

# SHOWCASE 2002



THE UNIVERSITY  
*of*  
**WISCONSIN**  
MADISON

Advancing Service Excellence &  
Improving Campus Climate

April 3, 2002  
7:45 a.m. – 11:45 a.m.  
Pyle Center

Co-sponsored by  
Office of Human Resource Development  
and Office of Quality Improvement

With Support from  
Division of Information Technology (DoIT)  
Office of the Provost  
University Communications  
WISCAPE

# AGENDA

- |               |   |                                       |
|---------------|---|---------------------------------------|
| 7:45          | ▪ Registration and Continental Breakfast  | Pyle Center,<br>3 <sup>rd</sup> Floor |
| 7:45 – 9:15   | ▪ <b>POSTER SESSION</b><br><i>Posters available for viewing throughout the morning</i>  | Room 325/6                            |
| 8:30          | ▪ Comments: Chancellor John Wiley and Provost Peter Spear   | Room 325/6                            |
| 9:15 – 10:15  | ▪ <b>KEYNOTE ADDRESS</b><br><i>SERVICE EXCELLENCE AND CAMPUS CLIMATE</i><br>Dr. Brent Ruben, Rutgers University<br>Chancellor Charles Sorensen, UW-Stout<br>Moderator: Maury Cotter, OQI Director | Room 313                              |
| 10:15 – 10:30 | ▪ Break and Refreshments  | 3 <sup>rd</sup> Floor                 |
| 10:30 – 11:30 | ▪ <b>CONCURRENT SESSIONS</b> (see insert for detail)<br>10:30 – 10:55 <b>Concurrent I</b><br>11:00 – 11:25 <b>Concurrent II</b>   |                                       |
| 11:30 – 11:45 | ▪ <b>IDEAS TO ACTION</b><br><i>Join us for the opportunity to highlight key ideas, connect with others, and share strategies for putting new ideas into action</i>                                | Room 313                              |
| 11:45 – 12:15 | ▪ OQI Staff Available for Consultation  | Room 313                              |

You are invited to attend today's  
**WISCAPE Brown Bag Forum**  
12:00 noon – 1:30 p.m., 154 Education

***Higher Education Effectiveness:  
Business Techniques in Educational Planning***

**Dr. Brent Ruben**

Professor of Communication, Executive Director of  
the Center for Organizational Development and Leadership  
Rutgers University

Co-sponsored by WISCAPE and Office of Quality Improvement

# KEYNOTES

## Dr. Brent Ruben

*Our students learn a great deal in their classes; they probably learn as much outside their classes – from staff as well as faculty. Each and every encounter with a member of the University is a teaching-and-learning experience – one that shapes the impressions of the department and institution, and teaches lessons about human relations and organizational life. When we talk about service excellence, we're talking about issues that relate not only to marketing and public relations, but also to the core mission of the institution – teaching-and-learning.*

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Dr. Brent Ruben is Professor of Communication and Executive Director of the Center for Organizational Development and Leadership at Rutgers University. He is the author or editor of more than 25 books and 75 book chapters and journal articles on communication processes and functions in individual, interpersonal, health, educational, intercultural, and organizational settings.

In the area of higher education quality, his books include *Excellence in Higher Education 2001-2002: A Baldrige-Based Guide to Organizational Assessment, Planning and Improvement* (2001); *Quality in Higher Education* (1995); and *The Face of Higher Education: Quality and Service Excellence on the Front Line* (1994).

Dr. Ruben is Chair of the National Consortium of Continuous Improvement in Higher Education (NCCI), and served as Chair of the National Quality Council on Higher Education, The Conference Board (1995-96). In 2000, Dr. Ruben received the Rutgers University Daniel Gorenstein Memorial Award for outstanding scholarship and service to the university community.

