Marketing proposals for Green County Development Corporation

JOURNALISM 445: CREATIVE CAMPAIGN MESSAGES
# TABLE OF CONTENTS:

AGENCY MISSION, CLIENT & TEAM ................................................. 3-4
SITUATION ANALYSIS ................................................................. 5
  ANALYSIS OF GREEN COUNTY .................................................. 6
  COMPETITIVE ANALYSIS ......................................................... 7
  CONSUMER ANALYSIS ............................................................. 8
CAMPAIGN STRATEGY ................................................................. 9
CREATIVE MESSAGES ................................................................. 13
DIGITAL MARKETING PLAN ......................................................... 17
AGENCY MISSION:

The Mcleod Agency strives to exceed the expectations of our clients. In addition to our commitment to meet our client’s objectives, our team is dedicated to producing the highest-quality results. We focus on curating detail-oriented messages, value effective content and deliver creative solutions. It’s our honor to bring your vision to life.

CLIENT:

The Green County Development Corporation (GCDC) is a group of professionals within Green County that work together to recruit and maintain businesses and a quality workforce in Green County. In turn, GCDC hopes this will increase the quality of life for the residents of Green County. GCDC does this through partnerships with public and private companies, forward-thinking leadership and an effective marketing program.
SITUATION ANALYSIS
GREEN COUNTY BACKGROUND:

Green County, created in 1836 as a territorial county, is named after Nathanael Greene, quartermaster general and commander of the southern campaign during the Revolutionary War. Today, Green County is known for its green rolling hills, highly productive farmland, and the small town flavor of its communities.

Within the county, borders are sixteen towns, six villages and two cities. The land area is 585 square miles and the population as of the 2010 census, is 36,842. Green County is divided into 31 supervisory districts and each district has a representative on the Board of Supervisors.

Green County has a population of 37,050 people with a median age of 42.6.

Demographics:

• 94.7% of residents are White.
• 98.5% of residents are U.S. citizens.
• The average family has a median household income of $57,416, with the average female earning $39,191 and average male earning $48,215, about 1.23 times more than female employees.
• 74.2% of Green County residents own a home
  • The median property value is equivalent to $161,900.
• The average household owns about two cars per house, with an average commute time of about 21.7 minutes to and from work every day.
COMPETITIVE ANALYSIS:

SWOT ANALYSIS

STRENGTHS:
The strengths of Green County lie in advanced manufacturing, healthcare, life sciences, and agriculture. Cost of living is also relatively inexpensive compared to surrounding areas:

**COLONY BRANDS, INC.**  
820 full-time, 4,300 seasonal employees  
Consists of multiple retail brands. Focuses on the production and distribution of mail order gifts - cheese, pastries and baked goods.  
https://www.colonybrands.com

**KLONDIKE CHEESE COMPANY**  
182 employees  
Nationally recognized cheese company with 13 first-place prizes since 2013.  
https://www.klondikecheese.com

**MONROE CLINIC**  
1,173 employees  
Award-winning hospital that serves Green County and the surrounding areas of Southwest Wisconsin and Northern Illinois. Brand new, state-of-the-art hospital building in 2012  
https://www.monroeclinic.org

**MONROE TRUCK EQUIPMENT**  
550 employees  
Focuses on the fabrication of truck accessories and truck bodies, steel manufacturing, repairs and snow/ice control products for worldwide distribution  
http://www.monroetruck.com

WEAKNESSES:
No four-lane highway system.  
Lack of housing to support incoming workforce.

OPPORTUNITIES:
A labor shortage means Green County can support an influx of new employees and an expanding workforce.

THREATS:
Surrounding counties with bigger city features. People moving out of Green County to bigger cities and then commuting in for work.

(http://madisonregion.org/about-the-region/major-companies/top-employers/)

Columbia County  
Divine Savior Healthcare, Inc. - 500-999  
Associated Milk Producers, Inc. - 250-499

Dane County  
University of Wisconsin-Madison - 10,000+  
Epic Systems Corp - 5,000-9,999

Rock County  
Ben Meadows - 500-999  
Grainger Lab/Safety Supply - 500-999

Iowa County  
Lands' End - 1,000-4,999  
Hodan Center - 250-499
CONSUMER ANALYSIS:

WHAT ARE GREEN COUNTY RESIDENTS LIKE?

