# Table of Contents

The SoHE Centers of Excellence, in Brief  
Letter from Director of Centers, Mary Beth Collins  
Center for Child and Family Well-being  
Center for Community and Nonprofit Studies  
Center for Design and Material Culture  
Center for Financial Security  
Kohls Center for Retailing  
Additional Information
The SoHE Centers of Excellence, in Brief

The School of Human Ecology ("SoHE") hosts five Centers, collectively referred to as our “Centers of Excellence”, which conduct a variety of scholarly, research, and outreach efforts. This network generates millions of dollars in extramural research awards on an annual basis, and plays an important role in graduate education and outreach. The SoHE Centers of Excellence specialize in innovative, engaged work that advances the themes and inquiries central to the SoHE departments, including Civil Society and Community Studies, Consumer Science, Design Studies, and Human Development and Family Studies.

The Center for Community and Nonprofit Studies, or CommNS, is a hub for faculty, students, professionals, and community partners to collaborate on research and practice that affects the well-being of communities, as well as civil society, and the nonprofit sector. The CommNS builds capacity and knowledge in community and nonprofit studies through the integration of action and applied research, education, outreach and engagement. The CommNS provides an inspiring place for UW faculty and Center affiliates to exchange and collaborate with fellow researchers, students, community members, professionals and volunteers in civil society and community organizations.

The Center for Child and Family Well-Being responds to critical issues faced by families, as a multidisciplinary leader in family studies and programs with a focus on the well-being and development of individuals and families in Wisconsin and the world. Its scholars and affiliates conduct applied research that furthers the understanding of family issues and well-being. The Center serves as a platform for the dissemination and integration of best practices through outreach to practitioners; training of the next generation of practitioners and researchers; and facilitation of research efforts at the Frances and Elliot Lehman Family Research Center and the SoHE Preschool Laboratory.

The Center for Design and Material Culture promotes learning, exploration, outreach, and community engagement related to design and material culture through interdisciplinary and human-centered scholarship and through stewardship and administration of the Helen Louise Allen Textile Collection and Ruth Davis Design Gallery along with the Center’s other educational assets. The CDMC serves diverse communities of scholars and affiliates who study, practice, and experience material culture and design as complex relationships between humans and the material world, today and in the past.

The Center for Financial Security (CFS) supports applied research on household finance and financial capability. CFS researches the role that programs, policies, and products can play in helping individuals navigate the increasingly complex financial marketplace. CFS faculty and staff have extensive experience in program development, evaluation, and applied research in partnership with organizations from community-based nonprofits to large public agencies. The Center’s research is notable for its focus on vulnerable populations — including low-income families, youth, and people with disabilities. The Center is a hub for research and outreach across disciplines. Researchers in a diverse array of departments at UW-Madison and organizations across the nation are affiliated with the Center.

The Kohl’s Center for Retailing was created to promote retailing as a top career choice for University of Wisconsin-Madison students and to create meaningful connections among students, faculty, staff, and industry with a passion for retail. The Center’s mission is to create a synergistic relationship among the retail industry, its partners, and the world class faculty, staff and students of the University of Wisconsin–Madison. This relationship is to be built on the highest ethical standards and dedicated to improving the lives of consumers by fueling innovation and competition in the marketplace.
Dear Friends and Colleagues:

We are proud to present a summary of the 2016-17 activities and accomplishments of the School of Human Ecology (SoHE) Centers of Excellence in this Annual Report.

The SoHE Centers provide multidisciplinary, creative, nimble hubs for innovative work. Our Centers advance SoHE strategic goals by providing students meaningful real-world experiences, and by conducting research and scholarship that contributes to solving real-world problems. Our work continues the legacy of SoHE, which has always specialized in high-quality academic work characteristic of UW-Madison, with a distinct focus on application and outreach. As reflected in this Annual Report, our SoHE faculty, students, and staff are purveyors of the Wisconsin Idea.

This past year, we raised the profile of our Centers work through awards, presentations, and events – and as conveners of and contributors to campus-wide and state-wide collaborations and initiatives. We increased the number of research grants we applied for and secured. We expanded our outreach to the world through a variety of dissemination tactics including: fine arts exhibitions, targeted community partnerships, industry connections, student experiences, and publications. We fortified relationships in our local community and increased our partnerships internationally.

In a special effort relevant to all of our Centers, we contributed to a day-long session at the Environmental Design Research Association Annual Conference held in Madison. At this session, we brought together UW faculty, community leaders, and international scholars to discuss planning opportunities in Madison.

Our campus-wide Centers advance the strength of our SoHE departmental areas of inquiry, while embracing broad lists of multidisciplinary and community-partner collaborators.

Our sponsored program work supports the advancement of SoHE and other UW-Madison graduate and undergraduate students.

The world we live in increasingly calls for us to acknowledge the acute and complex nature of the “grand challenges” facing us all; as individuals, in our families, and in our communities. We commit to continue the “human ecology” tradition of connecting the excellence of UW-Madison with the world around us.

In the coming year, we’ll embark on a new five year strategic plan at SoHE. A focus will be continued capacity-building for our Centers of Excellence. The possibilities of our work are endless – and the call to put forth our best work is undeniable. We invite you to remain connected and help us continue to confront grand challenges.

Forward!

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

Seeking to respond to critical issues faced by family members and those who serve them, the Center for Child and Family Well-Being is a vehicle through which the University is able to create and share knowledge as well as capitalize on external expertise to promote healthy human development and family life. This multidisciplinary Center works with researchers and policymakers in state and federal government, foundations and community-based nonprofit organizations to help achieve its goals.

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 research and evidence-based programming and policymaking. During 2016-2017, we focused on equity and access especially in the prenatal to five period of development, in part due to the high impact that experiences and interventions have during this time. 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, and family, well-being. During the 2016-2017 fiscal year, the CCFW grew in its ability to fulfill its 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. The CCFW sponsored and co-sponsored multiple events, including a seminar series, a film screening, two conferences, and a children’s event. The year culminated in a Prenatal to Five Summit, which was held in June 2017 and attended by more than 300 people from across Wisconsin.

