



SHOWCASE

Sharing our best practices. *2017*

Wednesday, April 5, 2017
Union South

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

<http://go.wisc.edu/bcsq3a>



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 & OTM
- 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?

- Academic Staff
- University Staff
- Campus Leaders and Administrators
- Faculty
- Students

Schedule At-A-Glance

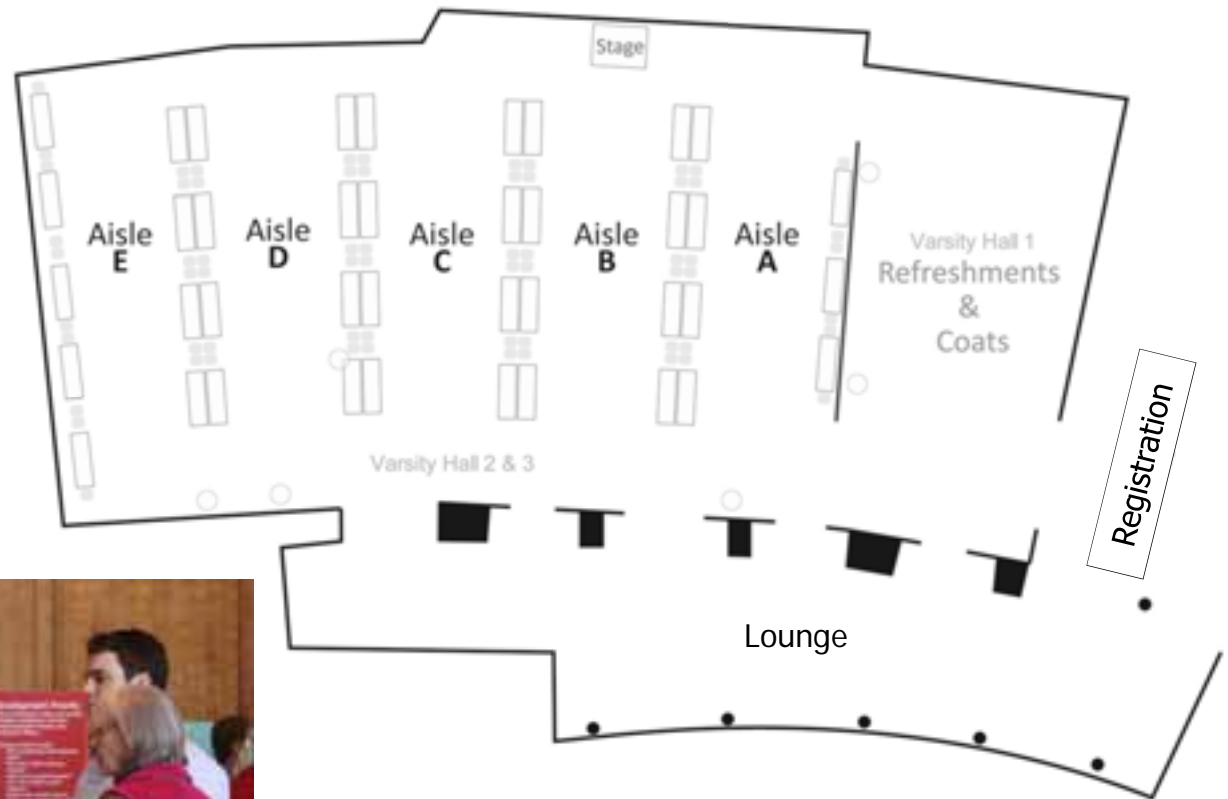
Showcase

8:00 -11:00 am	Poster Exhibits
8:30	Opening Remarks & Welcome
8:15 – 9:00	Breakout Session A
	Breakout Session B
9:15 – 10:00	Poster Flash Talks
10:15 -11:00	Breakout Session C
	Breakout Session D
11:00	Closing Remarks
11:15 – 12:15	Keynote Presentation

- Poster Exhibits
- Breakout Sessions
- Keynote Session

Wednesday, April 5, 2017
Union South

Layout of Varsity Hall Union South - 2016





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

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 to further explain or clarify your poster. (50-75copies 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 the ones 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 difficult areas of campus through focus groups allows 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 hold-ups as well.
- ▶ **Lessons Learned:** When building resources for our customers

External Requisition Tutorial [http://www.business.wisc.edu/purchasing/ReqTutorial.html]



And Remember...