Unanimously, residents note that one of the reasons they love Green County is the unapologetically welcoming community. Whether it's the school systems, various family activities throughout the year, or just the people in general, Green County provides a warm and safe environment for all who reside.

TARGET CONSUMER ANALYSIS:

![Jack Donaldson]

**JACK DONALDSON**

**AGE:** 32  
**FAMILY:** One young kid, a wife, and one dog.  
**WHY GREEN COUNTY?** Jack had worked in Downtown Chicago for much of his younger career. As he started to raise a family, he wanted a quieter and safer place away from the commotion of the city. Jack chose to make the move to Green County where he has a larger home, a yard for his kid and dog to play in, and the reassurance of safety. Besides enjoying Monroe’s iconic town square, Jack and his family frequent the Monroe Theatre Guild, where they can appreciate the county’s focus on the arts.

![Abigail Maslow]

**ABBIGAIL MASLOW**

**AGE:** 28  
**FAMILY:** Fiance and two dogs.  
**WHY GREEN COUNTY?** Abbigail has been all over Wisconsin but grew up in Green County. Before moving to Green County, she worked in Human Resources near Downtown Madison. She wants a quieter and safer place for her and her fiance to settle down and raise a family. An avid biker herself, Abbigail and her fiance conveniently take advantage of the Badger State Trail every weekend. Abbigail chose Green County because she liked the welcoming environment that she knew would be perfect to raise her family in.
CAMPAIGN STRATEGY
CAMPAIGN OVERVIEW:

After recognizing Green County’s labor shortage, our agency is focusing on addressing this issue through the implementation of a variety of strategies. The campaign we plan to execute has two main elements, including the creation of a promotional brochure and the re-structuring of the Green County Development Corporation website. Both elements will compliment one another, ultimately functioning to convey Green County’s primary benefits and opportunities, which will then increase potential new employees.

INFORMATIONAL BOOKLET STRATEGY:

WHO IT ADDRESSES:
Our primary audience for the informational booklet is potential Green County employees. However, we hope the companies that GCDC partners with will be our main channel in distributing the booklet. Ideally, this will be done when they are in the process of interviewing or while recruiting.

VARIous WAYS IT ADDRESSES THE AUDIENCE?:
The booklet is full of information on things to do, housing, employment opportunities (which is good information if someone is moving with a spouse), maps and numerous pictures that will get someone excited about moving to Green County. The booklet can be used as a reference when someone has a question about Green County.

WHAT ITS GOAL IS?
The goal in the creation of this booklet is to get people excited about moving into Green County. The booklet gives people important information on the area in which they potentially could be moving to. It also showcases the countless opportunities and things to enjoy in Green County. With this booklet, we want people to get a feeling of what Green County has to offer. We want people to start feeling like Green County is their home.
BUSINESS DEVELOPMENT WEBSITE RSTRUCTURE STRATEGY:

WHO IT ADDRESSES:
The primary audience for our current campaign is potential employees looking to work in Green County. Our secondary audience pertains to Green County’s existing business owners, specifically those currently looking for more resources.

VARIOUS WAYS IT ADDRESSES THE AUDIENCE?:
In order to address our primary audience, potential employees, the campaign emphasizes elements from both Green County’s tourism page and general Green County website. Additionally, the current campaign includes resources for finding employment and housing, in order to assist people in their relocation to Green County. To address our secondary audience, the campaign highlights some of the same elements found on the original Green County Business Development page, however, we have eliminated any repetitive content from the original site in order to improve both ease of use and overall clarity.

WHAT ITS GOAL IS?
The goal of our campaign is to strategically recreate the website, in order to develop a trusted resource for potential new employees who are looking to work in Green County. Our campaign seeks to aid the public in their search for job positions and housing opportunities, while also showcasing the unique events, scenery and quality of life that make Green County a desirable place to work and live. Additionally, our campaign strives to expand the usability of the site for those businesses that already exist in Green County.

MAIN GOAL:

THE OVERALL GOAL OF OUR WORK:
The goal of our work is to help GCDC promote Green County as a place for potential employees to put down roots. We will do this through the creation of a brochure that can be easily distributed through multiple channels. Along with our brochure, we are doing a complete redesign of the Green County Development Corporation website. The redesign will assist anyone looking for information on Green County and will ignite excitement in potential employees looking for a place to settle down.
CREATIVE MESSAGES
Green County's welcoming community offers a variety of housing options. From historic homes to the waterfront properties overlooking the Sugar River, you surely will find a place perfect for you. Living opportunities are found within friendly neighborhoods and among the rolling hills of rural acreage. Residential areas feature charming homes and the downtown area has a mix of apartments and comfortable housing. Find affordable living options for your lifestyle now and for your future. The cost of living is significantly lower than the surrounding larger cities yet these destinations are only a short drive away. Appreciate the benefits of a smaller town while easily visiting Madison or enjoying a weekend getaway to Milwaukee or Chicago.