OUR PEOPLE

Faculty Leadership

Director Julie Poehlmann-Tynan, Ph.D., Dorothy A. O’Brien Professor in Human Ecology
Associate Director Larissa G. Duncan, Ph.D., Elizabeth C. Davies Chair in Child & Family Well-Being and Associate Professor

Staff

Mary Beth Collins, J.D., M.A., Director of Centers Research and Public Affairs
Ashleigh Grendziak, Project Assistant

Student Support

Erica Tisdale, Intern
Anna Janke, Intern

Steering Committee

Jenn Bailey, Executive Director, Reach Dane
Roseanne Clark, Ph.D., Associate Professor and Faculty Program Director, Infant, Early Childhood, Family and Mental Health Capstone Certificate Program, Department of Psychiatry
Janean Dilworth-Bart, Ph.D., Associate Professor and Department Chair, Human Development and Family Studies
Roxy Etta, Graduate Student, Human Development and Family Studies
Connie Flanagan, Ph.D., Associate Dean of School of Human Ecology and Professor in Civil Society and Community Studies
Heather Kirkorian, Ph.D., Faculty Director of the Preschool Lab, School of Human Ecology
Amy Taub, Graduate Student, Human Development and Family Studies
Cigdem Unal, Director, Office of Child Care and Family Resources
Amy Wagner, Executive Director of the Preschool Lab
Jill Riley, Director of the Preschool Lab

Affiliates

The CCFW has 62 affiliates spanning 16 departments of the University of Wisconsin-Madison in addition to many UW System units: the Center for Healthy Minds, the Provost’s office, the Office of Child Care and Family Resources and UW-Extension. Representatives from off-campus organizations also make up a significant portion of our affiliates, from state organizations like the Wisconsin Early Childhood Association (WECA) to national organizations such as the Federal Bureau of Prisons and Zero to Three.
EVENTS, OUTREACH AND ACTIVITIES

Urie Bronfenbrenner Center for Translational Research Conference on Children with Incarcerated Parents - Cornell University, Ithaca, New York (September 15-16, 2016)
The CCFW co-sponsored the fifth biennial Urie Bronfenbrenner conference with Cornell University titled “Minimizing the Collateral Damage: Interventions to Diminish the Consequences of Mass Incarceration for Children” featuring a multidisciplinary mix of scholars from more than 12 institutions and programs. The 3-day conference took an ecological perspective to the growing concern of mass incarceration and its impact on the family. The CCFW Director Julie Poehlmann-Tynan was an invited speaker for the event and one CCFW affiliate attended the conference.

Anna Haskins, assistant professor of sociology and member of the Center for the Study of Inequality at Cornell University (an alumna of the UW-Madison), speaks at the Fifth Biennial Urie Bronfenbrenner Conference.

RePLAY at the Madison Children’s Museum and UW-Madison (December 11, 2016)
On December 11, 2016, the Center hosted its fourth annual “RePLAY” event. 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 (Kirkorian, Nix, Poehlmann-Tynan) and outreach efforts (SoHE’s EcoWell program). The event highlighted sustainable practices and mindfulness for families in collaboration with community partners including the Aldo Leopold Nature Center, Madison Children’s Museum, and the Center for Healthy Minds. The SoHE’s student organizations also participated (Students for Families and Children, Student Organization for Interior Architecture).

This 2-day conference, held at the University of Washington Seattle with generous funding from the Maritz Family Foundation and co-hosted by the “sister” CCFWs of UW-Madison and University of Washington, brought together more than 140 researchers, practitioners, policymakers and community members to discuss the latest research and applications for promoting the well-being of children and families through mindfulness and other contemplative practices. We had the opportunity to learn from keynote speeches by Drs. Richard J. Davidson, Angela Rose Black (CCFW affiliate), Mark T. Greenberg, and Robert Roeser, and organized research symposia led by the CCFW Directors, Drs. Liliana Lengua, Larissa Duncan, and Julie Poehlmann-Tynan. Attendees started their mornings off with meditation, networked over lunch, and learned about funding opportunities from Dr. Eve Reider of the National Center for Complementary and Integrative Health/National Institutes of Health. The two days were full of rich discussions, contemplative practice opportunities, and collaborative research networking. The CCFW funded 6 CCFW-affiliated graduate students and trainees from the School of Human Ecology to attend the conference.

Ashleigh Grendziak and Kerrie Fanning, graduate students in Human Development and Family Studies, present their poster at the Mindful Families, Schools, and Communities Conference. Ashleigh and Kerrie were able to attend the Seattle conference with funding from the CCFW.
“Elevating the Early Years Through Access and Equity,”
Prenatal to Five Summit at UW-Madison (June 2nd, 2017)

With funding provided by multiple UW-Madison units and the Friends of the Preschool Laboratory, the CCFW hosted a 1-day gathering of professionals, students, and researchers at the Gordon Dining and Event Center on the UW-Madison campus. The executive planning committee was comprised of CCFW directors, staff, and affiliates, as well as community members and faculty from multiple units on the UW-Madison and UW-Milwaukee campuses, and UW-Extension. The CCFW Steering Committee member and HDFS Department Chair, Janean Dilworth-Bart, serves as the Chair of the Prenatal to Five Initiative and thus hosted the day. The day was structured to include presentations about cutting edge research and programs delivered through 10 “flash” talks as well as small group work, break-out lunch sessions, strategic planning, “dot polling,” and networking. More than 300 attendees gathered to explore challenges, share information, scholarship, and identify priority areas in prenatal to five developmental period focused on ensuring better outcomes for all Wisconsin children, including fostering resilience in infants and children who experience adversity. Participants of the Summit included scholars, practitioners, early childhood professionals, community members, students, and Extension educators from 57 of 72 counties and 8 of 12 tribal nations in Wisconsin. The priorities that participants developed will be used for strategic planning purposes by the CCFW and the Prenatal to Five Initiative at UW-Madison, with the aim of strengthening our connections among scholars and communities throughout the state.

Corinda Rainey-Moore, Ph.D., speaks on mental illness during the “flash” talk portion of the Summit. Dr. Rainey-Moore is the community outreach engagement coordinator for the Wisconsin Council on Children and Families.