## Dr. Charles W. Sorensen

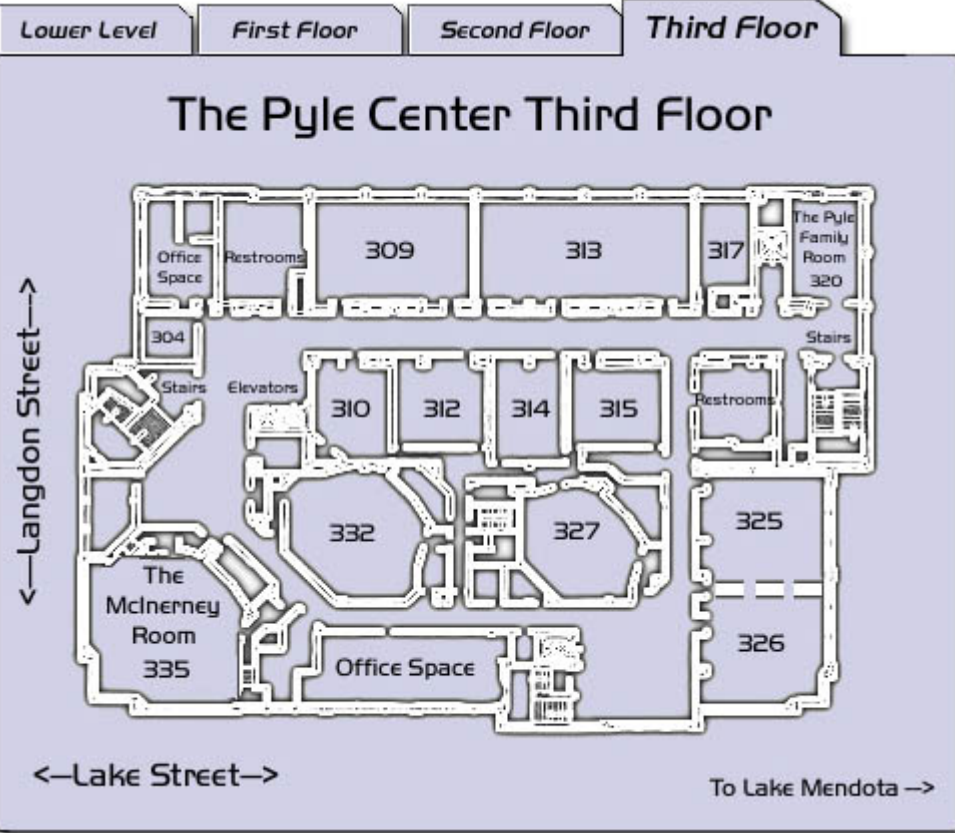
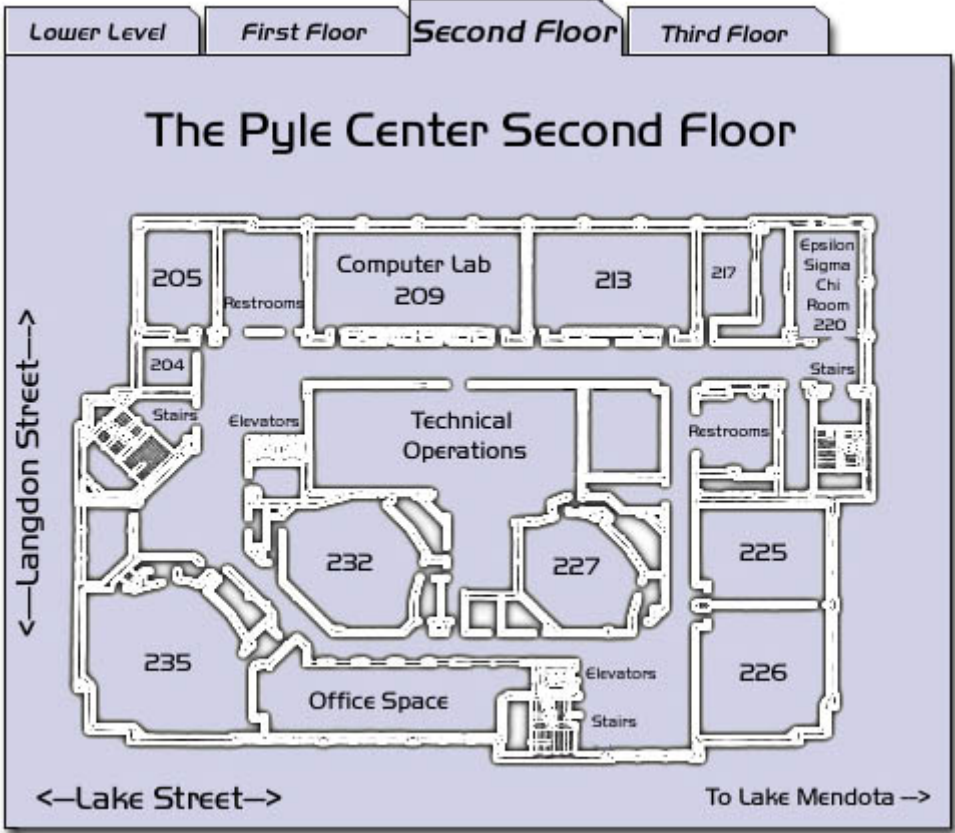
*Chancellor Sorensen will focus on how UW-Stout adopted Baldrige core values and criteria to create effective change within the institution. He will focus primarily on how the campus redefined leadership to create an environment of transformational change. Within that, he will discuss the categories of Strategic Planning, Students and Stakeholders, and Work Systems.*

