Greetings:

2015–2016 has been an exciting period for our Centers of Excellence at the School of Human Ecology. In preceding years, each of our Centers had gone through processes to envision their respective paths forward and plan their respective roles as a part of the overall OneSoHE21 Strategic Plan, which was promulgated by the SoHE community in Dean Soyeon Shim’s first year of leadership. With many of these critical planning processes completed or well underway, this past year was a period of application and advancement of our Centers’ plans.

As you will see from reviewing the work of all of our Centers contained in this Annual Report, each Center is unique in its focus area, structure, and activities. However, all of our Centers of Excellence embrace the following key priorities:

• address and advance inquiries and scholarship related to Human Ecology, or the thriving of individuals, families, organizations, and communities
• approach Center work in a distinctly community-engaged or partnership-focused way
• build relationships and increase contributions from a variety of partners or affiliates from on campus and/or the community at large
• advance multidisciplinary approaches to help tackle “grand challenges” facing our communities and organizations – in the spirit of the Wisconsin Idea
• increase the quality of learning within SoHE for undergraduate and graduate students
• secure and increase extramural resources, through compelling projects, to advance the work of our Centers and contribute to UW–Madison

I believe that the Centers work conducted in 2015–2016 reflects our commitment to these priorities and that we are positioning our Centers to be key units in UW–Madison’s furtherance of the Wisconsin Idea. In historic times when “grand challenges” abound, along with an increased sense of urgency about broad-based community engagement, I believe our community-engaged multidisciplinary Centers and their outstanding campus and community contributors will be positive and creative change agents for our shared future.

It is a delight and a privilege to be a part of this work and I offer my sincere gratitude to all who are helping with our Centers of Excellence mission.

Please continue to engage with us in the coming year. Forward!

Mary Beth Collins, J.D., M.A.
Director of Centers Research and Public Affairs
Centers of Excellence
EXECUTIVE SUMMARY
Greetings!

It is an exciting time to be involved with the UW–Madison Center for Community & Nonprofit Studies (“The CommNS”). Housed in the School of Human Ecology (SoHE), we are located down the hall from the Civil Society and Community Studies (CSCS) department, which houses the graduate program in Civil Society and Community Research (CSCR), and the undergraduate major in Community & Nonprofit Leadership. We continually benefit from involvement of CSCS faculty, CSCS graduate students, and undergraduates, including the involvement of undergraduate interns working with the CommNS. With new staff, new affiliates, new campus and community collaborations, and increased capacity to procure and manage grants, the CommNS has experienced a year of growth.

Following the guidance we laid out in our 2014 strategic planning, 2015–16 was a year of continued progress. One of the primary goals of the CommNS is to become a campus hub for interdisciplinary research with community and nonprofit partners. CommNS faculty affiliates, staff, and students are currently engaged in a variety of projects that seek to enhance civic engagement and leadership among young people, develop more sustainable and socially just communities, improve access to fresh and affordable food, and advance more sophisticated and participatory ways of documenting and evaluating these types of efforts.

For example, during the last year, many of us have continued to play key roles in the Wisconsin Obesity Prevention Initiative, a statewide effort to build local capacity and increased access to fresh and affordable food. We continually benefit from the research enterprise, in the arts, in education, and in many other settings and venues. We are excited to have Dr. Kei Kawashima-Ginsberg, Director of Tufts University Center for Information and Research on Civic Learning and Engagement (CIRCLE), present our keynote address. The CIRCLE conference is the regional gathering of graduate students and scholars in the Society for Community Research and Action (SCRA). The largest international society focused on community psychology, SCRA’s members are committed to promoting health and empowerment and to preventing problems in communities, groups, and individuals. The ‘ECO’, of course, is short for ecology and reflects similar perspectives on humans, organizations, and communities to those discussed and promoted by SoHE. It was an excellent opportunity to learn from and with colleagues from around the Midwest, and to explore inter-university exchanges that may mutually enhance capacity for research and action for social change.

The year’s fall event will be held on Thursday, October 20th with the theme, “What Does Democracy Look Like?” With the presidential election upon us, we want to explore the many ways that democracy does play out, including voting, but also considering democratic activity as actualized in the research enterprise, in the arts, in education, and in many other settings and venues. We are excited to have Dr. Kei Kawashima-Ginsberg, Director of Tufts University Center for Information and Research on Civic Learning and Engagement (CIRCLE), present our keynote address. At CIRCLE, Dr. Kawashima-Ginsberg examines the civic and political development of young people, especially the marginalized and disadvantaged who are often shut out of public life, and seeks to identify opportunities that will enhance the engagement of young people. Look to your email for information on the fall event. We hope you will join us!

Center for Community and Nonprofit Studies

Boyd Rossing, Professor Emeritus, School of Human Ecology; founder of the Family Voices Program
Torry Winn, Ph.D. candidate, Civil Society & Community Research; Co-Director of Transformative Justice in Education Center, University of California, Davis

If you are a faculty or staff member on campus who shares our interests and have not yet taken the step to become a CommNS affiliate, please e-mail one of us at bchristens@wisc.edu or ahilgendorf@wisc.edu, and we will provide you with information for affiliating. If you would like to be added to our general communications list, please e-mail Mallory Swanson at thecommns@gmail.com. We are aiming to deepen existing collaborations in the upcoming year as well as develop new ones, so we look forward to your involvement.

Sincerely,
Brian Christens, Ph.D., Faculty Director
Amy Hilgendorf, Ph.D., Assoc Director for Engaged Research

OUR PEOPLE
Faculty Leadership and Staff
Brian D. Christens, Faculty Director
Mary Beth Collins, Director of Centers Research and Public Affairs
Amy Hilgendorf, Associate Director
Cynthia Jasper, Faculty Liaison, Associate Professor
Michael Maguire, Undergraduate Liaison, Faculty Associate
Sara Ansell, Community Outreach Specialist

Student Support
Falon Deimler, Graduate Student, Project Assistant
Kayla Naus, Community and Nonprofit Studies Intern

Steering Committee
Lori Bakken, Associate Professor, Civil Society & Community Studies and UW - Extension Specialist Program Development and Evaluation
Connie Flanagan, Vaughan-Bascom Professor, Department of Civil Society & Community Studies and Associate Dean, School of Human Ecology
Dale Liedhieser, UW-Extension 4-H Youth Development Director
David Liners, Director of WISDOM
Salli Martinyak, Executive Director, Forward Community Investments
Jonathan Patz, Professor and Holton Chair of Health and the Environment, Director, UW–Madison Global Health Institute
Shannon Sparks, Assistant Professor, Department of Civil Society & Community Studies and American Indian Studies

