I'm not sure whether this is already the case, but I think we need a revised, strongly and clearly worded statement in the Student Code of Conduct about the consequences of committing acts of hate and bias. The statement should mention that perpetrators may be subject to suspension or expulsion, depending on the gravity of their offenses. Student Code, and I think that similarly, all Faculty and TAs should be encouraged to include a statement about the consequences of hate and bias on their syllabi and to be able to cite the Student Code of Conduct to back it up.

How would this affect cultural change on campus?

If students were made aware, every time they took a class and saw it on the syllabus (which teachers go over at the beginning of a course), that the university takes incidents of hate and bias seriously and punishes them accordingly, those who would be perpetrators would definitely think twice about committing these hateful acts. It would definitely create a safer campus and a sense that the campus is safe and that the UW administration cares.

For new ideas, how would you propose piloting this idea to see if it would work? If the idea is already in use at UW-Madison, how would you propose expanding or altering this program for greater impact?

Like I said, I think that if there is already a statement on hate and bias on the Student Code of Conduct, it would need to be revised to emphasize the possible consequences (which should be suspension/academic probation or expulsion or something equally serious), depending on the severity of the acts. During Faculty/TA and staff training they should be encouraged to include a statement on their syllabi citing the Student Code of Conduct on the potential consequences to committing hate and bias.

What resources would be needed to implement your suggestion?

I believe these resources are all already in place, it's just a matter of using more strongly worded language that emphasizes consequences (this the key really), and promoting the idea during existing Faculty and staff trainings. Also, if the Chancellor, the Dean, and anyone who sends the e-mails to the campus community about hate and bias incidents would emphasize that the perpetrators are facing academic discipline, that would bring some comfort to a lot of people on the campus and it would be a deterrent to would-be perpetrators.
I believe that what students are really sick of is seeing the perpetrators of hate and bias go unpunished, because there is the sense that unless there are real, tangible consequences to their acts the culture on the campus is simply not going to change, and racists are simply going to be encouraged: crimes have to be punished to be deterred, and would be perpetrators need to know about consequences.