Community partners identify and discuss issues surrounding teacher well-being with Cigdem Unal, at the Prenatal to Five Summit.
Family and Well-Being Seminar Series
Between Fall 2016 and Spring 2017, the Center hosted eight public seminars on topics related to equity and diversity in children and families. The seminar series draws attendees from across campus and the community as well as our YouTube audience. Three of the seminars featured speakers from outside of UW-Madison, and two of these were funded by the UW-Madison Lectures Committee. Several seminars also featured university and community panels. All of the seminars took place in Plenary Hall in Nancy Nicholas Hall. The seminars were well-attended, with 15-60 individuals attending each talk, and the online videos of the talks were viewed hundreds of times on YouTube. Several of the seminars were co-hosted by other units, including the School of Social Work, the Institute for Research on Poverty, and UW-Extension.

- **September 21, 2016:** Bioecological Model of the Effects of Economic Disadvantage and Adversity on Children's Developmental Outcomes
  Liliana J. Lengua, Ph.D., Professor, Psychology and Director of the Center for Child and Family Well-Being, University of Washington

- **October 26, 2016:** To Be or Not to Be from Here: Immigrant Youth Identity Formation in an Anti-Immigrant World
  Carmen Valdez, Ph.D., Associate Professor, Counseling Psychology

- **November 11, 2016:** Co-Hosted with the School of Social Work: Supporting Veterans by Meeting the Needs of Children and Families
  Kate Rosenblum, Ph.D., Strong Military Families

- **November 30, 2016:** Early Experiences Elevate Everything: Early Brain and Child Development and the Future of Society
  Dipesh Navsaria, MD, Associate Professor of Pediatrics

- **February 1, 2017:** Beyond Bars and Barriers: Incarceration and Child and Family Well-Being Panel Discussion
  Facilitator, Julie Poehlmann-Tynan, Ph.D.
  Panel Members:
  Kristin Turney, Ph.D., Professor of Sociology, University of California-Irvine
  Michael Massoglia, Ph.D., Romnes Professor of Sociology
  Lonnie Berger, MSW, Ph.D., Vilas Distinguished Achievement Professor of Social Work, Director of the Institute for Research on Poverty

  Linda Ketcham, Executive Director of Madison-Area Urban Ministry
  Carmella Glenn, Coordinator of Just Bakery, Madison area Urban Ministry

- **February 22, 2017:** Co-Hosted with the Center for Community and Nonprofit Studies Film Screening of “19” The Tony Robinson Shooting, a Case of Deadly Bias Film Showing and Panel Discussion
  Facilitator, Mary Beth Collins
  Panel Members:
  Tim Poehlmann-Tynan, Director of the film
  Eric Upchurch II, Chief Visionary at Opportunity Inc., and Lead Organizer of Young Gifted and Black Coalition
  Fabu, Poet and Scholar of African American Literature
  Alder Shiva Bidar-Sielaff
  State Representative Chris Taylor

- **March 15, 2017:** Self-Compassion and Resilience Among Sexual and Gender Minority Youth
  Abra Vigna, Ph.D., Postdoctoral Fellow, School of Human Ecology, UW-Madison

- **April 12, 2017:** Adverse Childhood Experiences: What We Know and What We Can Do
  Josh Mersky, Ph.D., Associate Professor, Helen Bader School of Social Welfare, University of Wisconsin-Milwaukee; Co-Director and Founder, Institute for Child and Family Well-Being

*From left to right: Representative Taylor, Fabu, Director Tim Poehlman-Tynan (remote connection), and Eric Upchurch II discuss the film screening of “19”.*
**STEWARDSHIP OF OUR FACILITIES**

**The Frances and Elliot Lehman Family Research Lab and Associated Projects**

The CCFW oversees the Frances and Elliot Lehman Family Research Lab located in Nancy Nicholas Hall. The Lab promotes research combining behaviors observation with indices of individual and family well-being and development across the lifespan including physical, cognitive, emotional, relational, cultural, and economic well-being. In 2016-2017, research conducted in the lab included key CCFW studies related to couple relationships, parent-child interactions, and toddlers’ use of touchscreen technology and applications. Use of the Lab is available to any CCFW affiliates. Parking in the Nancy Nicholas Hall garage is offered to participants for these studies, allowing convenient access.

**The UW Preschool Laboratory**

The Center for Child and Family Well-being provides administrative oversight for the UW Preschool Laboratory (PSL) in the School of Human Ecology (SoHE). The PSL is a child development and early learning program for community children and a teaching and research laboratory for University students, faculty, and staff.

**Teaching, Research, and Outreach Through the PSL:**

During the 2016-17 academic year, the PSL provided more than 100 students with approximately 2500 hours of hands-on experience through internships, teaching observations, class projects, practicum placements, research projects, and volunteer opportunities. Additionally, 69 undergraduate students had paid appointments as assistant teachers in the PSL. Together, these experiences reached across the SoHE, across the UW, and beyond, including:

- SoHE departments: Human Development and Family Studies, Design Studies, Consumer Science
- Other UW units: Biomedical Engineering, Health Sciences, College of Letters and Sciences (e.g., Psychology), and School of Education (e.g., Curriculum and Instruction)
- Partners outside of UW: American Heart Association, Madison College, visiting scholar from China

The PSL also supported the CCFW’s outreach efforts. For instance, PSL staff and families have participated in site tours, the Guest Reader program, and the CCFW’s annual RePlay event.

**New PSL Initiatives in 2017:**

As part of the PSL strategic plan and the SoHE’s efforts to enhance the ways in which the PSL supports our tripartite mission (teaching, research, and outreach), the SoHE conducted nation-wide searches for two new positions: Ms. Amy Wagner was hired as the new Executive Director of the PSL, and our own Dr. Heather Kirkorian was named the inaugural recipient of the Laura M. Secord Chair in Early Childhood Development, and serves as the faculty director of the Preschool Lab.

The Executive Director will provide leadership to the PSL in supporting and enhancing the SoHE’s teaching, research, and outreach missions. She will implement and refine the PSL strategic plan in partnership with the Faculty Director, PSL Director, HDFS faculty, and the CCFW, as well as the PSL advisory board, staff, and families. Additionally, she will facilitate and assist faculty and students in conducting scholarly research, preparing the next generation of early childhood professionals, and engaging with the community to improve the lives of children and families.

