Reflecting on 2016

It’s truly been an incredible year serving as the welcoming front door to UW–Madison for the campus, community and visitors. In 2016, we’ve provided personalized information, connections, and experiences to more than 2.8 million individuals.

This past year celebrated serving campus for 20 years with our Ask Bucky chat, email and phone service, launched a new Bucky’s Classroom pilot program aimed at increasing college awareness and career exploration among seventh grade students throughout Wisconsin, partnered with the Middleton Public Library to pilot a new year-long lecture series through the Speakers Bureau and brought thousands of parents, siblings and families to campus for events.

We could not have accomplished this work without our campus and community partners. Their support allows us to serve as the campus leader in making the resources of UW–Madison accessible to all.

In 2016, we also said goodbye to our friend and director, Steve Amundson. Steve served UW-Madison for over 13 years and led our office through times of incredible growth and change. We are grateful for all that Steve contributed.

On behalf of our team of professional staff and students, we are pleased to share this report with you.

Nancy Hoffman, Interim Director
INFORMATION AND REFERRAL

INFORMATION AND REFERRAL

As UW–Madison’s official resource for campus and community information, Campus and Visitor Relations’ information and referral service responds to phone calls, emails, live chats, and in-person inquiries from a variety of clientele, including students, faculty, staff, prospective students and families, visitors, alumni, and community members.

In 2016, Campus and Visitor Relations celebrated 20 years of serving the campus and community through Ask Bucky, the university’s official chat, search, and email service.

200,559 Website views
85,788 In-person contacts
65,300 Phone calls
1.4 million Ask Bucky searches
88,825 Publications distributed
3,100 Emails and live chats

TOP-NOTCH SERVICE. FIRST IMPRESSIONS MATTER.
The Campus Visit Program connects visitors, including K-12 field trip groups, pre-college programs, conference attendees, foreign delegations, alumni, and civic groups to UW-Madison’s campus destinations. In collaboration with campus partners, departments, and outreach staff within the sciences, arts, humanities, and athletics, the visit program serves nearly 30,000 people annually. Additionally, in partnership with the Office of Admissions and Recruitment, CAVR provides prospective student tours, which invite students and their guests to experience a campus visit, complete with an information session and tour. In 2016, more than 44,600 guests were served.
The Parent and Family Program connects over 36,000 parents and family members to campus, serving as an ongoing resource throughout their student’s college career. The Parent and Family Program offers Badger Parent newsletters, a parent notice system, a website in English, Spanish and Chinese, a calendar and handbook, web chats, family event opportunities, a phone, email and chat service, social media connections, and an email and phone service in Spanish.

Website views: 261,054
Facebook group questions and comments: 22,950
Badger Family Spring Visit attendees from 393 families: 916
Phone calls: 913
Emails and chats: 1,360
Winter Family event attendees from 69 families: 262
Live web chats: 2,700
Family Weekend attendees from 915 families: 3,507
Sibs Day attendees from 88 families: 208
Campus Area Housing serves students, faculty, staff, and the general public, providing consumer rental information and a free online search engine. Clients can search hundreds of privately-owned available rental vacancies, roommate openings, and sublets in the campus area, as well as Madison and Dane County.

With one of the most successful Housing Fairs in recent years, Campus Area Housing has continued to connect students with off campus housing options.
SPEAKERS BUREAU

We connect Wisconsinites with their flagship university.

The Speakers Bureau builds connections between UW–Madison and Wisconsin communities by coordinating UW faculty and staff speaking engagements for professional, community, and civic organizations, as well as schools, public libraries, and private businesses. More than 100 speakers from a variety of disciplines volunteer their time to participate in this statewide effort.

The Speakers Bureau partnered with the Middleton Public Library to pilot a new year-long lecture series. The series of four lectures drew audiences of 60 to 200 people per event.

Wisconsin Counties Represented

Ashland, Columbia, Dane, Eau Claire, Fond du Lac, Juneau, La Crosse, Langlade, Marathon, Oneida, Outagamie, Portage, Racine, Rock, Sauk, Sheboygan, Waukesha, Winnebago

- 99% of groups are likely to use the program again
- 97% of groups felt the talk quality met their expectations
- 96% of groups felt the speaker was informative and engaging

5,058 Community members participated
77 Talk events
Bucky’s Classroom offers K-8 audiences an opportunity to learn about UW–Madison, enhance educational awareness, and prepare for college by engaging with university ambassadors through in-person presentations. Additionally, Bucky’s Classroom provides schools with UW–Madison resources and materials to display in the classroom and distribute among students.

In collaboration with the School of Education, Campus and Visitor Relations launched a new pilot program aimed at increasing college awareness and career exploration among 7th grade students by bringing UW–Madison ambassadors into Wisconsin classrooms. Seven schools, including over 300 students, participated in the program from five Wisconsin counties including Dane, Milwaukee, Brown, Rock, and Walworth.
The Campus and Visitor Relations staff is an enthusiastic group of students who represent the interests, diversity, and backgrounds of the UW–Madison campus community. This group of students serve as information and tour guides, coordinators, interns, and specialists. Their dedication and talent allows our programs and services to thrive.
THANK YOU FOR READING OUR ANNUAL REPORT AND FOR CONTRIBUTING TO CAVR’S SUCCESS IN 2016.

Steve Amundson, Director (former)
Richard Baker, Campus Relations Manager
Stephanie Benson-Gonzales, Assistant Director - Parent Relations and Communications
Gwen Drury, Speakers Bureau Coordinator
Nick Gonzales, Assistant Director – Experience Design and Marketing
Nancy Hoffman, Interim Director
Kayla Jennings, Office Manager & Speakers Bureau Specialist
Helena Manning, Visitor Relations Manager
Jessica McCarty, Assistant Director
Geoff Merrill, Information and Technology Manager
Monica Ruppert, Parent and Campus Communications Manager