Affiliates
Kendra Alexander, Department of Civil Society & Community Studies and UW-Extension, 4-H Youth Development
Jan Baird, Department of Geography
Lori Bakken, Department of Civil Society & Community Studies
Linda Bowen, Institute for Community Peace, Washington, DC
Matt Calvert, UW-Extension, 4-H Youth Development
Brian Christens, Department of Civil Society & Community Studies
Kathy Cramer, Department of Political Science; Director, Morgeid Center for Public Service
Lori DiPete Brown, UW-Madison Global Health Institute
Connie Flanagan, Department of Civil Society & Community Studies
Lewis Friedland, School of Journalism and Mass Communication
Jennifer Gaddis, Department of Civil Society & Community Studies
Jean Garen, Each, Inc.
Leah Horowitz, Department of Civil Society & Community Studies and Nelson Institute for Environmental Studies
Paola Tran Inzoo, UW-Extension, Family Living Programs
Cynthia Jasper, Department of Civil Society & Community Studies
Young Mie Kim, School of Journalism and Mass Communication
Steven Krauss, Instituir Pengajian Sains Sosial.
Patty Loew, Department of Civil Society & Community Studies and Department of Life Sciences Communications
Gavin Luten, UW Extension, Wisconsin Campus Compact
Michael Maguire, Department of Civil Society & Community Studies
Peter Miller, Department of Educational Leadership and Policy Analysis
Jeanan Yasiri Moe, Wisconsin Alumni Research Foundation
Alfonso Morales, Dept. of Urban & Regional Planning
Margaret Nellis, University Health Services
Pam Oliver, Department of Sociology

Center for Community and Nonprofit Studies
FOCUS AREAS

Community Well-Being & Empowerment
- Much of the interdisciplinary and action research work led by Civil Society & Community Studies (CSCS) researchers is focused on health equity, community organizing, and community-driven health promotion; notable outreach and funding opportunities.
- Future projects can be hosted by the CommNS, and raise the profile and strengthen the Center’s interdisciplinary research community.
  Co-leads: Brian Christens, Shannon Sparks, and Paula Tran-Inzeo

Youth Development & Civic Engagement
- Clear focus of the work of many CSCS faculty; focus on youth.
- Current momentum around community collaborative projects, addressing tough real world problems, and leveraging CSCS expertise.
- Linked to UW-Extension and support from Dean and Extension for this focus area.
  Co-leads: Matt Calvert, and Patty Loew

Sustainable Community Systems
- Good fit with 4W Initiative, which is in planning stage (Home, Community and Care of the Earth).
- Strong connections to emerging sustainable systems focus in CSCS Department
  Co-leads: Connie Flanagan, Jennifer Gaddis, and Carolina Sarmiento

Program Evaluation & Community Outreach
- A focus of CSCS faculty and CommNS staff; synergistic possibilities with all other focus areas.
- Linked to UW-Extension and support from Dean and Extension for this focus area.
- Linked to student development opportunities (see below).
- Includes engagement such as the UW Evaluation Community of Practice
  Co-leads: Lori Bakken and Amy Hilgendorf

Strategic Priority

Train and Prepare Nonprofit and Community Research Leaders
- “Real World” Opportunities for students, especially those coming through the major in Community & Nonprofit Leadership and the M.S./Ph.D. in Human Ecology: Civil Society & Community Research
- Provides support for activities of the Center
  Co-leads: Cynthia Jasper, Michael Maguire

KEY EVENTS

October 23-24, 2015
2015 SCRA Conference:
The 2015 Society for Community Research and Action's Midwest ECO Conference was hosted October 23 - 24, 2015 by the School of Human Ecology’s Civil Society & Community Research Program at UW-Madison, in partnership with the CommNS. The 2015 Midwest ECO theme, Forwarding Inquiry and Action for Social Change, explored the horizons that advance more just communities, acknowledge tensions that exist in our work, and share tools that facilitate research and practice. The conference had a total attendance of 139 individuals representing 17 different educational institutions and 5 community-based organizations. There were a total of 42 presentations, including 29 sessions and 19 posters. The Universities represented were:
  - Adler University
  - Chicago State University
  - City of Colleges of Chicago
  - DePaul University
  - Indiana University - Northwest
  - Medical College of Wisconsin
  - Metropolitan State University
  - Michigan State University
  - National Louis University
  - Northwestern University
  - The Chicago School of Professional Psychology
  - University of California - Santa Cruz
  - University of Chicago
  - University of Illinois - Chicago
  - University of Toledo
  - University of Wisconsin - Madison
  - Vanderbilt University

2015 SCRA Conference:
The CommNS’ 2015 Fall Event, hosted in conjunction with the Midwest ECO Conference on October 23rd, had over fifty (50) attendees throughout the day and featured community organization “mixers” and networking opportunities, a panel on community psychology, a panel on the topic of mass incarceration, and a methodological workshop.

The Fall Event and Conference co-hosted a keynote presentation by Dr. Veronica Terrizque, Associate Professor of Sociology at the University of California – Santa Cruz, titled Incorporating Intersectional Identities in Grassroots Organizing: The Case of the Undocumented Youth Movement. The keynote was attended by approximately eighty (80) persons.
Center for Community and Nonprofit Studies

BROWN BAG SERIES
This year, the CommNS hosted a total of ten (10) brown bags. Generally, these events ranged in size from traditional presentations, to workshop style dialogue, to small-group discussions and highlighted faculty, students, and staff from across UW-Campus.

September 14, 2015
What is Civic Studies?
Alisa Pykett, Ph.D. Student in Civil Society and Community Research Program, University of Wisconsin–Madison

September 28, 2015
The Youth Research Hub: Examining Adolescents’ Online Social Networks
Dr. Mariah Korbluh, Postdoctoral Scholar, University of Wisconsin–Madison

October 9, 2015
Just a Click Away: How are Online Communities Changing Lives?
Jennifer Dalsen, Doctoral Student, Curriculum & Instruction, University of Wisconsin–Madison

October 19, 2015
Online Social Networks
Alisa Pykett, Ph.D. Student in Civil Society and Community Research Program, University of Wisconsin–Madison

October 26, 2015
The Multi-Level Effects of Youth Involvement in Grassroots Organizing
Dr. Veronica Terrriquez, Associate Professor, Sociology, University of California - Santa Cruz

November 2, 2015
Wisconsin Partnership Program-funded Obesity Prevention Initiative, in collaboration with School of Medicine and Public Health Colleagues -- community-engaged, evaluated public health strategies to prevent obesity across Wisconsin // PI: Margaret Nellis and Alfonso Morales

November 9, 2015
Within a Gentrifying Context
Dr. Alfonso Morales, Professor, Urban and Regional Planning, University of Wisconsin-Madison

November 16, 2015
Rethinking Residential Affordability and Mobility Within a Guerrifying Context
Dr. Revel Sims, Assistant Professor, Urban & Regional Planning, University of Wisconsin–Madison

November 30, 2015
Community Studies
Dr. Alfonso Morales, Professor, Urban & Regional Planning, University of Wisconsin-Madison

December 14, 2015
Liberating Service Learning
Dr. Randy Stoecker, Professor, Department of Community and Environmental Sociology, University of Wisconsin-Madison

February 29, 2016
Making Space for Undergraduate Education and Activism in the CommNS
Dr. Jennifer Gaddis, Assistant Professor, Department of Civil Society and Community Studies, University of Wisconsin-Madison

March 14, 2016
United We Engage - Wisconsin Campus Compact and the Quest to Advance the Civic Mission of Higher Education
Dr. Gavin Later, Executive Director of Wisconsin Campus Compact

March 28, 2016
Community Studies
Dr. Alfonso Morales, Professor, Urban & Regional Planning, University of Wisconsin-Madison

April 14, 2016
What Does Democracy Look Like? and will explore the many layers of community engagement that contribute to a healthy democratic society. Our core team leaders, affiliates, and partners are continually engaged in discussions around livable cities, community-engaged planning, youth engagement, food production and systems, disparities in health, education, and criminal justice, and the impacts of policies and systems on our communities. Our goal is to build on existing community-academic partnerships and identity opportunities to build new capacity and have a more meaningful impact on these persistent and mounting challenges.