The Faculty Director will actively assist the HDFS department, the SoHE, and UW in becoming a local, national, and international hub for early childhood development research and training. The Faculty Director works closely with the Executive Director in implementing and refining the PSL strategic plan, particularly as it relates to research activities in the PSL. The Faculty Director will also communicate early childhood development research to diverse stakeholders and train undergraduate and graduate students who are engaged in early childhood research.
SPONSORED PROGRAMS

The Center secured $2M in grants and private gifts to fund these projects in 2016-17

<table>
<thead>
<tr>
<th>Principal Investigator</th>
<th>Source of Support</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Karen Bogenschneider</td>
<td>William T. Grant Foundation</td>
<td>How Legislatures Use Research in Policy-Making</td>
</tr>
<tr>
<td>Janean Dilworth-Bart</td>
<td>National Institutes of Health</td>
<td>African-American Families and School-Readiness</td>
</tr>
<tr>
<td>Janean Dilworth-Bart</td>
<td>Spencer Foundation</td>
<td>African-American Fathers’ Perspectives on School</td>
</tr>
<tr>
<td>Larissa Duncan</td>
<td>Technical Support Contract</td>
<td>Mindful Birthing and Parenting Program</td>
</tr>
<tr>
<td>Heather Kirkorian</td>
<td>National Science Foundation</td>
<td>Cognitive Control and Touchscreens: How and Why Toddlers Learn</td>
</tr>
<tr>
<td>Robert Nix</td>
<td>National Institutes of Health</td>
<td>Promoting Self-Regulation and Healthy Eating in Head Start</td>
</tr>
<tr>
<td>Lauren Papp</td>
<td>National Institutes of Health</td>
<td>NIDA Precursors to Prescription Drug Misuse</td>
</tr>
<tr>
<td>Julie Poehlmann-Tynan</td>
<td>Private Gifts</td>
<td>Compassionate Parenting</td>
</tr>
<tr>
<td>Julie Poehlmann-Tynan</td>
<td>U.S. Department of Justice</td>
<td>Post-doc IAA for Dr. Hillary Runion, CCFW Fellow, to advance policy recommendations regarding the well-being of children in scenarios</td>
</tr>
</tbody>
</table>

LOOKING AHEAD

In the coming year, the CCFW and its Steering Committee will engage in strategic planning for the next five years, including integration of the priorities that emerged at the Prenatal to Five Summit. The Center will also continue to pursue its collaborations with the University of Washington Center for Child and Family Well-Being and the UW-Milwaukee Institute for Child and Family Well-Being, including working on publications designed to bring cutting edge research to wider audiences. The CCFW will begin planning the next Contemplative Practices Conference for summer of 2019 and will be offering a Zero to Three training for early childhood education and related professionals regarding integrating a trauma-informed approach into communities. The CCFW’s 2017-2018 seminar series will focus on the prenatal to five period, with monthly seminars planned for both the fall and spring semesters.

- Check out our Facebook page for updates and events.
- See our YouTube channel for videos of our Seminar Series.
- Follow us on Twitter for updates on our affiliates.
EXECUTIVE SUMMARY

The Center for Community and Nonprofit Studies, or the CommNS, builds capacity and knowledge in community and nonprofit studies through the integration of action and applied research, education, outreach and engagement. It provides an inspiring place for UW faculty and CommNS affiliates to conduct groundbreaking applied research examining key issues in communities, create outstanding informational exchanges that promote best practices, and encourage innovative thinking that develops new strategies through participatory research and community engagement.

We are proud of what we have achieved this past year at the UW–Madison Center for Community and Nonprofit Studies (“The CommNS”). Housed in the School of Human Ecology and affiliated with the Civil Society and Community Studies (CSCS) department, the CommNS is a hub for faculty, students, professionals, and community partners to collaborate on research and practice that promotes the well-being of communities, supports civic and nonprofit sectors, and advances a more just world. We partner with community groups and organizations in applied research projects, host educational and informational exchanges, and support academic and community scholars with grant processes, evaluation services, and other forms of assistance. In this past year, the CommNS has continued to work towards realizing our vision, taken on new projects and collaborations, expanded international engagements, and ventured into new activities related to public art and program evaluation.

The CommNS benefits from the continuous involvement of CSCS faculty, staff and students, as well as our networks of university and community affiliates. CommNS affiliates include scholars that partner with communities to learn and take action on topics related to food systems and economic development, youth participation in media in Wisconsin indigenous communities, international maternity care, citizen journalism, racial disparities in criminal justice, and public health advocacy. Community-based affiliates engage in on-the-ground efforts in community organizing, capacity building, and violence prevention. CommNS affiliates advance our work through their research projects and grant activities. Many affiliates also enhance our efforts by serving on our steering committee or taking on a leadership role in a focus area, presenting in our Brown Bag series, and participating in CommNS events and convenings. To learn more about our affiliates or the process for affiliating yourself, visit our website or contact Amy Hilgendorf, Associate Director for Engaged Research, by emailing ahilgendorf@wisc.edu.

The CommNS encourages innovative inquiry and action collaborations through initiatives of its four focus areas and we’ve seen exciting developments arise from each in the past year. For example:

Community Well Being and Empowerment
• The Obesity Prevention Initiative, a project funded by the Wisconsin Partnership Program that engages community coalitions and organizers in Marathon and Menominee Counties, the healthTIDE network of partners across the state, and more than 40 UW-Madison collaborators, has just completed its third of five years. In this past year, we’ve seen considerable capacity built in local communities and several significant changes to the local policies, systems, and environments affecting obesity. Several CommNS staff work directly on this project, including Brian Christens, Amy Hilgendorf, Sara Ansell, and a new postdoctoral research associate, Heidi Busse.
• Affiliate and CSCS assistant professor Shannon Sparks was recently awarded a 2017 Community-University Partnership Award by UW-Madison in recognition for her longstanding and ongoing partnership with the Milwaukee Consortium for Hmong Health in the “Healthy Hmong Women” project.

Youth Development and Civic Engagement
• Affiliate Patty Loew’s annual Tribal Youth Media workshops on the Bad River Reservation took a surprising turn in 2016 after a flood destroyed 50 homes, washed out roads and bridges, and disrupted tribal activities. Instead of focusing on the intended topic of food sovereignty, participants became news reporters, documenting flood damage and interviewing victims, which was especially important given that traditional media could not gain access to the reservation. A report from one of these workshops, featuring a 14-year-old reporter and 16-year-old camera operator was broadcast statewide by Wisconsin Public Television. Their documentation...
was also used to help Bad River acquire federal disaster status and gain eligibility for tribal residents for grants and loans.