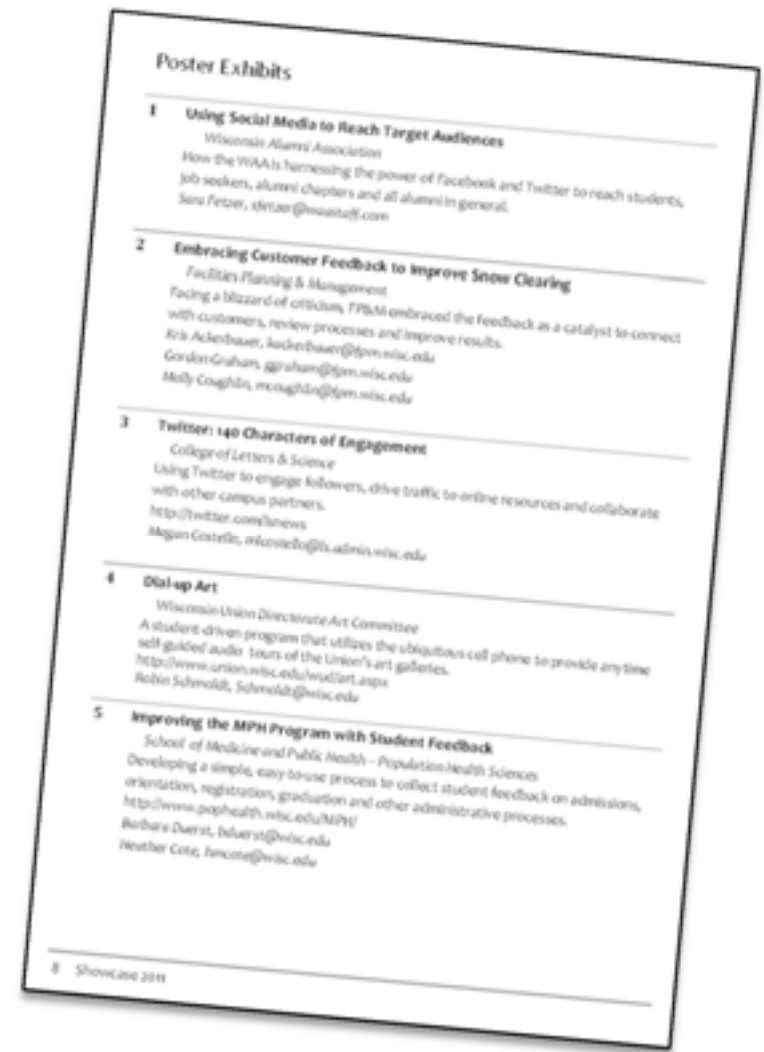
Showcase = Conversations and Connections

(It is not about the poster.)

Showcase Program

Poster Listing Format:

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



(Sample page from program)



Creating a Poster Title & Tagline

The **title**:

- Short, attention-grabbing, and appealing.
- Shows up in both the program and *on the poster!*

The **tagline** :

- Primarily for inclusion in the program, and may or may not be printed on the actual poster
- Highlights the innovation
- Should be 25 words or less



Poster Titles & Taglines: Examples

What's in your smoothie?

Recognizing individual wellness efforts in the Registrar's Office (RO) a group of people formed RO Wellness Group. Our poster highlights the process we took, events, and next steps.

Sustained Strategic Planning: Engagement without Exhaustion

See one unit's sustained strategic planning method including workflows, templates, and timelines. Tips for keeping your strategic plan relevant and current.

Building a Strong Visual Identity

How prioritizing design, content strategy, and smart workflows can help revitalize your service's image and improve your outreach and marketing.

Titles should be short, attention-grabbing, and appealing.