Looking Ahead
With our strategic plan for the CommNS moving forward, and increased and increasing support, enthusiasm, and partnership from our Focus Area Leads, Affiliates, community partners, and funders, we are looking forward to the coming year. Our Annual Fall Event, scheduled for October 2016, will focus on the theme of “What Does Democracy Look Like?” and will explore the many layers of community engagement that contribute to a healthy democratic society. Our core team leaders, affiliates, and partners are continually engaged in discussions around livable cities, community-engaged planning, youth engagement, food production and systems, disparities in health, education, and criminal justice, and the impacts of policies and systems on our communities. Our goal is to build on existing community-academic partnerships and identity opportunities to build new capacity and have a more meaningful impact on these persistent and mounting challenges.

Testimonials
Paul Terranova, Executive Director, Lussier Community Education Center: “We love working with Community and Nonprofit Studies. They really get grassroots work and small nonprofits. Their faculty and students help us take our work to another level, and they are willing to jump in wherever they are needed.”

David Lee, Executive Director, Feeding Wisconsin: “It’s been great working with the School of Human Ecology and the CommNS. We’ve been connected to some really great people and resources that have helped to advance our progress toward a healthy and hunger-free Wisconsin.”

GRANTS AND SPONSORED PROJECTS
The CommNS has helped to create project teams, assisted with submissions for funding, and provided support for a variety of extramurally funded projects and some projects that have secured competitive internal UW funding. In 2015–2016, the CommNS served as host to the following projects, representing almost $3M in total project funding that allows the CommNS to support faculty, staff, graduate students, and community partners in advancing important action- and community-engaged research to solve real world problems.

• Wisconsin Partnership Program-funded Obesity Prevention Initiative, in collaboration with School of Medicine and Public Health Colleagues -- community-engaged, evaluated public health strategies to prevent obesity across Wisconsin // PI: Brian Christens.

• Ford Foundation and City of Madison-funded Initiatives for food and social justice, creatively bringing fresh food to parts of the Madison community where access is a challenge // PI: Margaret Nellis and Alfonso Morales

• Spencer Foundation-funded engaged research exploring youth civic engagement related to sustainability education, in the greater Detroit area // PI: Connie Flanagan

• USDA-funded Farmers Market Metrics Project, developing a market-informed/community-informed database for farmer’s markets across the country to assess their activities and community impact // PI: Alfonso Morales

• Farmers Market Metrics Technical Support initiatives, across various U.S. and tribal communities // PI: Alfonso Morales

• USDA Hatch Program-funded project for food literacy and culinary skills for healthier outcomes in low-income communities // PI: Jen Gaddis

• Institute for Regional and International Studies-funded project for youth-engaged environmental education in Guadalajara, Mexico and to promote a “sister system” collaboration platform between state of Jalisco university colleagues and UW–Madison investigators // PI: Connie Flanagan, with others

November 2, 2015
November 9, 2015
November 16, 2015
November 30, 2015
December 14, 2015
Liberating Service Learning
Dr. Randy Stoecker, Professor, Department of Community and Environmental Sociology, University of Wisconsin-Madison

February 29, 2016
Making Space for Undergraduate Education and Activism in the CommNS
Dr. Jennifer Gaddis, Assistant Professor, Department of Civil Society and Community Studies, University of Wisconsin-Madison

March 14, 2016
United We Engage - Wisconsin Campus Compact and the Quest to Advance the Civic Mission of Higher Education
Dr. Gavin Later, Executive Director of Wisconsin Campus Compact

March 28, 2016
Community Studies
Dr. Alfonso Morales, Professor, Urban & Regional Planning, University of Wisconsin-Madison

April 25, 2016
Rethinking Residential Affordability and Mobility Within a Guerrifying Context
Dr. Revel Sims, Assistant Professor, Urban & Regional Planning, University of Wisconsin - Madison
EXECUTIVE SUMMARY

The Center for Child and Family Well-Being (CCFW) promotes the development and well-being of individuals and families across the lifespan by advancing multidisciplinary family research and evidence-based programming and policymaking.

The Center serves as a forum for research and outreach that unites scholars, students, practitioners, funders and policymakers to combine their collective expertise in the creation of innovative approaches that address issues related to child, adult, family, and consumer well-being.

Families and the people who serve them often have difficulty accessing research information and using it to improve practices, policies, and the lives of families. At the same time, the quality and relevance of research is significantly enhanced when it is informed by families and those who work with them.

During the 2015–2016 fiscal year, the CCFW grew in its ability to fulfill our mission, including increases in funded research, the number and diversity of affiliates, and collaborative outreach and engagement opportunities for students, community members, professionals, and scholars. For example, our second biennial Contemplative Conference was a success, our annual Family Seminar Series was well-attended, and families were highly engaged in our third annual RePLAY event.

OUR PEOPLE

**Faculty Leadership**
- Julie Pochmann-Tyan, Ph.D., Director
- Larissa Duncan, Ph.D., Associate Director
- Heather Kirkorian, Ph.D., Preschool Liaison

**Staff**
- Mary Beth Collins, J.D., M.A., Director of Centers Research and Public Affairs
- Cynthia Burnson, Project Assistant
- Ashleigh Grendziki, Project Assistant

**Student Support**
- Erica Tisdale, Intern
- Anna Janke, Intern

**Steering Committee**
- Karen Bogenschneider, Ph.D., Professor and Extension Specialist, Human Development and Family Studies, University of Wisconsin - Madison
- Roseanne Clark, Ph.D., Associate Professor, Psychiatry, University of Wisconsin - Madison
- Lynn Edlefsen, Director of the Office of Child Care and Family Resources
- Constance Flanagan, Ph.D., Professor, Civil Society and Community Studies, University of Wisconsin - Madison
- Heather Kirkorian, Ph.D., Assistant Professor, Human Development and Family Studies, University of Wisconsin - Madison
- Hilary Runion, Graduate Student, Human Development and Family Studies, University of Wisconsin - Madison
- Amy Taub, Graduate Student, Human Development and Family Studies

**Constance Flanagan**, Professor, Civil Society and Community Studies
- Jason Fletcher, Associate Professor, Public Affairs
- Jennifer Gaddis, Assistant Professor, Civil Society and Community Studies
- Amy Gilliland, Doulaiting the Doula
- Sarah Halpern-Meekin, Assistant Professor, Human Development and Family Studies
- Sigan Hartley, Assistant Professor, Human Development and Family Studies
- Mary Husen, Program Specialist, UW-Extension
- Kristen Johnson, Senior Researcher, National Council on Crime and Delinquency
- Janice Jones, Ph.D. Student in Human Development and Family Studies
- Heather Kirkorian, Assistant Professor, Human Development and Family Studies
- Abbi Kruse, Director, The Playing Field
- Sarah Mangelson, Provost and Vice Chancellor of Academic Affairs
- Kaetanu K. Moghadam, Research Assistant, Neuroscience
- Robert Nix, Associate Professor, Human Development and Family Studies
- Amy Olejniczak, Project Director at Wisconsin Alliance for Women’s Health
- Lauren Papp, Associate Professor, Human Development and Family Studies
- Constance Flanagan, Professor, Civil Society and Community Studies
- Julie Pochmann-Tyan, Professor, Human Development and Family Studies
- Charles Raison, Professor, Human Development and Family Studies and Department of Psychiatry
- Jill Riley, Preschool Administrator, Linden Laboratory Preschool