**Sustainable Communities**
- Affiliate Carolina Sarmiento and her Community and Nonprofit Leadership Studies students partnered with Centro Hispano to conduct door-to-door surveys with more than 100 neighborhood residents on their experiences of housing conditions in South Madison. This community-based research project revealed issues related to pest infestations, health concerns, landlord responsiveness, affordability, and gentrification. As the partnership continues, this information will be used to support housing affordability and quality.

**Program Evaluation**
- Affiliate Lori Bakken and students in her graduate classes worked over the past year with Feeding Wisconsin to evaluate the expansion of FoodShare outreach to Northern Wisconsin communities.
- The CommNS continues to support the UW-Madison Evaluation Community of Practice, bringing together evaluators and evaluation students from across campus and beyond for regular shared learning and networking.
- Additionally, the CommNS is growing its capacity to provide evaluation services to nonprofit organizations and community groups. This year the CommNS has taken on an evaluation redesign project with Families and Schools Together, Inc. and a collaborative project to refine a coalition evaluation toolkit with the Healthy Kids Collaborative (Dane County), the Wisconsin School Garden Network, and healthTIDE.

This past year we have also strengthened our collaborations with the Morgridge Center for Public Service and we have seen several fruitful developments already. Recognizing our shared interests in community-university partnerships that advance the social good, we have worked together on enhancements to the Wisconsin Idea Exchange Database, co-sponsored events that bring together community and university audiences, and a concerted effort to map out and support connections for Wisconsin nonprofits that are seeking resources and assistance. In an effort we’ve dubbed “WisNRG” (read: “Wis – energy”), or the Wisconsin Nonprofits Resources and Gaps inventory, we’ve brought together several entities from around Wisconsin that provide support to nonprofits to discuss opportunities for better coordination. We are excited by the prospects of this initial work and we will share further developments with our network.

The year’s annual event was held on Thursday, October 20th with the theme, “What Does Democracy Look Like?”. With the then-imminent presidential election, we wanted to explore the many ways that democracy can be realized, including but also looking beyond voting. Dr. Kei Kawashima-Ginsberg, Director of Tufts University Center for Information and Research on Civic Learning and Engagement (CIRCLE) and an expert in the civic and political development of young people, served as our keynote presenter.

For this coming year, we will be shifting our annual event to the spring and will focus the event on funding and resourcing social justice efforts. Tentatively planned for April 2018, this event will bring together our network of academic and community partners with a variety of funders to examine the ways in which we can carry out important social justice work amidst rising inequality and contexts of perceived scarcity and competition. We are very excited about this year’s event and we welcome anyone interested to join us in the planning.

We are excited by what the coming year has in store for the CommNS and we hope you are too. We are always looking to deepen existing collaborations and develop new ones, so we look forward to hearing from you!

Sincerely,

Brian Christens, Ph.D., Faculty Director
Amy Hilgendorf, Ph.D., Associate Director for Engaged Research
OUR PEOPLE

Faculty Leadership
Faculty Director Brian Christens, Rothermel-Bascom
Associate Professor

Staff
Mary Beth Collins, J.D, M.A., Director of Centers
Research and Public Affairs
Amy Hilgendorf, Ph.D., Associate Director
Cynthia Jasper, Ph.D., Professor
Michael Maguire, M.S., Faculty Associate
Sara Ansell, MSW, MSSP, Outreach Specialist

Student Support
Falon Deimler, Graduate Student, Project Assistant
Naomi Smith, Undergraduate

Steering Committee
Lori Bakken, Ph.D., School of Human Ecology,
Department of Civil Society and Community Studies,
Associate Professor and Evaluation Specialist
Connie Flanagan, Ph.D., School of Human Ecology,
Associate Dean and Vaughan Bascom Professor in
Women, Family and Community
Dale Leidheiser, Ph.D., UW-Extension, State 4-H
Program Director, 4-H Youth Development
David Liners, WISDOM, Executive Director
Salli Martyniak, Forward Community Investments,
President
Jonathan Patz, Ph.D., UW-Madison Global Health
Institute, Director
Shannon Sparks, Ph.D., School of Human Ecology,
Department of Civil Society and Community Studies,
Assistant Professor
Boyd Rossing, Ph.D., School of Human Ecology,
Professor Emeritus

EVENTS, OUTREACH AND ACTIVITIES

Social Media
Facebook is used to promote events such as the
CommNS brown bag series, the annual event, and
hiring opportunities. We also discuss events that are
collaborations with the CommNS, such as with the
Morgridge Center.

CommNS Brownbag Series
The CommNS hosted seven (7) Brownbag sessions to
encourage exchange among affiliates and friends of the
CommNS on critical topics:
• “Community Art as a Tool for Health Equity and
Social Justice” (Sara Ansell)
• “OPI Project and the CommNS” (Amy Hilgendorf,
Sara Ansell and OPI collaborators)
• “Where Is the Power?” (Heidi Busse)
• “Community Engaged Course Partnerships”
(Carolina Sarmiento, Michael Maguire, Jennifer
Gaddis)
• “The Art of Storytelling” (Alan Talaga)
• “Shaping the Healthy Community” (Gary Gaston)
• “19: The Tony Robinson Shooting”, film screening
and panel discussion featuring filmmaker Tim
Poehlmann-Tynan, Eric Upchurch II, Shiva Bidar-
Sielaff, Fabu, Rep. Chris Taylor (co-hosted with the
Center for Child and Family Well-being)

Annual Event: “What Does Democracy
Look Like?”
Keynote speaker: Kei Kawashima-Ginsberg,
Director of CIRCLE, Tufts University
The event, titled “What Does Democracy Look
Like?”, brought together Madison community leaders,
UW faculty and staff, students, and invited guests
from around the state, and explored the many layers
of participation in democracy, and the way that
community members and organizations facilitate the
full range of participation. Our keynote was presented
by Dr. Kei Kawashima-Ginsberg, Director of Tufts
University Center for Information and Research on
Civic Learning and Engagement (CIRCLE) and an
expert in the civic and political development of young
people, and a local panel of scholars (Diana Hess,
Kathy Cramer, and Patty Loew of UW-Madison, and Matt Calvert of UW-Extension) offered their reflections and commentary.