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Dr. Charles Sorensen served as a teacher, historian, academic dean, and academic vice president prior to joining the University of Wisconsin-Stout staff in 1988 as the sixth person to head this century-old institution.

Under his leadership, UW-Stout has received national recognition for its work in "technology transfer," the application of university research and technology to help solve industry problems that will increase business productivity and market competitiveness. Dr. Sorensen promotes program development, distance education efforts, the use of technology in the classroom, redefinition of the general education program, private fund raising, and a strong quality program at UW-Stout.

In 1995, Sorensen was presented with The Governor's Diamond Award in honor of UW-Stout's innovative programs offered to women and minorities. In 1991, he was recognized with a special award from the University of Wisconsin System Office of Equal Opportunity Programs and Policy Studies, for his contributions in advancing the status of women in higher education.



# Showcase

2002



Concurrent Sessions offer tools and examples for advancing service excellence and improving campus climate for students, staff, and academic and administrative units

## CONCURRENT SESSIONS – I (10:30)

- **How can My UW Madison (MUM) make life easier for you, your co-workers, and those for whom you provide service? (Room 225)**

John Peterson, Director, DoIT Production Services

*This session will start with a few real world examples of how MUM has aided students and promises to aid faculty and staff. Next will be an overview of what the soon-to-be-introduced MUM for Faculty and Staff will include. Finally we'll have an open discussion of what the future of MUM might include to increase service excellence and have a real impact on improving our campus climate.*

- **Flowcharting: Still a Powerful Tool (Room 235)**

Ann Zanzig, Consultant, Office of Quality Improvement

*No one purposely designs dysfunctional processes. Processes in large organizations tend to become more complex and less efficient as expedient adaptations are made without a view to the purpose or big picture. This session will take a closer look at the "The Flowchart" – still a powerful tool to improve our processes.*

- **Using Baldrige Criteria to Promote Service Excellence (Room 309)**

Diane Moen, Vice Chancellor, Administrative & Student Life Services, UW-Stout

*The use of Baldrige criteria can lead to sustained performance improvement. This session will focus on the systems and methods used at UW-Stout to involve employees, stakeholders, and students in achieving continuous improvement in operations.*

- **Strategies for Improving Climate (Room 313)**

Don Schutt, Director, Office of Human Resource Development

Kathleen A. Paris, Sr. Consultant, Office of Quality Improvement

*This session highlights half a dozen concrete ideas for improving the climate in any office or department. Ideas range from identifying operating principles to mentoring to a 12-question survey.*

# CONCURRENT SESSIONS – II (11:00)

- **Chadbourne Residential College Bridges & Student Initiative: Building and Sustaining “Service Excellence” and “Campus Climate” (Room 225)**

Mary Layoun, Professor of Comparative Literature & CRC Faculty Director

Fatima Mohammed, CRC student & Chair of CRC Diversity Mission Group

Jason Muldrow, CRC student & Chair of the CRC Forum

Mercedes Ramirez Fernandez, CRC Cross-College Advisor

Liz Yablon, CRC student & Support Staff for the CRC FacStaff Mission Group

*CRC is committed to encouraging and sustaining students’ engagement with the life of the mind and the processes of a democratic learning/living community. Among the ways that this is accomplished are: active student participation in creating and maintaining relationships across diverse communities on campus; student and staff attention to a creative and safe space in which those relationships can flourish; and encouragement of student initiation of and participation in democratic community processes.*

- **Appreciative Inquiry: Building on the Strengths of the University of Wisconsin-Madison (Room 235)**

Rosa Garner, Medical School Ombuds

Kathleen Holt, Sr. Consultant, Employee Assistance Office

*Appreciative Inquiry is a collaborative search to identify and understand an organization’s strengths, its potentials, its greatest opportunities, and people’s hope for the future. This session highlights the concepts and potential links to campus planning around advancing service excellence and improving campus climate.*