**Affiliates**
- Karen Bogenschneider, Professor and Extension Specialist, Human Development and Family Studies
- Cynthia Burnson, Research Associate, Psychiatry
- Roseanne Clark, Associate Professor, Psychiatry
- Anne Clarkson, Digital Parenting Extension Specialist, UW-Extension

**Affiliates Continued**
- Janean Dilworth-Bart, Associate Professor, Human Development and Family Studies
- Lynn Edlefsen, Retired, Director of the Office of Child Care and Family Resources
- Amber Epp, Assistant Professor, Marketing in the School of Business
- Constance Flanagan, Professor, Civil Society and Community Studies
- Jason Fletcher, Associate Professor, Public Affairs
- Jennifer Gaddis, Assistant Professor, Civil Society and Community Studies
- Amy Gilliland, Doulaiting the Doula
- Sarah Halpern-Meekin, Assistant Professor, Human Development and Family Studies
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- Lauren Papp, Associate Professor, Human Development and Family Studies
- Julie Pochmann-Tyan, Professor, Human Development and Family Studies
- Charles Raison, Professor, Human Development and Family Studies and Department of Psychiatry
- Jill Riley, Preschool Administrator, Linden Laboratory Preschool
- Dave Riley, Professor Emeritus, Human Development and Family Studies
- Karl Rosengren, Professor, Psychology
- Hilary Runion, Graduate Student, Human Development and Family Studies
- Majid Sarmadi, Rothermel Bascom Professor
- Stephen Small, Professor, Human Development and Family Studies
- Amy Taub, Graduate Student, Human Development and Family Studies
- Tim Pochmann-Tyan, Director of Youth on Assignment
- Cigdem Unal, Director, Office of Child Care and Family Resources
- Malyna Utzinger, M.D., Director of Integrative Practices, Promega
- Abra Vigna, Graduate Student, Human Development and Family Studies
- Tova Walsh, Assistant Professor, School of Social Work
- Lindsay Weymouth, Graduate Student, Human Development and Family Studies
- Whitney Witt, Director of Research in Maternal and Child Health Research

Testimonial
Tova Walsh, Ph.D., M.S.W. Assistant Professor, UW–Madison School of Social Work: “Through the Center for Child and Family Well-Being, I’ve had the opportunity to meet, connect, and exchange ideas with faculty and students from across campus, as well as community members, who share my interest in developing and improving practices and policies to promote child and family well-being. As a new faculty member, it’s meant a great deal to me to connect with colleagues from multiple disciplines and providers of services to families in the Madison area, and to learn about the innovative approaches that they study and use to better understand and address the support needs of vulnerable children and families.”
December 6, 2015 - a preview of RePLAY was held at the Madison Children's Museum on their "family free night" the Wednesday prior to the SoHE event. The evening was well-attended. Approximately 75 children and families attended the event in Nancy Nicholas Hall. The event brought in a diverse group of families and was highly engaging.

October 8, 2015 School of Human Ecology held its first Investiture Ceremony to honor the donors of the three endowed chair and professorship positions that were recently funded in the area of contemplative practices and child and family well-being. The donors honored included Mike and Mary Sue Shannon, Dorothy A. O'Brien and Richard Antoine, and Elizabeth and Mark Schar. The faculty honored were all CCFW affiliates and faculty of the Human Development and Family Studies department.

EVENTS, OUTREACH AND ACTIVITIES

October 9 –10, 2015 Contemplative Conference Center for Child and Family Well-Being hosted its second biennial conference on Contemplative Practices to Promote Child and Family Well-being. A major goal of the conference was to connect researchers and professionals in the area of secular contemplative practices and well-being across the lifespan. This event was a major undertaking by the Center and involved at least 6 months of planning. The conference was co-sponsored by CCFW, the Center for Healthy Minds, and the 4Ws. The conference featured four keynote speakers from UW–Madison and the University of Colorado, as well as a choice of panels featuring researchers and professionals from UW–Madison (the Nelson Institute, Department of Medicine and Public Health, Space Science and Engineering, Complementary and Alternative Medicine, Human Development and Family Studies), Madison schools and community organizations, Hebrew University of Jerusalem, University of Connecticut, and the University of Illinois. There was a poster session to facilitate conversations among emerging scholars and professionals, as well as meditation and yoga sessions offered by Tergar International and The Studio.

December 6, 2015 Sustainability Event for Children and Families RePLAY The goal of the event was to bring children and families to the School of Human Ecology to showcase a range of "Human Ecology" themes related to family well-being. The themes included healthy food, sustainable consumer practices, educational play, mindfulness practices with children and families, and research conducted by UW–Madison HDFS faculty (PI: Rob Nix). The event highlighted sustainable practices and mindfulness for families in collaboration with the Madison Children's Museum, and other community partners, including the REAP Food Group, Aldo Leopold Nature Center, Madison Children's Museum, the Center for Healthy Minds, Little Om Big Om, and the Child Care Council. --Once again, a preview of RePLAY was held at the Madison Children's Museum on their family free night the Wednesday prior to the SoHE event. The evening was well-attended. Approximately 75 children and families attended the event in Nancy Nicholas Hall. The event brought in a diverse group of families and was highly engaging.

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KEY EVENTS

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FAMILY AND WELL-BEING SEMINAR SERIES

Between Fall 2015–Spring 2016, the Center hosted four seminars focusing on topics related to improving child and family well-being. The goal of the seminar series is to present cutting edge research to a broad audience, including seminar attendees from campus and the community as well as our YouTube audience. Two of the seminars featured outside speakers and were funded by the UW–Madison Lectures Committee. All of the seminars took place in Plenary Hall in Nancy Nicholas Hall. The seminars were well-attended, with 50 to 50 individuals attending each talk, and the online videos of the talks received hundreds of hits on YouTube.

September 9, 2015 Outsourcing Parenthood? Modern Day Parental Support and the Anxieties it Creates and Resolves Amber Epp, Ph.D. Associate Professor, Marketing, University of Wisconsin–Madison

November 11, 2015 University-Based Child Development Laboratory Schools: A Vision for the Future Brent McBride, Ph.D. Professor of Human Development and Family Studies, University of Illinois

March 16, 2016 Wake Up Wisconsin: Disrupting the Narrative of the Mindfulness Movement on our Campus and in our Communities Angela Rose Black, Ph.D. Complementary and Alternative Medicine Research Fellow, Department of Family Medicine, University of Wisconsin–Madison

March 30, 2016 Motlinphilly Blues: Teaching and Talking About Literacy and Life Within the Context of Urban Educational Reform Ebony Thomas, Ph.D. Assistant Professor Division of Reading and Writing Literacy Graduate School of Education, University of Pennsylvania
The Center has also provided seed funding for pilot projects. A total funding amount of $25,000 was offered from a CCFW fund dedicated to nutrition and families to three (3) CCFW affiliates. Recipients included faculty from the Civil Society and Community Studies Department and Psychology Department as well as a community non-profit organization.