Other activities during the event included a Community Partner Mixer at the Urban League of Greater Madison and attended by a variety of community organization representatives as well as campus representatives who work with community partners. We explored the needs of Wisconsin community organizations, what supports or services may already exist, where there are gaps, and how academic, for-profit, and public stakeholders may be able to better contribute to organizational work. The afternoon included sessions that dug into topics of youth participation in community organizing, cooperative organizations and labor union collaborations, and ideas of democracy influencing evaluation.

**Recognitions**

One of our CommNS affiliates Shannon Sparks is an Academic Partner of the Milwaukee Consortium for Hmong Health. This organization was one of seven to receive recognition through the 2017 Community-University Partnership Awards last month. The Healthy Hmong Women project is one of the “exemplary partnerships that get to the heart of the Wisconsin Idea.”

A congratulations is also due to CommNS Affiliate Alfonso Morales for his work with farmers’ market managers and their use of data. In working with markets, Morales guided directors in collecting data on the number of visitors, where they came from and how they got to the market, as well as on the types of products vendors sold, the amount of money they made each week and how shoppers paid for goods. Morales then taught them how to interpret their findings and relay the information to their communities, vendors, sponsors and stakeholders and in grant applications. Along with graduate student Lauren Suerth, their work has supported markets in Wisconsin and across the country.
## SPONSORED PROGRAMS

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Description</th>
</tr>
</thead>
</table>
| Wisconsin Partnership Program | Obesity Prevention Initiatives: In collaboration with the School of Medicine and Public Health Colleagues – community-engaged, evaluated public health strategies to prevent obesity across Wisconsin  
**PI:** Brian Christens |
| Spencer Foundation | Engaged research exploring youth civic engagement related to sustainability education, in the greater Detroit area  
**PI:** Connie Flanagan |
| USDA | Developing a market-informed/community-informed database for farmer’s markets across the country to assess their activities and community impact  
**PI:** Alfonso Morales |
| Wisconsin Economic Development Project | Study of the impact of farmer’s markets  
**PI:** Alfonso Morales |
| Baldwin Wisconsin Idea Endowment | Community-engaged youth leadership project in collaboration with the Lussier Community Center  
**PI:** Brian Christens |
| Meta Schroeder Beckner Fund | Outreach initiative to document, showcase, and inform on the CommNS work to do community-engaged action research  
**PI:** Brian Christens |
| USDA Hatch Program | Project for food literacy and culinary skills for healthier outcomes in low-income communities  
**PI:** Jen Gaddis |
| Institute for Regional and International Studies | Project for youth-engaged environmental education in Guadalajara, Mexico and to promote a “sister system” collaboration platform between University of Guadalajara colleagues and UW-Madison investigators  
**PI:** Connie Flanagan, with others |
| Global Health Institute | Visiting Scholar project hosting Universidad de Guadalajara collaborator in Madison  
**PI:** Mary Beth Collins |
| Global Health Institute | “SELAM” project exploring nutrition, agriculture, education, and community engagement in Ethiopia  
**PI:** Heidi Busse and Michel Wattieux |
| Evaluation and Graduate Student Support to various community partners | Amy Hilgendorf, Lori Bakken with graduate students. |
| AmeriCorps grant administered by Serve Wisconsin | Feeding Wisconsin project to evaluate the expansion of FoodShare outreach to Northern Wisconsin communities  
**PI:** Lori Bakken with graduate students |
LOOKING AHEAD

With nonprofits and community-based efforts growing in numbers, scope, and innovation around the world and taking on complex grand challenges, providing connections and content to support the sector becomes even more significant. The CommNS, a hub for faculty, students, professionals, and community partners to collaborate on research and practice, can positively impact well-being of communities, as well as the civic and nonprofit sectors. The CommNS is actively engaging with our steering committee, focus area leads, community partners, and other stakeholders to refine and maximize our efforts.

Goals for 2017-18

• Strategically identify and pursue new research opportunities and community partnerships for advancing social justice locally, nationally, and globally

• Continue to refine the CommNS’ vision in alignment with the SoHE strategic plan and stakeholder priorities and refine governance practices and processes accordingly

• Establish benchmarks for success related to, for example: support for graduate students, faculty, and community partners within the SoHE; our affiliation model with community members, academic partners, and nonprofit representatives; and the depth and quality of community partnerships

• Refine the “menu” of CommNS services and resources available to community partners and affiliates, including grant administration support, community engagement expertise, research translation tools and processes, integrated evaluation, action research, and community coaching.
EXECUTIVE SUMMARY

The Center for Design and Material Culture promotes learning, exploration, outreach, and community engagement related to design and material culture through interdisciplinary and human-centered scholarship and through stewardship and administration of the Helen Louise Allen Textile Collection and Ruth Davis Design Gallery along with the Center's other educational assets.

The Center for Design and Material Culture administers important cultural assets within the School of Human Ecology. The Helen Louise Allen Textile Collection and the Ruth Davis Design Gallery are both strategically located off the main entrance of Nancy Nicholas Hall. Our Center’s staff and advisory committees are committed to outreach to ensure these venues are welcoming, engaging, and relevant for students, faculty, and visitors to the School. For example, in response to President Trump’s proposed immigration ban, student employees, led by Claire Miller, a UW junior art history major and the HLATC’s Martin E. and Kathleen M. Burkhardt Collections Assistant, organized a textile exhibition in the Lynn Mecklenburg Reading Room window. A response wall was also installed inside the Reading Room that invited visitors to write and post reflections on the proposed legislation. This exhibition and others featured in the Ruth Davis Design Gallery across the hall bring attention to the School of Human Ecology’s educational mission to promote well-being, equity, and social justice.

Recently the Design Gallery hosted several signature exhibitions that captured the attention of the local Madison community. A case in point is Stitching History from the Holocaust, a traveling exhibition organized by the Jewish Museum Milwaukee, which served as the inspiration for a companion exhibition of student designs entitled Inspired by Hedy. Students enrolled in textile and apparel design courses in the SoHE created unique contemporary designs based on the work of Hedy Strnad, a Czech dressmaker who perished in the Holocaust. Both of these exhibitions were highlighted on the UW-Madison’s home page and were featured in a 60-minute spot on the Big Ten Network.