- **Streamlining the Purchasing Process: The UW-Madison Purchasing Card Program (Room 309)**

Bonnie Gay, Accountant, School of Business

Yvonne Quamme, Purchasing Card Program Manager, Accounting Services

Jan Richardson, Associate Director, Accounting Services

*The Purchasing Card Program has enabled UW-Madison to maximize resources. It is recognized as the current best practice method for low dollar order because it places purchasing power in the hands of the buyer, reducing paperwork and processing time. Learn how the process was streamlined and how the approach might be applied in other areas.*

- **Networking College of Engineering Financial Managers (Room 313)**

Dennis Manthey, Financial Specialist, College of Engineering

Jesse Prochaska, Financial Specialist Supervisor, Chemical Engineering

Rose Birzer, Program Assistant, Engineering Physics

Susan Opps, Academic Dept. Supervisor, Material Science & Engineering

*Learn how the formation of an Engineering Financial Manager’s service group has resulted in a cohesive, sharing support group dedicated to improving financial processes and other service priorities. This session illustrates ways in which Engineering staff manages workloads efficiently and effectively by realigning services to meet customer needs; and identifies and reduces stress in systems to become productive and valuable members of the team.*

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**POSTER BOARD GALLERY PARTICIPANTS**

Atrium Area (Outside Rooms 325 / 326)	
A-1	<p>The Leadership Institute and Seeking Educational Equity and Diversity (SEED) Seminar</p> <p><b>Equity and Diversity Resource Center</b></p> <p>The Leadership Institute Program (LIP) is an year-long initiative and is open to both faculty and staff (classified and academic). The LIP aims to transform campus climate through thought provoking readings, critical reflection, and discussion, as well as intensive diversity grounded experiential learning. The SEED (Seeking Educational Equity and Diversity) is an academic year-long seminar open to faculty, staff and administrators interested in developing multi-cultural and gender-balanced scholarship and its implications for a more inclusive curriculum and pedagogies.</p>
A-2	<p>Campus Information and Visitors Center Strategic Planning</p> <p><b>Campus Information and Visitors Center</b></p> <p>The Campus Information and Visitors Center (CIVC), a unit designed to provide a warm welcome and helpful information to students and visitors, recently engages in a reorganization and strategic planning process. Through this process we determined how our mission, vision, and priorities support the campus service excellence and climate priorities. Our display demonstrates some of the outcomes of our process.</p>
A-3	<p>UW-Stout: 2001 Malcolm Baldrige National Quality Award Winner</p> <p><b>UW-Stout</b></p> <p>This display will highlight UW-Stout's journey that led to receiving the 2001 Malcolm Baldrige Quality award.</p>
A-4a	<p>Connecting Ideas: Strategies for UW-Madison</p> <p><b>Office of Quality Improvement</b></p> <p>This poster will provide a visual display of the campus strategic plan and priorities.</p>
A-4b	<p>Campus Climate Network</p> <p><b>Office of the Provost</b></p> <p>The Campus Climate Network Group is charged to share information, explore the integration and coordination of activities, and identify gaps and opportunities as the are related to campus climate.</p>
<b>Rooms 325 / 326</b>	
1	<p>Clinic Scheduling Project</p> <p><b>Department of Family Medicine</b></p> <p>This project worked to improve the availability of clinician schedules to patients in five Madison Campus Residency Teaching Clinics</p>

