

From: [Campus Climate Proposal form](#)
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Subject: New submission from Campus Climate Proposals
Date: Monday, April 18, 2016 3:29:51 PM

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Group name (if applicable):

Division of Information Technology, Academic Technology, Information Technology Academy

What is your affiliation with UW-Madison? For group submissions, please respond for main contact.

- Academic Staff

Describe the concept. If already in use here or elsewhere, please indicate this.

We propose to build an online space that encourages faculty, staff and students to tell the stories of how their experiences of the diversity of UW-Madison community have enriched their working and learning experiences. This proposal seeks to create a way to address goals number one and number three of the Diversity Implementation Plan for UW- Madison. We believe that this plan will have positive impacts on other goals in that plan, by changing the tone of the discussions around diversity on campus, but it is specifically targeted at promoting the shared values and engaging the whole community in conversations tremendous advantage of such an array of humanity on our campus.

Our proposal is to build an online meeting place, a portal, with the sole purpose being to include the wide range of person's reflections on the benefits of our diverse community. The portal will be made up of planned-produced content, as well as, content replying in-time to events that arise, and the shared social media content of the entire university community.

Video Content: The main engagement tool of this portal will be series of videos particularly produced for social media distribution. Each video will invite the university community to respond and reflect on different value that is added to our working and learning community because of its diversity. In addition to these videos which will be released on a regular schedule this portal will provide a place to disseminate videos from campus leaders in a timely manner in response to events in the community. Because this portal will integrate several different distribution mechanism of the University these videos will get wide exposure to people who choose to get their campus news from different outlets. More importantly this portal will allow the community to respond to those leaders in a timely manner as well.

The Portal: The web site at the center of this initiative will act as distribution center for the unique content produced for this project, as well as aggregate social media responses to that content. Every effort will be made to make a safe space for dialogue where all voices can post and respond to the content of the site. The content for the site will not just come from leaders but from all members of the community.

Curating the Community: With all internet based communities, and non-internet based communities, we recognize the possibilities of voices to poison the conversation. There will be an ongoing role, not to

cancel dissent, but to help keep the conversation respectful. Another role of this portal curation may be to help organize and tag content as it comes into the site.

How would this affect cultural change on campus?

Many Voices: As opposed to yet another online curriculum that is mandated for a specific audience—and from a specific audience—this initiative will allow for both the controlled distribution about the benefits of a diverse campus while still hearing the voices of that diverse campus.

Our Picture of Campus: This site has the potential be a portal in the literal sense of that word. A window into a campus that is diverse, respectful, and honors all voices. Because it will be public it allows folks not currently part of this community to look into UW-Madison and see a place that is vibrant.

Risk/Reward: This idea is full of risks: risks of trolls, risks of low engagement, and the risk of having an ongoing project that will need some funding. The reward however of providing a strong and public testimony of how a diverse community thrives and engages with one another far outweighs any of those risks.

A Living Document: Our proposal is to build something that continues to adapt over several years. The conversation started at the launch will change as our population on campus changes and the challenges, and triumphs, that we have as a community change. This is intended to be a flexible, agile campus resource.

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?

This idea proposes a series of videos and interactions, ultimately on a bi-weekly or monthly basis. A pilot would explore this option by releasing the concept for three iterations spread over 6 weeks. The resources within the Division of Information Technology provide a robust evaluation service. The pilot would draw in these resources to create an evaluation instrument that can measure the impact on UW-Madison students, faculty and staff.

What resources would be needed to implement your suggestion?

The Division of Information Technology's Academic Technology (AT) unit is uniquely situated to plan, develop, implement and manage this portal. The Information Technology Academy sits within AT. The diversity of this organization would position it as a lead for this effort. Likewise, the larger AT organization has expertise in media production, project management and communications that could start-up this important effort. Academic Technology is also a highly collaborative unit and would welcome partnerships with other campus stakeholders. We realize that there are other units on campus that may have an interest in this concept. With a strong history of collaboration AT would be able to thrive in a partnership if appropriate.

If this proposal was developed in partnership with any other organizations, please list them below.

This proposal was developed within DoIT Academic Technology with the recognition that other partner groups may emerge if accepted. Again, AT would be a willing collaborator on this effort.

Please use this space for any additional information about your proposal that you wish to share:

The Information Technology Academy program within DoIT Academic Technology is a campus success story with a history stretching over 15 years. Graduates of the ITA program are UW alumni, current students, employed on campus and are always prospective UW students. The students that have come through ITA and those employed within it could be a resource for content, facilitation and skills in how to have conversations around diversity.

Academic Technology has done a cost analysis of this effort. As this proposal form does not call for a cost estimate we have not included one. Please know that we can provide a cost estimate upon request.