Three CCFW Affiliates conducted work in 2015–16 on projects supported by internal SoHE Incentive Funding competitive grants, which promote the incubation of projects for which federal and large foundation funding can be sought. Those recipients and their projects were received by Janean Dilworth-Bart (Elevated childhood blood lead and racial disparities in adult court involvement); Lauren Papp (Naturalistic marital conflict experienced during boomerang couples’ family transitions), and Heather Kirkorian, (The role of interactivity in young children’s word learning from print and screen media).

ACTIVITIES AND OUTREACH
October 8, 2015
Affiliates Networking Event
The Center hosted a Fall Affiliates Networking event, bringing together the Center’s Steering Committee, Staff, Affiliates, potential affiliates, and collaborators.

April 28, 2016
Affiliates Networking Event
The Center hosted an Affiliates Networking event, bringing together the Center’s Steering Committee, Staff, Affiliates, potential affiliates, and Community Partners to discuss current projects and areas of interest. These type of open forum events have proven to have high impact in connecting potential collaborators across disciplines to address issues of child and family well-being.
EXECUTIVE SUMMARY

The Center for Financial Security (CFS) at the University of Wisconsin–Madison is a research center located in the School of Human Ecology that is defined by its record of conducting top-notch financial research through examination of the role of products, policies, and advice in helping households deal with personal financial issues. From this research, CFS develops evidence-based strategies to promote financial stability with a special focus on vulnerable populations. By sharing these strategies with policymakers and financial practitioners, we seek to strengthen the financial well-being for individuals at all stages of life and positively impact and shape the financial security of households across the nation. As an intellectual hub for research and outreach across disciplines, CFS attracts leading researchers from across campus and the nation through its expertise in consumer behavior, commitment to outreach and applied scholarship, and access to resources for behavior research and the dissemination of research findings. CFS faculty and staff have extensive experience with program development, implementation evaluation, and outcome evaluation.

The Center for Financial Security continued to enjoy great success this academic year through our many valuable projects, partnerships and initiatives. We welcomed a number of new Center Fellows and Affiliates to the CFS team, including Justin Sydnor as the Center’s new Associate Director while Michael was on a well-earned sabbatical. The event brought together researchers from across UW-Madison interested in studying the intersection and relationship between health and finance. This area of research promises to be an important subject of exploration for CFS and the broader community and public in the coming years.

The Center for Financial Security eagerly anticipates future projects, research and outreach in the field of household finance that embody our commitment to increasing financial stability for all. We look forward to the coming year and are grateful for the continued interest, support and collaboration of our diverse stakeholder community.

CFS undertook many notable research projects, including a U.S. Department of Treasury funded evaluation of My Classroom Economy; a youth financial capability program; assessment of MyBudgetCoach, a technology enabled budget coaching program; and a study of BorrowSmart, a study of the impact of online counseling on student loan debt. Working alongside outstanding partners, such as the Corporation for Enterprise Development, the Consumer Financial Protection Bureau and the Asset Funders Network, and with ongoing support and vision from the Annie E. Casey Foundation, CFS continues to be recognized as a leader in the field of financial coaching. Through projects such as the development and launch of the Financial Coaching Census, creation and training on our unique A|4 coaching model and the increasing adoption of CFS’s Financial Capability Scale on a national level, CFS supports the field through development of innovative tools and resources and rigorous evaluation and assessment.

CFS ended the school year with a Health and Finances Research Workshop, generously funded by the Robert Wood Johnson Foundation Health and Society Scholars program at the University of Wisconsin–Madison. This important event brought together researchers from across UW-Madison interested in studying the intersection and relationship between health and finance. This area of research promises to be an important subject of exploration for CFS and the broader community and public in the coming years.

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August 25th, 2015  
**Training: Your Money, Your Goals – Train-the-Trainer Workshop**

CFS hosted the Consumer Financial Protection Bureau in the School of Human Ecology to hold a train-the-trainer workshop on the CFPB’s “Your Money, Your Goals” toolkit. The training, which was open to the public and provided free of charge, prepared participants to bring the materials and information back to their respective organizations and staff. The YMYG toolkit is a financial empowerment toolkit for social services programs to equip front-line staff with fundamental financial empowerment principles, an understanding of consumer protection issues, and tools and skills to help clients understand what financial empowerment and stability mean for them and to refer clients to other related local financial empowerment services.

**KEY EVENTS CONTINUED**

**September 1, 2015**  
*The Ins and Outs: Applying for a VCGRE Fall Competition Grant*

CFS hosted a brown bag session on the ins and outs of applying for a Vice Chancellor for Research and Graduate Education (VCGRE) Fall Competition research grant.

**October 13–14th, 2015**  
**Training: Financial Coaching Introductory and Advanced Skills Workshop**

CFS in partnership with UW Cooperative Extension provided a 2-day workshop on skills and strategies for financial coaches at the Pyle Center in Madison, WI.

**October 25, 2015**  
**National Financial Goal Day CFS Celebration**

CFS celebrated National Financial Goal Day and celebrated the launch of The Financial Clinic’s Change Machine, an online financial coaching platform. Undergraduate students from the School of Human Ecology’s EcoYou Class started by building their financial goals along with many SoHE colleagues who took part in the celebration.

**December 3, 2015**  
**Seminar: How House Price Dynamics and Credit Constraints Affect the Equity Extraction of Senior Homeowners**

Stephanie Moulton, CFS Research Fellow and professor and director of doctoral studies in the John Glenn College of Public Affairs at The Ohio State University.

**February 11, 2016**  
**Seminar: Dave Grace presents talk on Financial Security and International Development**

Madison-based international expert on financial inclusion, Dave Grace, discussed the role of community-based financial institutions in promoting financial security, inclusion and share prosperity.

**June 1, 2016**  
**Center for Financial Security Health and Finances Workshop: A Robert Wood Johnson Health and Society Scholars Event**

This event was held to convene faculty and researchers across UW–Madison and the Center for Financial Security and related centers on campus to explore existing research and to foster future research ideas in the sphere of health and finance.

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**Outreach**

We recognize that our audience ranges from researchers to educators to practitioners to consumers. To meet the learning needs of these varying populations, we employ a host of different strategies and platforms.

Trainings, Presentations and Workshops: Some examples of presentations and trainings include: Financial Capability for Helping Professionals, Financial Coaching Training, and Secrets to Financial Happiness for a Lifetime.

Webinars: CFS hosts a free, monthly webinar series to a national audience. In the last year, over 5,000 individuals participated in our webinars.

Publications/Briefs/Newsletters: CFS writes and develops a variety of publications that are disseminated to our 8,000+ subscribers and published on our website.

Collaborations: Key community partners include: UW Cooperative-Extension, Wisconsin Department of Financial Institutions, Summit Credit Union, UW Credit Union, CUNA, Filene Research Institute, FDIC (Milwaukee), WWBIC, CFED, CFPB.

Initiatives: CFS has partnered on many initiatives that seek to create energy and action on a variety of significant household finance issues, such as credit, savings, and education. Some important initiatives, include: “Check Your Free Credit Report Campaign,” CFPB’s “Money as You Grow Toolkit,” and “Small Savings Build Big Dreams.”

Social Media and Websites: CFS is actively engaged with our social media followers through Facebook, LinkedIn, Twitter, and YouTube.
GIFTS AND GRANTS

Grants

Annie E. Casey Foundation, Financial Coaching Initiatives
4/1/16 - 3/31/17 $100,000.00

Great Lakes Higher Education, Adult Fiscal Competency
2/1/16 - 1/31/17 $75,798.00

NCAA, Making It Stick
3/1/16 - 8/31/17 $399,586.00

Steven H. Sandell Grant, Boston College, Can Knowledge Empower Women to Save More for Retirement?
5/1/16 - 7/31/17 $41,415.00

Other: Fixed Prices Contracts

ABT Associates, Financial Well-Being National Survey
8/1/15 - 7/31/16 $167,397.52

Corporation for Enterprise Development, Financial Coaching Training and Follow-Up Webinar Series
2/10/16 - 7/31/16 $20,502.01

National League of Cities, Lift Up Phase II
2/1/16 - 6/30/17 $28,600.00

National League of Cities, Financial Inclusion Systems and City Leadership (FISCL)
1/1/16 - 12/31/17 $40,000.00

Ongoing Contracts

Department of the Treasury, My Classroom Economy
$438,839

Other - Completed Projects

Department of the Treasury, Borrow$mart: Field Study of Online Financial Capability Tool on the Schooling and Financing Decisions of Private-Sector College Students
$165,326

AARP Foundation, Inc. - $28,270

Central New Mexico College - $17,500

National League of Cities, Local Intervention for Financial Empowerment through Utility Payments (LIFT-UP)
$65,000

Quantitative Information

Faculty Supported - 4
Grad Students - 5
Academic Staff - 6
Students - 7

During FY16, CFS provided approximately $230,000 in support toward 23 employee positions including 4 faculty; 6 academic staff, 6 graduate students, and 7 undergraduate students.

Recognition and Awards

J. Michael Collins, Elizabeth Odders-White and Michael Barry finalists for the Journal of Consumer Affairs Best Paper Award of 2016

J. Michael Collins, Jason Houle and Max Schmeiser awarded the 2015–2016 Health and Society Research Prize

"Check Your Free Credit Report Reminder Campaign" Selected as 1st Place National Winner and 1st Place Central Region Winner in the National Extension Association of Family & Consumer Sciences Annual Awards Program

J. Michael Collins, Erik Hembre, Carly Urban, and Drew Anderson Recipients of 2016 Sandell Grant Program

LOOKING AHEAD

Building on our successes and strengths, the Center for Financial Security will continue its research and evaluation of issues that impact household finances. We will focus on increasing the number of PIs on CFS projects through engagement with current and new Affiliates. In the area of outreach, which is a core objective of our work, we will seek to expand our impact by increasing the number of subscribers to CFS communications and the participants in coaching-related webinars.

In addition, our plans are to focus on three strategic initiatives.

1) Financial Coaching – CFS has established itself as a leader in promoting the evidence-based practice of financial coaching to help people set and reach financial goals. Two CFS staff members and one national affiliate are in the early stages of developing the first-ever textbook devoted to financial coaching.

2) Health and Finance Research – Building on the workshop held this year, CFS will further explore interdisciplinary projects to study the intersection and relationship between health and finance.

3) Emergency Savings – Being in tune with issues that affect vulnerable populations is an important area of interest for CFS and our researchers will continue to look at ways to assist individuals who struggle financially to meet daily challenges and be better prepared when the inevitable emergencies arise.

The Center for Financial Security is continually open to opportunities to engage in research and projects that furthers its mission. We look for outside partners who need the expertise that CFS provides for their own research initiatives or project evaluations/implementations. We are also very interested in connecting with financial supporters who want to be a part of the impact that we are making with our research. Further, we always welcome the opportunity to broaden our group of affiliate and fellow researchers across disciplines and research initiatives.
EXECUTIVE SUMMARY
The Center for Textiles and Design in the School of Human Ecology supports learning, research, outreach, and well-being related to design. Steward of the Helen Louise Allen Textile Collection and the Ruth Davis Design Gallery, the Center for Textiles and Design promotes exploration and engagement with the processes of making, using, and interpreting textiles and other designed objects.

The Center’s important collection of textiles, reference library and state of the art storage and exhibition facilities function as a resource and catalyst for practical experience in design studies, curatorial studies and material culture studies. These resources bring faculty, students, alumni and the general public together to conduct research and scholarly inquiry, to create new knowledge and to share the results of these investigations with communities outside of the academy.

The Center provides access to 13,000 textiles from around the world and organizes regular textile and design-related exhibitions and public programs. There are only a few institutions of higher education in the country that specialize in collecting and exhibiting textiles, and provide the general public as well as students with opportunities to study and take inspiration from these important artifacts.

Last year the Ruth Davis Design Gallery attracted just over 3,000 visitors who took in a series of exhibitions and public programs. There are only a few institutions of higher education in the country that specialize in collecting and exhibiting textiles, and provide the general public as well as students with opportunities to study and take inspiration from these important artifacts. The beauty of the new building action and were wowed by the 1920s items pulled from rational moments. We enjoyed seeing the students in action and were wowed by the 1920s items pulled from the Textile Collection. The beauty of the new building never ceases to amaze me."

Testimonials
Andrea Pease, Kohl’s Technical Designer and SoHE alumna re: Kohl’s Day of Inspiration:
“Thank you for hosting our team of 11 Tech Designers at SoHE last week. The agenda was full of inspirational moments. We enjoyed seeing the students in action and were wowed by the 1920s items pulled from the Textile Collection. The beauty of the new building never ceases to amaze me.”

Professor (art history) Henry Drewel: “With an Eeyeu Foundation grant, I hosted the well-known textile artist Meeta Mastani who gave a series of lectures and workshops during her stay at UW-M in the fall 2015. She spoke to students and faculty in the School of Human Ecology, and offered expertise on the Helen L. Allen Textile Collection of South Asian textiles. The success of that program led to her being selected as the Arts Institute Artist-In-Residence for Fall Semester 2016.”
Center for Textiles and Design

Professor Wei Dong’s Harmonious Spaces exhibition attracted over 1400 visitors to the gallery. The exhibition was particularly attractive to colleagues in landscape architecture, East Asian studies, and IA alumni, some of whom made a special trip to Madison to see the show.

Chinese Brush Painting workshop for Families Chinese Music and Dance Performance featuring UW-Madison international student organizations Panel Presentation on Feng Shui. Several associated public events occurred, including brush painting demos, a panel discussion, and a sound therapy program that featured Tibetan singing bowls led by Wei Dong.

November 30 – December 3, 2015 Hosted a digitization team from Kyoto University’s School of Engineering Ide Laboratory of Advanced Image Technology that is involved in deploying digitization technology to archive and preserve international cultural heritage.

KEY EVENTS

Friday, September 18 – Sunday, November 15, 2015
Design Studies: Student Exhibition Showcase
Textile Collection: October 22, 2015 Costume Society of America Midwestern Region Annual Meeting and Symposium Reception and Tour of HLATC and Design Gallery

November 8, 2015
Afternoon with Friends Stewardship Event for a gallery talk and an introduction to woven and embroidered symbols in Chinese textiles

Friday, December 4 – Tuesday, December 08, 2015
Textile and Fashion Design Student Portfolio Exhibition

Tuesday, Friday, December 11 – Tuesday, December 15, 2015
Interior Architecture Student Portfolio Exhibition

Friday, January 22 – Sunday, February 21, 2016
Kevin Ponto: Protean Guise and Marianne Fairbanks: Impractical Weaving Suggestions

February 24, 2016
Ruth Ketterer Harris Memorial Lecture and Workshop with indigo farmer and contemporary textile artist Roland Ricketts

March 10, 2016
Hosted Kohl’s Day of Inspiration

Thursday, March 3 – Sunday, March 13, 2016
Design Studies Graduate Showcase

April 1 – Friday, April 22, 2016
Design 2016: Juried Student Design Exhibition Friday, April 29 – Friday, May 13, 2016
MFA Student Exhibition: Mali Mrozinski, Jessica Frantal, and Nicole Craaten

Saturday, May 21 – Saturday, August 13
Ancient Looms Modern Threads: Contemporary Handwoven Garments from Oaxaca, Mexico

July 30, 2016
Celebrate Oaxaca partnership with Wisconsin Without Borders to support Mexican weavers by selling handwoven blouses at a reception and musical performance

August 3, 2016
Handweaver’s Guild of America Tour Design Gallery Exhibitions Harmonious Spaces: Wei Dong and Feng Shui Culture

Conference Presentations

Professor Majid Sarmadi, Sherry Harlacher, and Natasha Thoreson
February 23, 2016, Tehran, Iran
The First International Conference & Workshop on Advance Documentation in Cultural Heritage
High Resolution Digitization of Historic Textiles

Professor Majid Sarmadi, Sherry Harlacher, Natasha Thoreson
April 16, 2016, Zhejiang University, Hongzhou, PRC
The Second International Conference on High Resolution Imaging Technology for the Preservation of Cultural Artifacts
High Resolution Scanning Digitization of World Historic Textiles
ACTIVITIES AND OUTREACH

- The Textile Collection received Design Studies’ and SoHE’s approval to launch a new name (pending campus APC approval): “Center for Textiles and Design”
- Implemented a new, more robust collections management software (Gallery Systems EmbARK) and a new and improved digital collections web portal that is in beta testing mode, but will go public by summer’s end (Web Kiosk)
- Natasha Thoreson, Curator of Collections, attended two preservation workshops at the International Center for Preservation Studies (Stabilizing Textiles with Sheer Overlays and Principles of Collection Management)
- Our Jane Graff Textile Research Assistant (graduate PA) spent summer 2015 on a collections management internship and research fellowship at the Museo Textil de Oaxaca (Mexico). She was offered a grant funded cataloging position at the Logan Museum of Anthropology, Beloit College starting August, 2016.
- The Helen Louise Allen Textile Collection hosted 796 researchers including faculty, students, scholars, alumni, patrons, and collectors who requested access to 1,332 specimens. Nearly one-hundred and fifty titles in non-circulating Ruth Ketterer Harris Library were accessed by a diverse group of users that included design studies faculty and graduate students, as well as external researchers and other UW students from disciplines as varied as art history and Southeast Asian studies.
- Curator of Collections Natasha Thoreson responded to numerous public inquiries about the identification and care of textiles including fielding a request from the National Museum of African Art, assisting the Unitarian Meeting House (Madison) with their Frank Lloyd Wright–designed curtains, and advising the curator of Hyde Park, Franklin and Eleanor Roosevelt’s upstate New York home, about a WPA textile.

Gifts, Grants and Funds

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LOOKING AHEAD

- Ancient Looms Modern Threads exhibit on display in the Design Gallery this summer May 21–August 13
- Develop a repertoire of applications that will enliven exhibitions and allow for more interactivity and free-choice learning

Social Media

- The Ruth Davis Design Gallery Facebook page nearly doubled its audience post reach from FY 2014 to FY 2015, with the number of people content was served to increasing from 13,509 to 25,809. The most significant improvement over prior year came from video, with an audience reach going from 163 people served to 5,613.

Media

- Harmonious Spaces: Wei Dong and Feng Shui Culture
- Marianne Fairbanks: Impractical Weaving Suggestions and Kevin Ponto: Protean Guise
Kohl’s Center for Retailing Excellence

EXECUTIVE SUMMARY
The Mission of the Kohl’s Center for Retailing is to create a synergistic relationship between the retail industry, their partners and the world class faculty, staff and students of the University of Wisconsin-Madison. This is important to all involved as the Retailing industry accounts for 1 of every 4 jobs in the United States. The opportunity for our students to find exciting careers, become leaders, and change the course of the industry are extending. By nurturing that synergistic relationship the industry is invigorated by the talent of our students and alumni. Our students are provided an ever growing and ever changing chance to create meaningful careers. And the University of Wisconsin–Madison solidifies its reputation as a leader in education and social change.

The Center has contributed to SoHE by becoming a model of how to engage industry and business as well as how to leverage business to develop cutting edge curricula and provide outstanding extra curricular opportunities that lead to amazing careers. We have also consistently encouraged gifts from the industry to fund the Center and parts of faculty appointments and to fund those opportunities for students.

The Center has contributed to UW–Madison by developing and maintaining a national reputation as one of the best programs in the country. Our Center is open to all students on campus which makes us unique among our peer institutions and fits more closely the interdisciplinary nature of the industry. Additionally we consistently put our students on the national stage in case competitions and at conferences. Thanks to the resources the Center provides the students regularly outshine students from other Universities.

The Center has contributed to the State of Wisconsin by providing in state companies the chance to get in front of our students to inspire them to stay in the state to develop their careers. The Center Director has made presentations to in state groups and businesses such as: Wisconsin–Grocer’s Association, Roundy’s, Farm and Fleet, and The E-business Consortium.

The Kohl’s Center for Retailing is unique in that it has successfully leveraged leading companies and the individual leadership of these companies to provide curriculum feedback, expertise and monetary gifts. The Center serves students from all majors. This in particular has made the Center attractive to the industry. The Center Director serves on the Board of the National Retail Federation Foundation (the only academic on the board). The Kohl’s Center for Retailing has changed this year primarily by increasing the focus on reaching out to the more cutting edge aspects of the industry. While much of the year was spent making contacts and laying ground work, we believe we are in a position to add new partners more in tuned to the new economy this year.

Exemplary projects the Center was involved in this year are:
• The Center developed and ran the first Women in Leadership and Entrepreneurship event and it was a complete success.
• The Center helped host Robbie Bach, former director of X-Box for Microsoft which was very successful.
• The Center mentored the largest group of winning students in the Nation in the YMA Fashion Scholarship fund.
• The Center mentored the winning team in the Kohl’s invitational competition.
• The Center aided in career development of Retailing and Consumer Behavior Students resulting in a nearly 100 percent placement of our grads.
• The Center has involved countless alumni and invited our first Alumni Executive in Residence to be part of our team in the Fall of 2016.