In 2017 the Helen Louise Allen Textile Collection was one of seventy-five museums nationwide and four institutions statewide to be awarded federal support to participate in the inaugural year of the Collections Assessment for Preservation (CAP) program. Administered by the Foundation of the American Institute for Conservation of Historic and Artist Works, CAP assists museums in improving the care of their collections by providing support for a conservation

The UW-Madison officially ratified the Center’s name this past summer after the launch of a new Center governance structure. Standing committees were convened to support the Center’s commitment to high quality engagement. All standing committees serve an advisory role and their composition has been expanded to include community members, faculty and academic staff from outside of the SoHE, as well as student and faculty representatives from the Design Studies Program. The Design Gallery committee is now working closely with a new professional staff that includes a full-time Gallery Director, who oversees exhibitions and outreach, and a part-time Preparator.
assessment of the museum’s collections and buildings. The HLATC’s participation in the CAP program is the first step in the next phase of its collections care work making it more competitive for future federal and state grants. The Helen Louise Allen Textile Collection also launched a new more robust online portal that is more user friendly for those searching for objects in the Helen Louise Allen Textile Collection. The link to the portal appears on a re-designed HLATC website that we hope will make scheduling an appointment to see the Collection simpler and more efficient for all.

The Center also organized several free programs that contributed to a 20% increase in Design Gallery attendance. Thanks to a generous endowment, the HLATC is proud to organize an annual lecture in honor of Ruth Ketterer Harris, the Collection’s first curator. Roland Ricketts, a contemporary artist and indigo farmer, was 2016’s Harris Lecturer. The 2017 Lecture featured rising fashion designer Noa Raviv, whose couture clothing designs incorporate spectacular 3D printed elements. One of last year’s most popular program offerings with students and the public featured Mary Lou Roberts, WARF Distinguished Lucie Aubrac Professor and Plaenert Bascom Professor of History, who presented on how clothing was used to signal their opposition to the German occupation of France by women in the French Resistance.

As the CDMC looks ahead to another academic year, we are poised to work with stakeholders to develop a faculty affiliate program and to organize celebrations for the 50th anniversary of the HLATC. Our standing committees will be involved in strategic planning initiatives designed to advance the long-term sustainability of our resources and help distinguish us for excellence in the field of academic galleries and museums.
Center for Design and Material Culture

OUR PEOPLE
Faculty Leadership
Distinguished Director Pleasant Rowland
Director Sherry Harlacher

Staff
Natasha Thoreson, Curator and Collections Manager, HLATC
David Newell, Assistant Director for Exhibitions and Outreach, RDDG
Mark Verstegen, Preparator/Exhibitions Technician
Laura Sparks, Communications Specialist

Student Support
Erin Rose, Jane Graff Textile Research Assistant
Claire Miller, Martin E. and Kathleen M. Burkhardt Collections Assistant

Hannah Bunting, Alison Gorniak, Brittany Fahres, Hannah Goetsch, April Hob-Alfaro, Xin Yi Hor, Anne Koepp, Katie Pickup, Anna Rasmussen, Alyssa Reiger, Shelby Sabel, Amy Sandquist, Alexis Villareal, Weizhen Zhang

Steering Committee
Lynn Mecklenburg
Roberto Rengel
Mary Hark
Majid Sarmadi
Ann Smart Martin
Andrea Selbig
Nicolette Meister
Erica Hess
Sherry Harlacher

Design Gallery Committee
Roberto Rengel
Marianne Fairbanks
Lesley Sager
Kris Thorleifsdottir
Weizhen Zhang
David Newell
Sherry Harlacher

EVENTS, OUTREACH AND ACTIVITIES
Social Media
Center staff strategically reformatted the Design Gallery’s Facebook page to better serve as a source for inspiration and interesting content relating to design disciplines. As a result, the Gallery doubled the frequency of its postings. As a result of these changes, there has been a dramatic increase from 1,639 to 3,050 engaged subscribers commenting, liking, or sharing the Gallery’s Facebook content.

In the Media
Stitching History coverage
Big Ten Network video, Isthmus, On Wisconsin, Daily Cardinal, Madison Jewish News, Moda Magazine

Rumi O’Brien coverage
Wisconsin State Journal article

Crossing Mountains and Other Adventures & In the Fold
Wisconsin State Journal article

Collections Committee
Linda Brazill
Carolyn Kallenborn
Liz Hooper-Lane
Erin Rose
Natasha Thoreson
Sherry Harlacher
LOOKING AHEAD

As an arts research organization housed within the School of Human Ecology, our long-term strategy is to increase visibility at the highest level of the University and to align ourselves with the SoHE’s next five-year strategic plan. This includes demonstrating through data the impact our activities are having on various communities, both on and off campus. We seek a formal Statement of Support from the Chancellor’s Office that acknowledges the University’s commitment to supporting and sustaining the cultural resources we steward in the public trust, a statement comparable to the one recently secured by the Chazen Museum of Art. We also seek to maintain consistent outreach with past and current stakeholders, while attracting new audiences and to identify a sustainable funding model.

Goals for 2017-18

• Establish a stronger partnership with the Arts Institute that will include regular co-sponsorship of exhibitions and events that involve cross campus initiatives of mutual benefit
• Extend outreach and engagement with Madison refugee assistance groups and with African American Studies on campus
• Refresh the HLATC and DG websites
• Launch Twitter and Instagram accounts
• Set a 3-year exhibition schedule for 2018-2021
• Prepare for the 2019 celebration of the 50th anniversary of the HLATC and the opening in Fall 2018 of a new permanent Lynn Mecklenburg Textile Exhibition Gallery in Fall 2018.
• Implement the High-Priority Recommendations of the Conservation in Preservation Assessment Study
• Promulgate an official Collections Plan and collecting priorities to guide the future growth and strategic development of the HLATC

Photo Credit: Laura Sparks
EXECUTIVE SUMMARY

Supporting applied research on household finance and financial capability, the Center for Financial Security (CFS) examines the role that specific programs, policies, and products can play in helping individuals navigate the increasingly complex financial marketplace. CFS faculty and staff have extensive experience in program development, evaluation, and applied research in partnership with organizations ranging from community-based nonprofits to large public agencies.