A company comprised of several multi-channel retail brands headquartered in Monroe employing around 6,000 people. Careers at Colony Brands offer a lot of diverse opportunities and range from accountants to pastry chefs, programmers to clothing buyers and many more unique job experiences.

Established in the late 1800's, this cheese company is host to six master cheesemakers and is consistently given awards from the American Cheese Society, the United States Cheese Championship Contest, the World Championship Cheese Contest and the Wisconsin State Fair. Jobs range from packaging to management positions.

Monroe Clinic has been a Top 100 Great Community Hospital for four consecutive years. Housed in a facility built in 2012, this hospital offers technologically advanced care from more than 120 healthcare professionals. They offer jobs for healthcare professionals at a nationally recognized clinic.

Focusing on distributing and installing truck accessories and equipment, Monroe Truck Equipment has become one of the largest in its’ industry. Their home is in Monroe where they have a 70 acre headquarter facility. Monroe Truck Equipment is always searching for talented welders and is home to a large sales team strategically placed around the globe.
WEBSITE RESTRUCTURE: WEBSITE NAVIGATION

- Home
- About
  - Communities
  - History
  - Regional Data
- Living Here
  - Events
  - Eat
  - Housing
  - Transportation
  - Quality of Life
- Career Opportunities
  - Job Listing
  - Workforce & Training
- Business Development
  - Starting a Business
    - Planning Resources
    - Building & Sites
    - Financing & Incentives
    - Retention Program
  - Already a Business Owner
    - Industries
    - Sectors
    - Partnerships
  - Becoming an investor
  - Sponsors
DIGITAL MARKETING PLAN
DISTRIBUTION:

PDF
We hope to have the PDF of the Green County booklet housed on the new Green County Business Development website as an easily accessible resource for all. In addition, we will work to make the PDF (or at minimum, the link) present on all Green County visitor and information sites. The brochures will also be shared with our major partners so they have the ability to share the resource as well.

HARD COPY
We hope that GCDC will give copies of our booklet to all of its major partners. In turn, these companies can give the booklet to potential employees after interviews, after they’ve accepted a job or just offer it as supplementary information about the community their company supports. Copies will also be distributed to major realtor offices within the county.

PRINTING:
Printing can be done by GCDC, we will provide a flash drive with all of our documents. We could potentially print one brochure and give it to them as an example.

SOCIAL MEDIA PLAN:
While we have no deliberate social media
The website can be shared via Facebook and other social media platforms.

WHERE TO DISTRIBUTE:

FACEBOOK
• Green County Page (https://www.facebook.com/greencountywi/)
• Colony Brands (https://www.facebook.com/Colony-Brands-Inc-174443375903913/)
• Monroe Trucking (https://www.facebook.com/MonroeTruckEquipment/)
• Monroe Clinic (https://www.facebook.com/MonroeClinic/)
• Klondike Cheese Company (https://www.facebook.com/Klondike-Cheese-Company-355228084607328/)

SAMPLE POSTS
Example Body text: Green County Development Corporation is the business hub for Green County, connecting employees and future employees with business owners. Check out the brand new and improved GCDC website: https://greencountyedc.com/
• Image Samples: Green County Development Corp picture
• CTA Example: “Learn more” https://greencountyedc.com/
The following report outlines a creative strategy for the Green County Development Corporation. Green County is a collection of towns and villages located in south central Wisconsin with Monroe serving as the county seat. Green County is known for its green rolling hills, highly productive farmland and the small-town flavor of its communities. The GDCD aims at bringing productive and quality workers to Green County to fill the number of both blue- and white-collar jobs that are available in the area. Green County Development Corporation would benefit from consistent promotional material that would spread awareness of employment opportunities and enhance recruitment efforts. This report details the GDCD’s current efforts in social and digital marketing as well as the recommendations and strategies to revise the creative and digital efforts in order to foster a stronger job awareness and employee retention. The recommendations will create understandable and cohesive branding across the GDCD platforms while simultaneously attracting people who possess the skill sets needed by employers to work and live in Green County. Our print and digital campaign messages will publicize available career opportunities and generate enthusiasm for living the thriving towns in Green County.