The title in the program should match what's on the poster

Taglines should highlight the innovation, and may or may not show up on the poster.



Poster Titles & Taglines: Examples

The PI Portal

The PI Portal: One-Stop Shop for Research Administration and Compliance

Where's That Package?

Internal management, documentation, and tracking of packages from the loading dock to the lab.

Relying on your Student Staff: Training for Competency & Consistency

A methodology for training student staff to provide consistent and professional services in a complex service-based environment.

Titles should be short, attention-grabbing, and appealing.

The title in the program should match what's on the poster

Taglines should highlight the innovation, and may or may not show up on the poster.



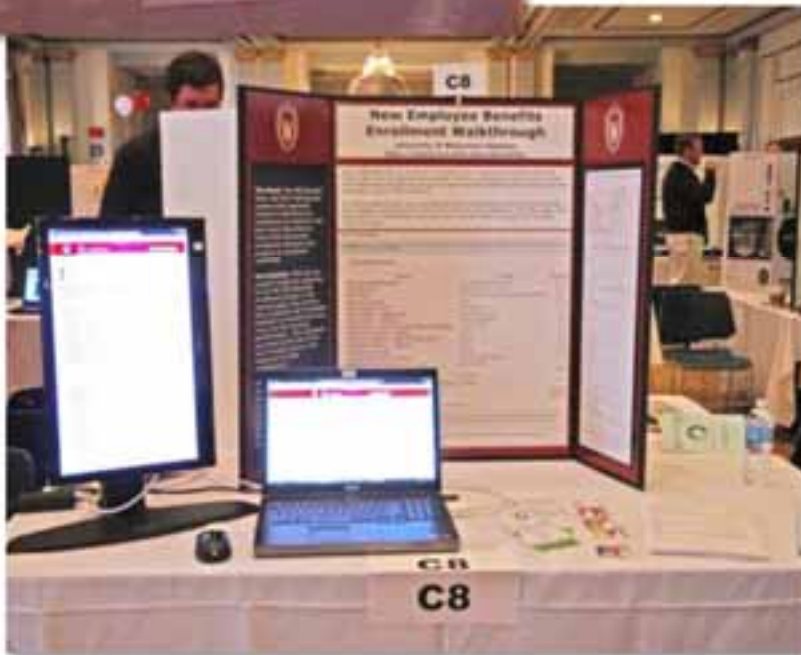
Key Components of a Poster

- 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

What Does a Typical Display Look Like?



- Tri-Fold Table Top Displays – Typically 36" x 48" Foam Core
- 2 Exhibits per Table



What's In Your Smoothie?

The Registrar's Office Wellness Group



OFFICE OF THE
Registrar
UNIVERSITY OF WISCONSIN - MADISON

Background

- The Registrar's Office is a mid-sized office comprised of a diverse population.
- Recognizing individual wellness efforts, a small group gathered to form the RO Wellness group in fall 2014.
- The Process
 - Assess the landscape
 - Gather leadership support
 - Utilize existing campus resources
 - Draft a strategic plan applying WELCOA's Seven Benchmarks
 - Create and analyze an office-wide survey
- The Goal
 - Meet people where they are and provide a supportive environment.

7 Steps

Wellness Council of America's (WELCOA)

Seven Benchmarks

1. Obtain the support of Leadership
2. Create a Wellness Team
3. Collect data to drive efforts
4. Create an operating plan
5. Select wellness topics of interest
6. Create a supportive environment
7. Evaluate outcomes



Mission and Vision

Mission: Develop a supportive environment that encourages employees to make healthier lifestyle choices.

Vision: To create and sustain a healthy office culture that educates, motivates and empowers staff to adopt and maintain healthy lifestyle behaviors.