The Center for Financial Security (CFS) at the University of Wisconsin–Madison is a research center located in the School of Human Ecology. CFS 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 of individuals at all stages of life and positively impact the financial security of households throughout the nation. As an intellectual hub for research and outreach across disciplines, CFS attracts leading researchers from the UW-Madison campus and around 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 enjoyed another productive and dynamic year throughout the 2016-2017 academic calendar. Characterized by growth and commitment to the Wisconsin Idea, CFS strived to broadly disseminate our research and develop practical applications for Wisconsin and the world beyond. In 2016, CFS faculty and staff served throughout Wisconsin, visited fifteen U.S. states and traveled internationally to deliver presentations and workshops sharing the research and resources developed by CFS.

CFS welcomed ten new Affiliate and Fellow Researchers to our network and held an innovative Financial Coaching Symposium in collaboration with the Consumer Financial Protection Bureau. CFS was proud to launch the first ever Household Finance Research Seminar Series, which allows researchers from across departments, campus and the nation to come together on a weekly basis to provide constructive feedback on early stage household finance research and foster ideas for new work.

CFS’s work in the field of financial coaching remained an area of focus for research, outreach, training and development of new strategies. CFS contributed notable advances for the field with the second wave of the Financial Coaching Census; the creation of the CFS developed FINMed approach, a financial coaching intervention designed to help families pay for ongoing health care needs; expansion of the financial coaching training program; and a co-hosted Financial Coaching Symposium held in Madison, WI.

OUR PEOPLE

Faculty Leadership
Faculty Director J. Michael Collins, Ph.D., Fetzer Family Chair in Consumer and Personal Finance, Associate Professor
Associate Director of Research Justin Sydnor, Ph.D., Leslie P. Schultz Professor in Risk Management and Insurance

Staff
Drew Anderson, Postdoctoral Researcher
Mary Beth Collins, Director of Centers Research and Public Affairs
Leah Gjertson, Research Specialist
Hallie Lienhardt, Outreach Specialist
Sara Nowakowski, Research Specialist
Collin O’Rourke, Research Specialist
Peggy Olive, Financial Capability Specialist
Andrea Plassman, Infrastructure Specialist

Student Support
Project Assistants
Niraj Amin

Undergraduates
Isabel Gunderson
Affiliates

Fenaba Addo, Consumer Science
Catherine Arnott-Smith, School of Library and Information Studies
Judi Bartfeld, Consumer Science
Lonnie Berger, School of Social Work; Director, Institute for Research and Poverty
Marcia J. Carlson, Sociology
J. Michael Collins, Faculty Director, Center for Financial Security; Consumer Science and La Follette School of Public Affairs
Kristin Eschenfelder, School of Library and Information Studies
Andra Ghent, Wisconsin School of Business
Jesse Gregory, Economics
Eric Grodsky, Sociology
Sarah Halpern-Meekin, Human Development and Family Studies
Pamela Herd, Sociology and La Follette School of Public Affairs
Nick Hillman, Educational Leadership and Policy Analysis
Karen Holden, UW-Madison Emeritus
Brent Hueth, Agricultural and Applied Economics; Director, UW Center for Cooperatives
Chuck Kalish, Educational Psychology
Kristin Litzelman, Human Development and Family Studies
Jaime Luque, Wisconsin School of Business
Marsha Mailick, Vice Chancellor - Office of Vice Chancellor of Graduate Research Education
Brian W. Mayhew, Wisconsin School of Business
Thomas Mitchell, Law School
Anita Mukherjee, Wisconsin School of Business
John Mullahy, Population Health Sciences
Rourke O’Brien, La Follette School of Public Affairs
Elizabeth Odders-White, Wisconsin School of Business
Jim Raymo, Sociology; Director, Center for Demography and Ecology; Concentration in Analysis and Research (CARS)
Cliff Robb, Consumer Science; Faculty Director, Consumer Finance and Financial Planning
Sarada, Wisconsin School of Business
Walt Schalick, Medical History and Bioethics, Orthopedics and Rehabilitation and History of Science
Laura Schechter, Agricultural and Applied Economics
John Karl Scholz, Dean, College of Letters and Science
Ananth Seshadri, Economics
Soyeon Shim, Dean, School of Human Ecology
Kristen Shook Slack, School of Social Work
Mohammadin Sarmadian, Sociology
Timothy Smeeding, La Follette School of Public Affairs
Justin Sydnor, Associate Director, Center for Financial Security; Wisconsin School of Business
Emilia Tjernström, School of Public Affairs and Agricultural and Applied Economics
Dee Warmath, Consumer Science
Christine Whelan, Consumer Science
Nancy Wong, Consumer Science

Fellows

Lydia Ashton, Wisconsin Institute for Discovery, UW-Madison
Luc Arrondel, National Center for Scientific Research and Paris School of Economics
Mike Batty, Federal Reserve Board
Mariana Chilton, Drexel University School of Public Health
Héctor Calvo Pardo, University of Southampton
Paul Creswell, Wisconsin Department of Health Services
Morris A. Davis, Rutgers University
Majdi Debbich, Autorité des Marchés Financiers
Lucy M. Delgadillo, Utah State University
Katie Fitzpatrick, Seattle University
Sara Goldrick-Rab, Temple University
Dave Grace, Dave Grace and Associates
Deborah A. Gray, Consultant, Gerontology
Mary K. Hamman, University of Wisconsin-LaCrosse
Erik Hembre, University of Illinois at Chicago
Chris Herbert, Harvard University, Joint Center for
Housing Studies
John Hoffmire, UW-Madison, Center on Business and Poverty
Jeanne Hogarth, CFS Innovation
Jason Houle, Dartmouth College
Damon Jones, University of Chicago
Benjamin J. Keys, Wharton School
Cazzilia Loibl, The Ohio State University
Annamar Lusardi, George Washington University
Cathie Mahon, CDCU
Marsha Mansfield, UW-Madison, Law School
Stephanie Moulton, The Ohio State University
Sarah Orr, UW-Madison, Law School
Nilton Porto, University of Rhode Island
Ida Rademacher, Aspen Institute
Carolina Reid, University of California-Berkeley
Maximilian Schmeiser, Amazon Lending
Caroline Schultz, MDRC
Jason Seligman, U.S. Department of the Treasury
Margaret Sherraden, University of Missouri-St. Louis and Washington University
Paige Skiba, Vanderbilt Law School
Jonathan Spader, Joint Center for Housing Studies, