.
The objective was to build a culture of philanthropy among current students and assist them in understanding the act of giving back, regardless of amount. The students have achieved this place in their professional career with the help of others, now it’s their opportunity to give back.

Next Steps:
With each complete four-year cycle accomplished, the focus will shift to packaging — messaging the program to establish familiarity with the entire concept.
- Integration with School’s Advancement Team Communications, Development, Alumni Relations initiative to launch a culture of lifelong engagement with the School.

Results:
- 2013 was the fourth year of the program with participation rates increasing each year.
- The $10,000 minimum endowed level established for the program has been reached annually.

Lessons Learned:
- Student ownership of the initiative is extremely beneficial.
- The four-year framework is necessary to build a consistent culture.
- The messaging with most impact is about “giving back” — attitude of gratitude — not just about giving money.
- It is innovative and provides multi-touch points throughout the four-year experience.


First-Year Pharm.D. students
- $1.00 voluntary donation in return for pledge form Dean of School
- Students write notes of gratitude
- Power of philanthropy demonstrated with awarding of a student scholarship

Second-Year Pharm.D. students
- Dean of School hosts seminar reinforcing messages of philanthropy and gratitude
- Students receive piggy banks to collect change — encouraged to decorate their piggy banks
- Students write notes of gratitude
- Piggy bank emptying event held in spring and “Best Dressed Piggy Bank” receives an award

Third-Year Pharm.D.
- Dean of School hosts a seminar reviewing their philanthropic efforts from years one and two
- Students write notes of gratitude
- Students receive “UMMCPharm-Student Philanthropist” pins shaped like Wisconsin

Fourth-Year Pharm.D.
- Coordinated through class leaders
- Students encouraged to make multi-year pledges
- Cumulative dollars (years 1-3), plus fourth-year efforts establish the Class Scholarship Fund

PHARMACY.WISC.EDU

We needed to
GATHER EXTENSIVE INPUT
from internal staff and campus partners.
QUICKLY ANALYZE DATA
to make recommendations and
ENGAGE ALL STAFF
with the assessment process.

The Assessment Team was faced with
LIMITED TIME
to review, analyze and make recommendations based on a
HUGE AMOUNT of assessment DATA.

We utilized SEA CHANGE
to achieve our goals.
Staff Engaged Assessment
is, when the Assessment Team
Gathers Data and designs
staff Working Groups to
Analyze themed areas of Data
and Report Key Findings
and Recommendations.

Leading a SEA Change
with the Office of the Registrar
Staff Engaged Assessment to Facilitate Organizational Change

GOALS

1. Assessment Team Gathers Data
14,000+ Data Elements
4 weeks

2. Staff Working Groups
Analyze Data
Key Findings

3. Analyzed Data
with Key Findings and Recommendations

SOLUTIONS

Assessment Team
CENTRALIZED Data Collection
MIX-METHOD approach for Assessment Data
Survey
In-Person
Interactive (note cards, clickers)
Anonymity

STAKEHOLDERS
Bring in OUTSIDE FACILITATOR
Create TIMELINE for Process

Working Groups
CROSS-REPRESENTATION across Areas
Designate GROUP LEADS
Establish DEADLINES for Reports
TRUST your Staff

CONTACT US

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Involving Your Whole Organization in Strategic Planning

**Needs**
- Leverage staff expertise on key areas of EH&S
- Fully engage all staff in developing a philosophy that everyone can live and work by.
- Articulate purpose, vision, and ways of working
- Create a consistent message for department communications

**What Worked?**
- Worked with OQI consultants to plan project
- Surveyed staff members to obtain input on key questions
- Analyzed and summarized survey responses
- With departmental leadership team, drafted mission & vision
- Worksheets, small groups encouraged participation during all-staff retreat

**Our Goal**
Create an EH&S mission, vision, and set of guiding principles that align with our parent unit, FP&M, and University missions.

**Key Questions**
- When you think of the word that EH&S provides to campus, what word comes to mind?
- What do you hope that will look and feel like 2 years from now?
- Which customer group does EH&S have as a primary focus for service delivery?
- What do you deliver to EH&S customers that particularly energizes you or provokes meaning to you?
- What is one significant campus safety issue that needs to be overcome in the next 1-3 years?

**Results**
- New Mission
- New Vision
- Created Guiding Principles

**Contact**
Paul Unbeck, pumbeck@fpm.wisc.edu
Environment, Health & Safety Department
Creating Your Showcase Poster Exhibit

• Poster Creation at-a-glance:
  ◦ Create and organize your poster content.
  ◦ Decide how you plan to mount your poster
  ◦ Create your poster.
  ◦ Purchase supplies (if necessary)
  ◦ Print/mount your poster.

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 35”t
½” space all
the way around

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 35”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/px. (Although, you can get by with an image as low as 200dpi/px.)

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

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

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Graphics Resource:
**UW Communications Website**

- For downloadable versions of the UW logo & official usage guidelines, go to:  
  www.uc.wisc.edu/brand

- **UW Campus Photo Library**  
  http://photos.news.wisc.edu/

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**Request High Resolution Files from the Campus Photo Library**  
($15 each)
To request a file with greater resolution than that of the files in the library (400x600), take note of the file ID(s) corresponding to the photos you are interested in and contact photographer Bryce Richter at (608) 262-7411 or brichter2@wisc.edu
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

- **Sources:**
  - Office Supply Stores
  - Staples – via MDS
    http://www.bussvc.wisc.edu/mds/mds.html
  - UW Bookstore
  - Art Supply Stores
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.

- If you are planning to use the Internet, you must have...
  - A computer with a wireless card
  - A valid UW Net-ID & Password

Materials for Showcase - Set Up and Tear Down

DAY OF SHOWCASE – Wednesday, April 2, 2014:
- Exhibits should be fully set up in Varsity Hall, Union South, by 7:30 a.m. on Wednesday, April 2
  (Poster exhibits displayed 8:00-11:00 a.m.)
- Take exhibit down by 2:00 p.m.

Materials drop off Before Showcase –
- Monday, March 31 and Tuesday, April 1, 2014
  - Monday 3/31 (8 a.m. – 4:30 p.m.) and Tuesday 4/1 (8 a.m. to NOON)
    BASCOM HALL Room 199
    Poster only: OQI will transport your poster to the Union for you if you bring it to Room 199 no later than noon on Tuesday, April 1.
  - Tuesday, April 1, 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.
*** INFORMATION TO SUBMIT ***

Program Information Deadline:
By Friday, March 14th, 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: kkfisher2@wisc.edu

By Monday, March 24:
- Digital version of your poster (ppt or pdf)

You will also receive an email that will ask for this information.

*** NEW for 2014 ***

A Poster Treasure Hunt
Each attendee will receive a “Treasure Hunt” card to fill out and enter into a drawing for prizes. The card will include:
- 6 to 8 phrases or images from posters to locate
- 3 Poster Presenters they talked with
- 1 Idea they will take back to their unit

For your poster to be included in the Treasure Hunt, by Monday, March 24, we will need:
- Digital version of your poster (ppt or pdf)
- Submit Information to: kkfisher2@wisc.edu
Contacts & Information

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

Office of Quality Improvement Contacts

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