Three Pillars: Nutrition, Fitness, and Mindfulness

Events and Initiatives

- Over the past 18 months we have hosted events utilizing our three pillars of nutrition, fitness and mindfulness practices.
- Hosted: Nutritional Value of Super Foods, Smoothie Contest
 - Lunch and Learn with Wellness Champions Dr. Bailey and Dr. Kyle Nye focused on Fitness and Movement
 - Hosted: Biometric Screening and Health Assessment
 - Train Your Brain Webcast Screening
 - Partnered with UHS to promote Community Supported Agriculture (CSA)
 - Participated in Wellness Symposium
 - Promoted walking meetings
 - Invested in standing workstations
 - Promoted healthy options at staff gatherings
 - Offered flexible summer schedule options

Next Steps

- Mid-point Evaluation Survey
- Step-A-Thon
- Container Gardening
- Morning Meditation
- Webinar: "The World We Make"
- Biometric Screening 2016
- Community Supported Agriculture Pickup Site with UHS

Contacts and Partners

Tristin Marutz, Office of the Registrar

Ol Mattison, Office of the Registrar

Scott Owczaek, Office of the Registrar

Molly Heisterkamp, Office of Human Resources

Emily Bornitsch, University Health Services



Learning and
Talent Development
UNIVERSITY OF WISCONSIN - MADISON



Survey Results



On average, **31/34** of participants were interested in making healthier choices in nutrition, physical activity and mindfulness activities.



Percent of participants interested in learning about fruits & vegetables

- Yes, interested
- No, I am not interested

How likely participants are to engage in the following



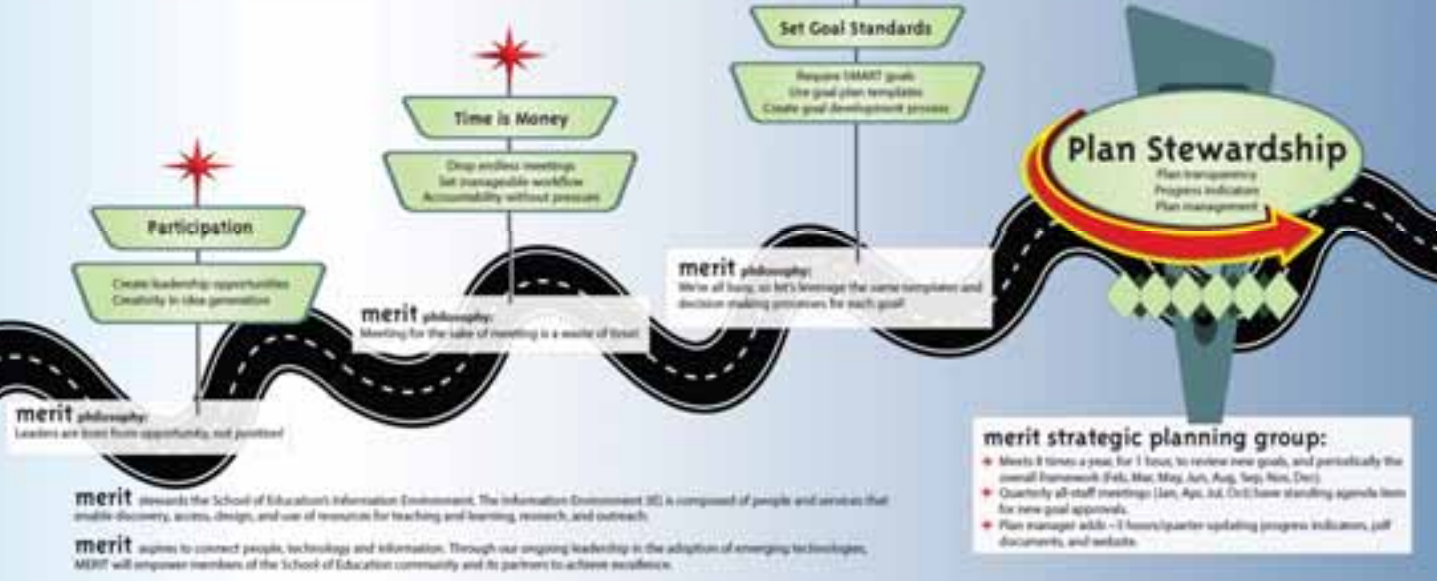
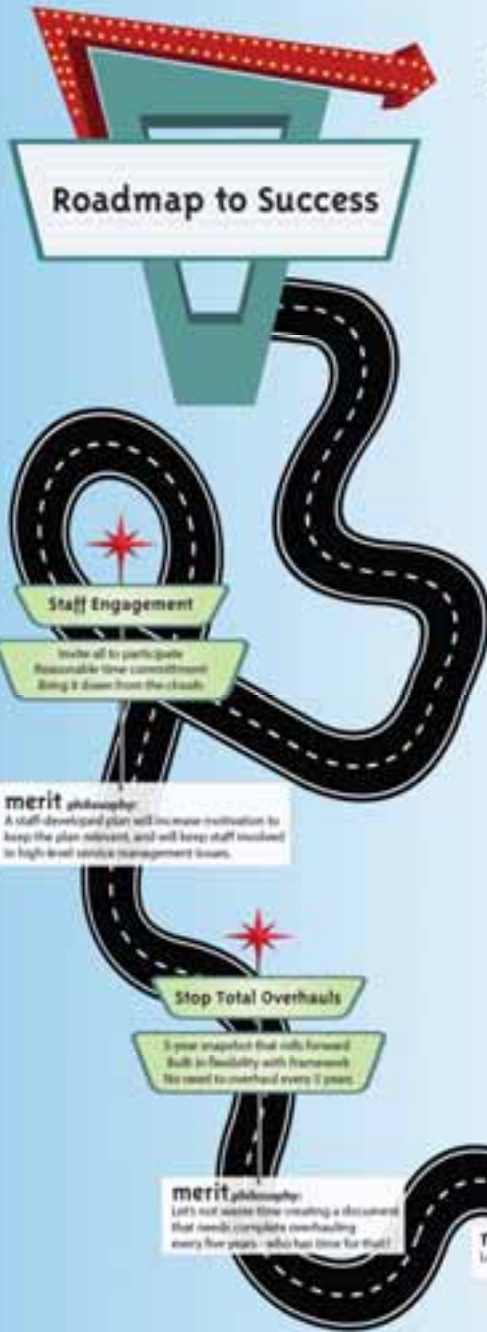
I would be more likely to participate in wellness programs if they were offered...