OUR PEOPLE
Faculty Leadership
Nancy Wong, Academic Director
Jerry O’Brien, Executive Director

Staff
Mary Beth Collins, J.D., M.A., Director of Centers and Consumer Affairs
Danielle Croegaert, Assistant Director

Student Support
Kendra Trost

Steering Committee
Executives from:
- Blain’s Farm and Fleet
- Bridgestone - Firestone
- Colony Brands
- Hy-Vee
- Kohl’s
- Land’s End
- Macy’s
- Milwaukee Tool
- NPD
- Roundys
- Shopper Trak
- Target
- The Diamond Center
- Wedgess
- World Alliance for Retailing Excellence and Standards

Affiliates
Nancy Murray, Academic Director
Steve Schroeder, Assistant Dean, Wisconsin BBA Program
Raj Veearamani, Robert Ratner Chair Professor, Executive Director, UW E-Business Consortium and UW E-Business Institute
Dee Warmath, Assistant Professor, Principal Research Scientist

EXPENDITURES
The Center is completely funded by industry gifts. The Executive Director and Assistant Director are 100 percent funded through gifts. The Faculty Director and two other faculty are partially funded through gifts. All activities and travel are funded through gifts.

The Kohl’s Center for Retailing Excellence raises funds to support:
- The Center Director and Asst. Director salary and benefits totaling $284,000
- Additional Faculty salary for: The Faculty Director
  - Executive Director
  - The Curriculum Director
- Totaling $102,000

Expenses for engaging industry and for student experiences totaling $74,000

The Center serves all 220 Retailing and Consumer Behavior Students. Additionally, it served approximately 160 students from a multitude of majors from all across campus during the spring. Currently, the Center works exclusively with undergraduate students.
**EVENTS, OUTREACH AND ACTIVITIES**

**Retail Merchandising and Marketing Conference**  
**Fort Meyers, Florida**  
Three students traveled to Fort Meyers, Florida this semester with Jerry to attend the Retail Merchandising and Marketing Conference! Brian Luckinger, Lexi Van Camp and Megan Donovan were able to go in large part due to Stefan Midford and his team from Natural Insight. The students attended the RMMC’s annual banquet, went to receptions where they were able to meet and network with other attendees, and went to several keynote speeches.

**Kohl’s Invitational Spring 2016 Case Competition**  
This year, the University of Wisconsin-Madison had a team participate and win the annual Kohl’s Invitational case competition! The team came up with new and innovative ways to solve the current obstacles Kohl’s faces with attracting young millennials. The girls traveled to Milwaukee in April to Kohl’s corporate office to present their ideas for a new department between women’s and juniors to a panel of Kohl’s executives and ended up taking home the grand prize! Congratulations to this amazing group of students! We could not be more proud!

**Retail’s BIG Show**  
**National Retail Federation, New York City**  
A group of 30 students attended the National Retail Federation’s annual trade show in New York City from January 13th - 18th. The students kicked off the trip with visits to Macy’s Herald Square offices, Lululemon design office, and Kohl’s design office. The corporate visits were followed by two busy days of student programming, which included talks from the founder of Leave Your Mark LLC, Aliza Licht, panels of executives, a financial literacy session, and an amazing executive mentor experience! The trip ended with the students spending the day at the NRF’s annual BIG Show where they could explore some of the newest innovations in the retail industry. When they weren’t busy with student programming, students were able to take full advantage of exploring the Big Apple. Students attended Broadway shows, shopped, went to the Top of the Rock, went ice skating at the Rockefeller ice rink, and enjoyed some great food! Students had a great time during their stay in New York and met some amazing people!

**Women in Entrepreneurship Panel**  
**April 20, 2016**  
This year, the Center for Retailing hosted our very first Women in Entrepreneurship Panel! We were so pleased to host Sally Mueller of WHYSE Branding, Jane Blain Gilbertson of Blain’s Farm and Fleet, Lea Culver of Culver’s Restaurant, Jill Dybdahl of Lollyz and Jen Van Wart of Twiggs Boutique! The women held a panel where they took student questions and then had the opportunity to sit with a table of students for a more personalized chat. Prior to the Panel, the women were able to listen to two different student case competition presentations and later attended a dinner with Dean Shim.

**Kohl’s Center for Retailing Excellence Gifts**  
The Kohl’s Center for Retailing Excellence is grateful for the generosity and support from the following donors:

**Kohl’s**  
$216,000 toward a matching grant

**Hy-Vee**  
$20,000

**12 other companies**  
$10,000 each
EVENTS AND OUTREACH

September 2015, Board of Advisors Meeting
- A chance to review the success of the Center and work with the industry to map out the future.

January 2016, The NRF Big Show in New York
- The opportunity for our students to compete and shine among students from across the country.

Spring Semester 2016
- A chance for a group of our students to study in China for the semester.

March 2016, The Kohl's Invitational
- Our students came in first out of 112 universities invited to compete.

Our weekly “Retail Leadership Symposium” brings in real industry leaders to interact with over 100 students each week of the semester.

Students work on real life case studies through our Consumer Strategy and Evaluation Course and through various case study competitions. Our Center Director provides presentations to local and state wide business groups as well as individual businesses.

Testimonial
“I became a retailing major my sophomore year and consider it the best decision I have made in college. I took the Retail Symposium class my first semester in retailing, where I got to meet Jerry O’Brien and Angie Badura. Their knowledge of the industry and dedication to students really made me realize how special the Center is. Through the Center I came to participate in a Macy's Case Competition that semester, which was something I didn’t think I would do in my first semester in an entirely new major. I also became involved in the Student Retail Association, where I have gotten the chance to participate in numerous activities and trips, and grown closer to fellow members. I went with Student Retail Association this past January to New York City, where I attended the NRF Big Show and got an internship with Walgreens for this upcoming summer. I am so excited to gain even more knowledge of the retail industry through my internship and to spend a summer in Chicago. I know that all of the great experiences I have had as a retail major would not have been possible without the help of the Center. Due to these opportunities I feel confident and ready to succeed in the retail industry after my graduation.”
- Jory Brannan

LOOKING AHEAD

The Center for Retailing Excellence hopes to develop a Wisconsin–focused arm of the Center in the coming academic year. They also are looking to attract more “new economy” partners and develop more activities in order to engage students and keep up with the growth of the major.

In order to accomplish some of these goals, the Center hopes to raise the financial support from the industry. They will be working to improve and increase their communication capacity.

Executive-in-Residence Program
We are excited to announce that Krista Berry will be serving as our inaugural Alumni Executive-in-Residence! As part of the Executive-in-Residence program, Krista will be available on a monthly basis to present in and participate in classes, advise, participate in and help develop the future vision of our Design and Innovation Center, mentor students involved in independent studies and case studies, and advise in Career Readiness.

Krista Berry served as the Chief Digital Officer for Kohl’s Department Stores. Prior to that, she served as the General Manager for Nike Direct to Consumer for North America growing their omni-channel businesses.

Krista began her retail career at Marshall Field’s / Target Corporation where she spent the first years of her career in a variety of positions including merchandising, planning and ultimately becoming a Group Manager of Target.com.

Krista is a proud graduate of the University of Wisconsin-Madison and the School of Human Ecology, that launched her passion in retail through their internship program. Krista and two of her brothers are badger alumni. Last year she was thrilled to be honored with a Distinctive Fellowship Award from the University.

She and her family are huge badger fans and enjoy spending as much time in Madison as possible. Volunteering with the students is one of her favorite activities. She and her husband Jerry and son Max currently live in Hartland, WI. Her oldest son Tanner is currently enjoying his freshman year as a Badger!