**INDUSTRY TRENDS**

Green County has established many strong industries while being a relatively small area. There is a competitive advantage in manufacturing, agricultural business and food processes with these being largely successful industries in the state that have centers in Green County. Some of the biggest companies in Green County include Colony Brands in Monroe, Duluth Trading Company in Belleville and Monroe Truck Equipment in Monroe.

**Competitive Analysis**

When looking at competition for the Green County Development Corporation a main point of contention is other cities and towns within the state and region that are aiming to hire workers with similar skills and fill jobs in similar industries. Green County is neighbored by counties similar in size to the west as well as across the border of Illinois to the south. The county is also less than an hour south of Madison, one of the largest and most populated cities in the state. There are a lot of jobs that are appealing to similar workers in Madison and its suburbs, but where Green County stands to get the leg ahead is its ability to appeal to workers who are looking for a small town environment and a community where they are a big fish in a small pond.

**CONSUMER ANALYSIS**

**Target Demographic**

The Green County Development Corporation has two major targets for this campaign and for their goal of increasing employee awareness. The first target is for blue collar employment opportunities in the county that would be best suited for those age 21-28 who are recent college graduates and are looking for an entry or mid-level position in a company. The promotional materials that will be described later in this report have been created to be put to use at career fairs that are put on at or for surrounding educational institutions such as UW-Platteville, UW-Madison or at technical colleges such as Madison Area Technical College or Waukesha County Technical College in Pewaukee. The appeal to this target is the low cost of living in Green County for things like housing, groceries, etc.

The other target that the GDCD is focused on in the campaign strategy is employees who are needed to fill higher positions such as senior level jobs across the many industries in Green County. This section of the market is filled by employees who are around 30-45 years old and are more advanced in their careers and looking for additional advancement opportunities. This section of the employees can be targeted from bigger cities in the Midwest during job interviews and by utilizing the suggestions for LinkedIn highlighted in the Social Media Plan section of this report. The appeal of Green County for these employees is the wide array of activities available in the county while also providing many benefits of small-town life. There are opportunities for career development and quick growth in a company, there is a low cost of living as well as small classroom sizes among schools in the area to ensure a quality education for those who value family. An appeal for both targets is also the accessibility to larger nearby cities like Madison, Milwaukee and Chicago.
**SITUATION ANALYSIS**

**Strengths**

**Strong Community Presence**
The small community aspect of Green County is appealing to many because it is perceived as a safe, welcoming, family-oriented center for people to be a member of. Community members are devoted to helping those around them through various acts of service and there are many events happening in the community for people to be involved in.

**Successful businesses**
There are many strong businesses in the area that GDCD is able to market to potential employees that range in entry level positions to higher up management level jobs. These positions pay on or above average comparatively especially when coupled with the low cost of living in Green County and offer benefits to their employees.

**Close proximity to large markets like Madison, Milwaukee and Chicago**
This is positive for residents who want to live in a bigger city and commute to Green County or for those who want to live in a small community but have access to bigger cities.

**Weaknesses**

**Lack of Housing Development**
If the GDCD succeeds in bringing new skilled employees to Green County they face the task of finding housing for these people to live in. This can be a challenge because it involves the necessity of areas that can be developed and investors who are willing to finance the developments.

**Lack of Transportation and Infrastructure**
The Green County area is lacking in the area of public transportation which may create an additional burden for people who are moving to the area especially right out of college to have the means of getting themselves to and from work. There is also no four-lane interstate highway which potentially limits traffic routes and the nearest major airport is the Dane County Regionaly airport which can be limiting for work-related travel. The current transportation system is not set up for intensive manufacturing and commercial industry use.

**In Need of General Business Services**
Overall the county is lacking some services that would turn people away from settling there such as a FedEx hub as well as business like legal and accounting firms being heavily concentrated in Monroe without much equal distribution.

**Opportunities**

**Areas for development**
Smart growth strategies from the county overall can help to foster positive growth for the community by creating areas where businesses thrive and families can live close to their daily destinations.

**Increase in manufacturing industry across the state**
Wisconsin has some advantage in that there’s a lot of small manufacturing around in a lot of rural counties, which is growing more than in some neighboring areas where people are just exiting all together.