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2	<p><b>Council for Non-represented Classified Staff</b>  <i>Council for Non-represented Classified Staff</i>          The CNCS is a council made up of non-represented classified staff and was formed to be a multifaceted council to: Provide advice on classified personnel and compensation issues, furnish potential names for committee assignments and campus search and screen committees, seek additional means for recognition, promote the exceptional accomplishments that non-represented classified staff members at UW-Madison achieve on a daily basis, advocate professional development, and strive to address climate issues.</p>
3	<p><b>Racial Profiling</b>  <b>UW-Madison Police</b>          Acknowledging public perception and developing solutions.</p>
4	<p>“Monsterizing” the Student Job Center Web Site  <b>Vice Chancellor for Student Affairs – Financial Aid &amp; Division of Information Technology</b>          “Monsterizing” the Student Job Center Web Site applies many of the features that are found on major web-based job boards to the UW-Madison Student Job Center. Features include student job profiling, email notifications of matching jobs and online applications.</p>
5a	<p>UW-Madison DATA DIGEST  <b>Academic Planning and Analysis</b>          The UW-Madison Data Digest is an official resource for the campus community for comprehensive quantitative information on the major dimensions of the university, including student, staff, budget, and expenditures.</p>
5b	<p>My UW-Madison  <b>Division of Information Technology</b>          The My UW-Madison web portal will soon help faculty and staff gain access to calendar, email, and work-related functions.</p>
6a	<p>Cultural/Linguistic Services Program  <b>Office of Human Resources and Development</b>          The Cultural/Linguistic Services program builds a bridge of communication between languages and cultures for University employees by identifying professional development opportunities, providing support in addressing workplace climate and culture issues, and providing translation services.</p>
6b	<p>Why Study Asia? Assessment &amp; Rebuilding Curricula for Languages and Cultures of Asia  <b>Languages and Cultures of Asia</b>          Languages and Cultures of Asia implementation of assessment to restructure undergraduate and graduate curricula.</p>
7a	<p>EPICS – Engineering Projects in Community Service  <b>Department of Mechanical Engineering</b>          EPICS is a program based in the College of Engineering that places team of undergraduates and graduate engineering students, as well as students from other disciplines into a partnership with local community service agencies. Each team works with a community service agency to design and develop long-term engineering projects that meet identified agency needs.</p>



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7b	<p>WisPAAR: Wisconsin Physician Assistant Assessment Record</p> <p><b>Physician Assistant Program</b></p> <p>The WisPAAR system provides features for logging student patient encounters, providing online tests, and generating and administering end of rotation exams</p>
8a	<p>Generation 2008</p> <p><b>Vice Chancellor for Student Affairs</b></p> <p>Generation 2008 represents a group of students that are creatively working to educate, organize, and mobilize the students (white and students of color) of UW-Madison on the role of students in successfully implementing plan 2008.</p>
8b	<p>Plan 2008 Campus Climate Subcommittee</p> <p><b>Vice Chancellor for Student Affairs</b></p> <p>The Plan 2008 Campus Climate Subcommittee works on implementing the university's diversity plan through direct action initiatives as well as collaborative efforts by the 4 working groups focusing on the following area—working environment, classroom environment, living environment, and student voice, communication support and activities.</p>
9	<p>UW-Madison Diversity Web Page</p> <p><b>Vice Chancellor for Student Affairs</b></p> <p>This marks the first ever University of Wisconsin web page designed solely for diversity. This web page is intended to inform the UW campus as a whole on issues of diversity affecting the university campus. This is an initiative that the Students and the Vice Chancellor for Student Affairs made a reality.</p>
10	<p>Improving the UW-Madison Climate for Nontraditional students</p> <p><b>Division of Continuing Studies</b></p> <p>Our display will show how the Division of Continuing Studies reaches out to community adults interested in returning to school and provides them with a positive climate when they become students on the UW-Madison campus.</p>
11	<p>How am I doing? The Key is Communication: Web based Performance Review System</p> <p><b>College of Engineering/Administration</b></p> <p>This display will explain how our new Web-based Performance Review System works. Please stop in and see us!</p>
12	<p>Organizational Climate Survey</p> <p><b>Division of Information Technology</b></p> <p>This online, web-based Organizational Climate Survey uses staff input and measures components of organizational effectiveness from the standpoint of what exists now and what staff think should exist. This feedback is then used to drive action items, and changes are measured over time.</p>
13	<p>UW-Madison Web Accessibility Policy and Resources</p> <p><b>Division of Information Technology</b></p> <p>The Division of Information Technology (DoIT) Technology Accessibility Program (TAP) provides resources to help you make web pages that will comply with the UW-Madison web accessibility policy.</p>