Before work
4/30

During work
25/30

After work
5/30

Sustained Strategic Planning ENGAGEMENT WITHOUT EXHAUSTION





Building a Strong Visual Identity

CHALLENGE

Before our redesign, Research Data Services had a website with great content but we didn't have an image that made a lasting impression. It was hard for users to locate information about key services and understand the role we fill on campus.

- Overabundance of information had created too much noise
- Mismatch between marketing materials and website design
- Needed to clarify and prioritize main services we offer
- Wanted to increase reach to researchers on campus

from



to



We started with our website, where we chose a clean theme and style that presented key information while still visually tying RDS to the UW brand. Prioritizing initial style choices that were clean, modern, and graphic helped inform the rest of our design. From there we were able to create smart workflows, refine our content, and start focusing on unifying our overall image.

1 SMART WORKFLOWS

- Make a calendar
- Select tools with templates
- Create a style guide

2 CONTENT STRATEGY

- Create shareable content
- Narrow your focus
- Streamline production workflows

3 DESIGN

- Pick consistent colors and fonts
- Remember that less is more
- Highlight key services
- Ensure materials have visual ties



TOOLS WE USE



BOX

We use Box to organize and store files shared between RDS members. All images, flyers, and marketing materials are organized topically with consistent naming conventions to make it easy to access files to reference, share on social media, or print.



MAILCHIMP

We use Mailchimp for our monthly newsletter. This platform enables us to maintain a consistent look and feel through its customizable template, as well as analyze the opens, clicks, and performance of our newsletter. We use the free version, which works well for our needs; however, there is also a paid version with additional functionality.



CANVA

We use Canva to design most of our marketing images. It provides customizable pre-built templates and pre-sized canvases intended for different materials, including standard social media and flyer sizes. We use the free version of Canva; the paid version allows you to store your colors and fonts in a palette and auto-resize your images.



RESULTS

Since our redesign, we have received great feedback on the usability and aesthetic of the website and our overall image. The image redesign has also made creating, sharing, and using our materials much easier since materials are saved in templates and we have better defined what constitutes our brand in internal documentation.

