Spectrum Magazine

Celebrating Diversity in the Madison Area, a product of the Madison Area Diversity Roundtable.

Project Goals

Inspire people to seek out all that our community has to offer.

Show cultural diversity, professional opportunities and benefits of the Madison Area.

The magazine also contains a calendar sampling Madison’s Multicultural events and resources.

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The UW-Madison Chancellor’s Office is working closely with the Madison Area Diversity Roundtable in the production of Spectrum Magazine.

Spectrum Magazine is an example of how units departments and programs can work together on a shared project that can benefit themselves and others.

Through the pooling of resources involved with Spectrum’s production, Madison Magazine was contracted because of their distribution reach and multi-media expertise.

Each of the roundtable members will use this tool in different ways, but the main goal was to create a tool that can work for their individual organizations and the Greater Madison area.

The Madison Area Diversity Roundtable has been meeting for three years to discuss best practices around diversity, recruitment, retention and connectivity. Spectrum is one of the products of these meetings, and 16 different organizations were involved.

Roundtable Organizations

The Madison Area Diversity Roundtable

1. United Way of Dane County
2. Madison Gas and Electric
3. CUNA Mutual Group
4. Spectrum Brands
5. Fiskars Brands, Inc.
6. Madison Metropolitan School District
7. Madison Area Technical College
8. Brown Show/Famous Footwear
9. Wisconsin Office of State Employment Relations

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Spectrum Magazine is produced by Madison Magazine.

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