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14	<p>Data Access made Easy: Web-based Query Library and Custom-made Rentention “Cubes”</p> <p><b>Office of Quality Improvement</b></p> <p>This display will highlight how data can be easily accessed via the Query Library and custom-designed On-Line Analytical Processing (OLAP) data tables from your desktop. The presenters will be on hand to demonstrate the systems and answer any questions.</p>
15a	<p><b>Effective Meetings Web Site</b></p> <p><b>Office of Quality Improvement</b></p> <p>Tools, techniques, tips and suggestions on what to say. The “How to Lead Effective Meetings” web site cosponsored by OQI and OHRD features audio clips and checklists of what to do before, during, and after a meeting. It suggests solutions to common meeting problems and best practices. If you have a particular meeting question, you can submit it to OQI from the site and receive a personal response.</p>
15b	<p>Identifying Roles and Responsibilities for Core Processes</p> <p><b>Office of Quality Improvement</b></p> <p>A Roles and Responsibilities Matrix helps to identify major functional processes which an organization must perform to fulfill their mission. Together, team/group members identify their own responsibilities.</p>
16	<p>Health Care Re-design Projects</p> <p><b>Department of Medicine, Medical School</b></p> <p>Redesign projects to improve health care delivery in spine care, rheumatology, otolaryngology, and osteoporosis care will be demonstrated, including definition of populations at risk, pre-appointment management of new patient referrals, inter-disciplinary care planning, and process management software.</p>
17	<p>Multicultural Student Center Enhancing Cultural Understanding</p> <p><b>Multicultural Student Center</b></p> <p>The Multicultural Student Center is helping to move forward Plan 2008 and Chancellor Wiley’s Strategic Plan by coordinating innovative programs that enhance understanding and educating students about respecting different perspectives.</p>
18a	<p>PARTNERS for SUCCESS</p> <p><b>Graduate School – Office of Minority Programs</b></p> <p>In efforts to foster a more welcoming environment, PARTNERS for SUCCESS aims to support incoming graduate students of color by providing professional, social, and educational networks.</p>
18b	<p>Allies Program</p> <p><b>Dean of Students</b></p> <p>The goal of the Allies Program is to provide visibility and communication tools that will assist members of our community who are committed to Lesbian, Gay, Bisexual, and Transgender equity to actively participate in creating a more safe and respectful environment for LGBT people.</p>

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19a	<p>Cross-College Advising Service (CCAS) – University Housing Partnership: Community Based Academic Advising</p> <p><b>Residence Life</b></p> <p>CCAS advisors and housing staff collaborate to provide community-based academic and career advising that integrates advisors and advising into the lives of students and our residence hall communities.</p>
19b	<p>Speak Up Anti-harassment Campaign</p> <p><b>ASM-Diversity Committee</b></p> <p>There are two pieces to our display: The first is a graffiti board left open for students to express their concerns and experiences with harassment on campus, and the second is a poster display describing the diversity committee's SpeakUp campaign, which is aimed at understanding students' experience with harassment and why harassment is under-reported.</p>
20	<p>UW-Madison SLIS Reads Together</p> <p><b>School of Library and Information Science</b></p> <p>The faculty, staff, and students of the School of Library and Information Studies selected three books to read and share during this academic year. The poster will highlight the ways the books were used in the curriculums. Two additional videos were also added in the spring.</p>
21a	<p><b>Campus Child Care</b></p> <p><b>Campus Childcare</b></p> <p>Campus child care displays records a historical picture of where we have been and where we are now in offering campus child care services for students, faculty, and staff.</p>
21b	<p><b>The R-A-P! Creating Dialogue in Performance Reviews</b></p> <p><b>Memorial Union</b></p> <p>Performance reviews can be an excellent time to create dialogue with staff regarding their past accomplishments and future goals. Use this one page handout to help you with the process</p>
22a	<p>Access to University Health Services</p> <p><b>University Health Services</b></p> <p>A redesigned/restructured appointment-making and triage system improves student access to healthcare services.</p>
22b	<p>Navigating the Waters of Change: The Grand Adventure of the Wisconsin Union Central Reservations Office</p> <p><b>Union Central Reservations Office</b></p> <p>A story of Central Reservations continuing journey to more effectively provide outstanding service to its customers in a collegial atmosphere</p>