- Increased reach on social media
- Increased attendance at events
- Featured on library user experience podcast
- National use of our website resources
- Sustained digest open rate of 28-35%

Research is a complicated business...

- Researchers must monitor and manage grant proposals, financials, effort commitments, protocols, outside activities reports, training and more.
- Electronic tools "live" in various places.
- To keep their "businesses" afloat, PIs need to find, log into, and navigate multiple systems.

We help PIs by...

Pulling information from multiple sources and presenting it in a single, easy-to-navigate place.



The PI Portal: One-Stop Shop for Research Administration and Compliance

my.research.wisc.edu

Saving time for Principal Investigators (PIs) by helping them:

- *Find* the information they need
- *Figure out* what they need to do
- *Efficiently get it done*



Key Features

- *Dashboard* of personalized information
- *On-Ramp* to electronic research admin tools
- *Quick Reference Guide* with essential information
- *Alerts and Notifications* for upcoming deadlines

Collaborative Process:

- Led by OVCERGE
- Input from PIs, Faculty Committees, Associate Deans for Research and Research Administrators
- Collecting feedback on an ongoing basis

What's on the dashboard?

Digests of information about *my*:

- Grants and effort
 - Pending proposals
 - Current awards
 - Effort statements
 - Effort commitments
- Protocols
 - Human subjects
 - Animal care and use
 - Biosafety
 - Stem cell
- Confidential disclosure agreements
- Material transfer agreements
- Outside activity reports
- COI management plans
- Training course completions
- People (and *their* training completions)



Office of the Vice Chancellor
for Research and Graduate Education
UNIVERSITY OF WISCONSIN - MADISON

piportal@research.wisc.edu

Where's That Package?

Challenges

- Reduce repeated handling of packing slips
 - Packing slips handled and processed multiple times between package arrival and permanent record keeping
- Reduce "missing" packages
 - Packages delivered to another room
 - Packages moved within lab after delivery
- Provide statistics about packages being delivered
- Maintain or reduce workflow time

Solution

- Web based application supporting the following:
 - Store packing slips electronically on an internal server
 - Delivery system to track packages' status within department
 - Reporting system to allow users to query information about packages

Internal management, documentation and tracking of packages from the loading dock to the lab



Benefits

- Reduced packing slip handling
 - Digital copies of packing slips are captured upon arrival for record keeping
- Reduced "missing" packages
 - Package destination is verified at delivery point to ensure accuracy
 - Package information such as delivery time and delivery person is tracked
- Detailed reporting
 - Office staff can generate reports on vendors, package counts, packages not yet delivered, delivery stats, etc.

Equipment used

- Package check-in
 - Touchscreen computer
 - Document Camera
 - Barcode scanner
- Delivery
 - iPad
 - Barcode scanner

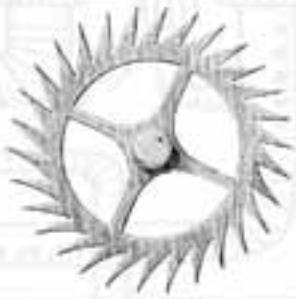


Biochemistry Logistics Tool (BLT)

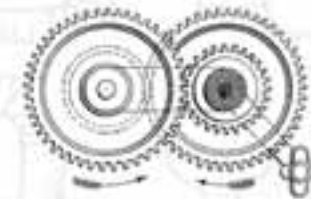
Contacts

Charlie Lor, Developer, clor3@wisc.edu
Kerry Tobin, IT Supervisor, kwtobin@wisc.edu

Biochemistry
University of Wisconsin-Madison



Relying on your Student Staff: Training for Competency & Consistency



Who We Are

Academic Technology and Web (ATW) is one of the Wisconsin School of Business' four shared services departments: We serve close to 250 instructors/staff and 10 knowledge centers.

What We Do

Provide a diverse range of learning technology solutions in a professional service-based environment:

- Media production
- Classroom support
- Course website solutions & support

Autonomous
web-based
training

Self and
Formative
Assessments

Uses UW
Madison
Resources

We Needed To:

- Increase quality of service
- Improve training times
- Standardize our documents and tasks
- Implement rapidly changing information
- Review detailed progress reports

The Results

- 80% reduction of client complaints
- 65% faster training of student staff
- 90% of operational tasks standardized via self-directed training



Contacts

Academic Technology & Web
media@bus.wisc.edu
608-255-2263



WISCONSIN
SCHOOL OF BUSINESS

UNIVERSITY OF WISCONSIN-MADISON

TOGETHER
FORWARD®

Poster Exhibit Design Tip#1

Begin with the end in mind



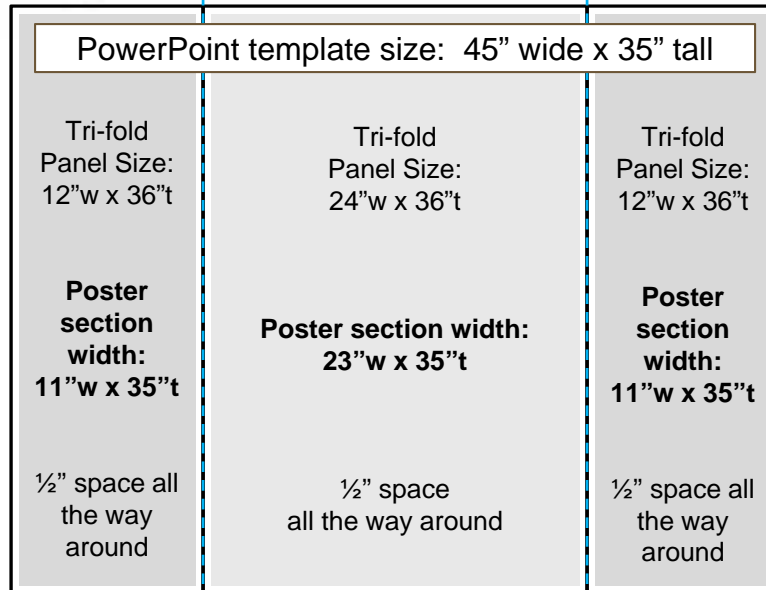
Printed and mounted
by printer
(Approximately \$175)

"DIY" option on
36"x48" Display Board –
mounted by hand
(Approximately \$65 when supplies are
purchased through MDS, plus assembly)



Tri-fold PowerPoint Poster Template

Designed to fit on a 36" x 48" Foam Display Board



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

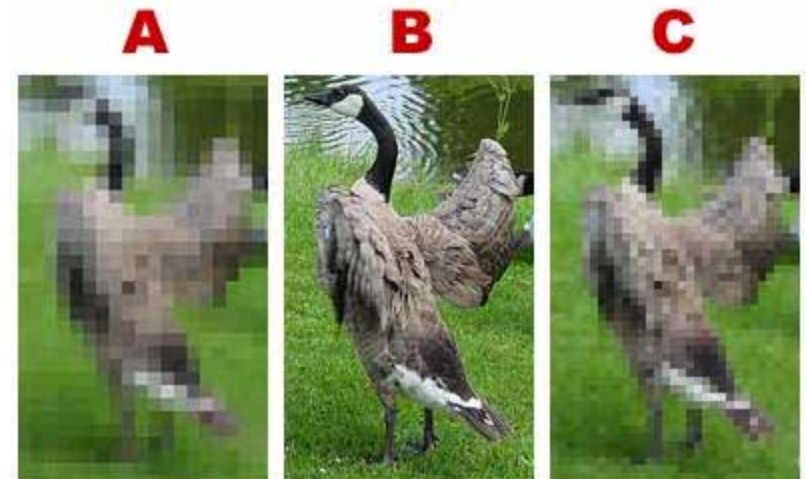
Image resolution: the density of the pixels (or printed dots) that make up that image or graphic. The higher the resolution, the crisper and more detailed the image will be. The lower the resolution, the more pixelated the image will be.

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: \$4.00 per square foot
(Choose the "satin" paper! This is the "DIY" option; no mounting services are offered at College Library.)
- **Total Poster Cost: Approx. \$62**
(includes printing, foam board, and repositionable adhesive)

DoIT Large Format Printing (& mounting)

<https://it.wisc.edu/services/digital-publishing-and-printing/>

30 East Campus Mall. Phone: 608-262-3461

- Color Printing: \$7.95 per square foot
- Foam core & laminate/mounting : \$4.75 per square foot
- Add \$11 file processing fee (for pdf files; other file types cost more) & \$13 packaging fee for delivery (\$5 for pickup)
- **Total Poster Cost: Approximately \$175***

Please note: These prices were accurate as of 2/8/17, and are based on a poster that is 36" tall by 48" wide. Costs vary per job; this is a guideline.

Materials for “DIY” poster

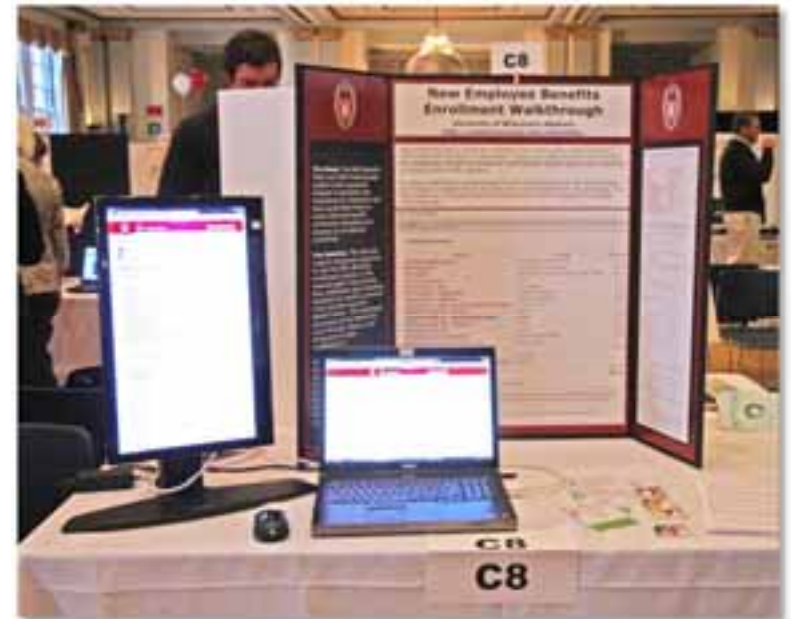
If you choose to “DIY” your poster, you will need:

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



Showcase Technology & Special Requests

- While planning your presentation, think about if you would like to bring 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 – Wednesday, April 5, 2017:

- Exhibits should be fully set up in Varsity Hall, Union South, by 7:30 a.m. on Wednesday, April 5. (Poster exhibits displayed 8:00-11:00 a.m.)
- Take exhibit down by 2:00 p.m.

Materials drop off Before Showcase – Monday & Tuesday, April 3 & 4, 2016

- Monday 4/3 (8 a.m. – 4:30 p.m.) and Tuesday 4/4 (8 a.m. to NOON) in 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 4.
- Tuesday, April 4, 3:00-5:00 p.m.
UNION SOUTH (Room tba)



Program Information

Program Information Deadline:

By **Friday, March 17**, 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 March to ask for this information.

Important Dates

Friday, March 17	Due date for program information Email to: kristine.fisher@wisc.edu
Wednesday, March 29	Due date for digital version of your poster. Email to: kristine.fisher@wisc.edu
Monday, April 3 8 a.m. – 4:30 p.m.	Early poster drop off BASCOS HALL Room 199
Tuesday, April 4 8 a.m. to NOON	OQI will transport your poster to the Union for you if you bring it to Room 199 no later than noon on Tuesday, 4/4.
Tuesday, April 4 3:00-5:00 p.m.	Materials drop off UNION SOUTH Room TBA
Wednesday, April 5	Showcase UNION SOUTH, Varsity Hall Your display should be set up by 7:30 a.m. Posters that were dropped off early will be at your table.



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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