**Threats**

**Downward trend of young people living in rural areas**
Rural areas are becoming increasingly older with college aged children tending to migrate out of these smaller towns. This trend towards rural communities having a higher median age could mean that it is more of a challenge to get the younger demographic to move to these areas.

**Similar sized counties in the area**
Much of the southeastern side of Wisconsin is filled with counties that hold towns and cities that are similar in size to that of Green County. Much of the state is covered in rural areas so Green County has to convince potential employees why this area would have benefits that others would not.
CAMPAIGN OVERVIEW

The main objective of this campaign is to create a cohesive brand strategy that is able to foster a positive association with Green County, its communities and the businesses within. We would like to provide Green County Development Corporation with the tools necessary to create an appealing message for people within the community. Since a main point of focus for GCDC is also the ability to assist local businesses in the recruitment of employees to the area we wanted to create simple, easy to understand deliverables that they would be able to share with clients and employees to convey the positive nature of Green County.

MESSAGE TONE AND APPEALS

The tone of this campaign and its promotional materials aims at staying in line with the current brand presence of professionalism and of being a source of information. The aim of the deliverables highlighted in this report is to foster a natural message of simplicity which aligns with the presence of Green County overall. We used this overall voice to craft a design direction with a neutral-toned color scheme, easy-to-read fonts and an overall feeling of community through the connection between each promotional piece.

THE BIG IDEA

Small Community, Big Opportunity. The big idea of this campaign is to show employees all that Green County has to offer. Although the county is small there are big opportunities to be had whether that be recreationally or professionally. This main idea points specifically to the role that employers have in showing the people they hope to recruit that there is a lot of growth to be had in the successful companies within Green County. Employees are able to take a big leap into the professional workplace within Green County and share their skills in important roles to assist in the company and community growth.

The main goal of this big idea of “Small Community, Big Opportunity” is to provide GCDC with the materials to be able to actively and successfully recruit highly skilled workers to Green County and to show them that the idea of a small community can be synonymous with potential, especially in their careers. The main problem that GCDC faced was having a number of quality jobs but not many qualified candidates to fill them and with the mindset of “Small Community, Big Opportunity” GCDC will be able to pitch to employees about the benefits of putting down roots in Green County such as more room for growth, lower cost of living and tight-knit community feel.
The main function of the recruitment booklet is to serve as an all-encompassing Green County information guide that can be given to potential employees. The booklet takes the reader through Green County and its area K-12 schools, activities that are common across the community as well as career opportunities and companies that can be found in Green County. The goal is that the Green County Development Corporation would be able to work with local businesses and leaders in order to continually update the information found in the book and use it as a tool for recruiting quality workers to the Green County communities. The booklet features high level positions, information on housing in the area and how area school rank in their quality of education. GCDC is able to share this brochure across the nation at hiring events, with company recruiters as well as on their LinkedIn page to share the information with employees across the nation.
The purpose of the employee brochure is to appeal to the younger target for this campaign which is those potential employees who are recent graduates age 21-28 who are looking for more entry level positions with a lot of potential for growth. The brochure serves as sort of an extension of the recruitment booklet but with information that is tailored more towards people within this age group such as community events, proximity to larger cities like Madison, Milwaukee and Chicago as well as less information on K-12 schools. This brochure is set up like a box where each fold unveils a new subsection of the GCDC idea and all that Green County has to offer. Green County Development Corporation can use this tool as a way to recruit at career fairs at regional universities and technical colleges. The brochure features brighter colors and more interesting imagery to reflect the fun and energetic aspects of Green County that may appeal to those who value meeting other young people in their area when deciding on a career opportunity.
Along with the promotional materials for this campaign we wanted to give Green County Development Corporation an update overall brand look and feel. We started this process by creating a new logo for the organization. The features of the logo are a sleek and simple design that doesn’t distract from the message of what the company is. We wanted to stick to the same neutral tones that we have held throughout the report to convey the natural features of Green County and the community focus that the area has.

**Other Design Options:**

- **Digital Marketing Strategy**
  - Website Redesign
    - Overall the website provides some useful information for businesses and community members but it is somewhat difficult to navigate because of the overwhelming amount of information that can be found across the just five main menu tabs. The website also looks identical to the website for Green County so for some it may be confusing to know exactly which website you’re on, what different information can be found and where to navigate to in order to find the answers they’re looking for. There also is no main menu that highlights and jobs or career opportunities that can be found in Green County which is the main goal for GCDC for this campaign.
    - The first step for a website redesign would be to align it with the new brand colors and strategy. This would include featuring the new logo and neutral color scheme as well as the tagline “Small Community. Big Opportunity”. Next, the website could be enhanced by creating more all-encompassing menu titles that feature drop down menus so that users don’t have to navigate an entire page searching for the information that they want but instead can get closer to their final destination from the original landing page.

**Creative Plan**

- **Careers Page**
  - Since a primary goal of the campaign is to increase job awareness and employee recruitment the GCDC website would benefit from a page that highlights all of the job opportunities that are available in Green County at a given time. Providing a central area where employees are able to search for job postings and where employers are able to submit their open jobs for applications will hopefully make the processes of filling job openings quicker and easier. This could also be a feature that other Green County businesses in the area can link on their own websites that show the jobs they are offering across different departments.
SOCIAL MEDIA PLAN

FACEBOOK

Facebook is a great social media site for sharing fun and engaging content to your audience and brand yourself as an exciting county to be apart of.

Content Audit:

The page is very active and supplies good information about the county including events, news and new developments. Page info is filled out completely and the page is linked from the website. Followers on the page are active and engaging with the content.

Content Strategy:

There is a lack of native content (content produced and published by the board) across the Facebook, while the page shares writes about things happening around the county and event pages, that type of content is as engaging as original content about what the GCDC is doing. Use of Facebook stories and Facebook live is lacking, Facebook stories are a great day-to-day format that allows followers to stay updated on the details of Green County. Facebook Live is a great format to connect with followers in real-time, running a stream during meetings or during major events is a great way to connect with Green County, the live format allows for live comments and shares so that your audience become more engaged and continues to share the page with their community. Putting together short videos talking about any updates to GC would be an easy and effective way for people to learn about the most important information that is taking place with the board.

TWITTER

The Twitter is linked on the website but hasn’t been used in two years, we suggest deleting the Twitter since it’s been inactive and wouldn’t be necessary for the boards purposes. We believe Twitter is a platform that would be a waste of time for the board.

LINKEDIN

LinkedIn is a business and employment-oriented service that is great for connecting with potential candidates and sharing the story of Green County. LinkedIn offers the opportunity to directly connect with the work force through content sharing.

Content Audit:

A GCDC page exists but is incorrectly linked on the website and leads to an error page on LinkedIn. The page is missing a profile picture, header picture, and information about the board the would fill in the ‘about’ section in LinkedIn. Nobody on the board is linked to working at GCDC, this is a great way to get the folks on the board engaging and sharing content the board posts with their networks.

Content Strategy:

Content for LinkedIn should be focused on the professional opportunities and news, this a great place to share available jobs around the county and success stories from organizations. Also a great place to share content about GC and its unique characteristics - i.e. if there’s a write up about the rise in small town growth, sharing the story on the page would a great conversation piece that people could share with their audiences. An easy way to grow interest in the page would be having all board members make a LinkedIn, connect to it, and begin to share the content with their network.
**Content Strategy:**

Instagram is a great platform to really show people the strengths of Green County. People tend to gravitate towards highly curated imagery so this is a good opportunity to highlight the beauty within Green County. It is also a great platform for engagement with people, especially those within the first target demographic for this campaign. GDCD can post job opportunities with swipe up links on the page’s stories, create question boxes where followers can share their favorite activities across the county or share a poll where users can vote in order to gain a better understanding of their followers. Overall, Instagram is a great platform to be present on especially when trying to connect with a younger demographic and it can work closely with the content that is on Facebook.

**SPONSORED POSTS**

Green County may also benefit from sponsored posts across different platforms such as Facebook and Instagram. Essentially the product that GCDC is trying to sell is Green County, so spreading the word about Green County and all that it has to offer would serve as a way to intrigue people who may not be familiar with the area about the possibility of becoming more informed about the area.
About UniverCity Year

UniverCity Year is a three-phase partnership between UW-Madison and one community in Wisconsin. The concept is simple. The community partner identifies projects that would benefit from UW-Madison expertise. Faculty from across the university incorporate these projects into their courses, and UniverCity Year staff provide administrative support to ensure the collaboration's success. The results are powerful. Partners receive big ideas and feasible recommendations that spark momentum towards a more sustainable, livable, and resilient future. Join us as we create better places together.

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