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23a	<p><b>Wisdm in the name of Financial Reporting on the Web</b></p> <p><b>Accounting Services</b></p> <p>Wisdm is a web-reporting tool that is available today. It not only gives you the ability to query summary information regarding the financial status of your University Funds, but will also let you drill down into the detail of transactions through a user friendly, web-based system. Although it is currently available for use, Wisdm is constantly being upgraded and improved, and will continue to get better.</p>
23b	<p><b>Pre-audit Travel Expenditure Process Improvement Projects</b></p> <p><b>Accounting Services</b></p> <p>Process improvement projects going on in pre-audit which have, and will continue to cut administrative costs, reduced turnaround time on transaction processing, increase transaction accuracies, and improve communication and education to our campus and external customers.</p>
24a	<p>Collapsing the Procurement Cycle</p> <p><b>Business Services</b></p> <p>The University's facility at Wright Street has provided the physical and electronic launch pad for true B2B electronic procurement efficiencies.</p>
24b	<p><b>The Power of a UW-Madison Purchasing Card</b></p> <p><b>Accounting Services</b></p> <p>Increase your purchasing power through the use of a UW-Madison Purchasing Card. Your division can approve you as a cardholder, increase your ability to purchase supplies when you need them, without the timely requisition process and associated paperwork.</p>
25a	<p>Kohl Center Aesthetic Improvement Project</p> <p><b>Division of Athletics</b></p> <p>The Kohl Center Aesthetic Improvement Project was a customer based improvement project that utilized design teams and a variety of improvement tools to arrive at a design philosophy. The output of this process has become the foundation for the ongoing partnership with a professional design and build firm.</p>
25b	<p>Collaborative Strategic Planning in the Wisconsin Regional Primate Research Center</p> <p><b>Wisconsin Regional Primate Research Center</b></p> <p>The five-year strategic plan for the WRPRC was created in October 1999 by a cross-sectional group of faculty and staff. (This center was commended by the NIH for its plan and planning process.) Each year since, the plan has guided budgeting and operations of the Center. This spring, Center Director Joseph Kemnitz led the faculty and staff of the Center's three main divisions in creating and prioritizing concrete goals for the next fiscal year within the framework of the WRPRC strategic plan.</p>
26	<p>Student Initiatives in a Living-Learning Community: CRC Interest Groups</p> <p><b>Chadbourne Residential College</b></p> <p>Chadbourne residential college is a living-learning community that brings the life of the mind into the everyday lives of its members, bridging the formal world of the classroom into the informal world of the residential college. Interest groups are one of the vibrant student-initiated programs that make CRC an exciting living-learning community.</p>

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27a	<p>Appreciate Inquiry Group</p> <p><b>Memorial Union</b></p> <p>Appreciative Inquiry is a process and paradigm that holds organizations to be affirmative systems and provides a methodology for maximizing the life giving forces of the organization.</p>
27b	<p>Promoting Racial and Ethnic Awareness (PREA)</p> <p><b>Vice Chancellor for Student Affairs</b></p> <p>PREA is a student organization committed to improving campus climate by initiating open and honest dialogue around issues of race, ethnicity, and multiculturalism.</p>
28	<p>Office of the Registrar Staff Professional Development Initiative</p> <p><b>Office of the Registrar</b></p> <p>In recognition of the UW-Madison 2001 strategic plan component, Nurture Human Resources, and in an effort to support and encourage all staff, the Office of the Registrar created a Professional Development Committee to inform staff of professional development opportunities, policies, and procedures.</p>
29a	<p>Creating a Learning Organization</p> <p><b>Arboretum</b></p> <p>The UW Arboretum has created a systems thinking/organizational learning (STOL) community to pursue it's strategic vision to becoming a "learning organization".</p>
29b	<p>McBurney Disability Resource Center: Collaborative Initiatives to Respond to Needs of Students with Disabilities</p> <p><b>McBurney Disability Resource Center</b></p> <p>The mission of the McBurney Resource Center I to collaborate with the campus community to create an accessible university community where all students can realize their full potential.</p>
30a	<p>How to Manage an Academic Hire</p> <p><b>Office of Quality Improvement, Academic Personnel Office</b></p> <p>An example of how Accelerated Improvement methods were applied to reduce the processing time and implement efficient and effective practices to optimize available resources for an academic hire.</p>
30b	<p>Improving Union/Management Understanding: One Step Towards Improving Campus Climate</p> <p><b>Classified Personnel Office</b></p> <p>Representatives of WSEU local 2412 and management jointly agreed upon training/discussion content which was delivered by union and management to a group comprised of supervisors and union stewards. Historical disagreements were set aside, respectfully agreeing to disagree, while moving forward with processes on which we agree.</p>
31	<p>Student Organization Office Programming</p> <p><b>Student Organization Office</b></p> <p>Examples of how multicultural perspective is infused into the Advisor Roundtable Series, the Emerging Leaders Program, and the Student Leadership Program Conference.</p>

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Women in Science and Engineering Leadership Institute

**Women in Science and Engineering Leadership Institute**

WISELI hopes to address the under-representation of women in the faculties of science and engineering units on campus by studying the climate experience by current faculty and staff in the physical and biological sciences.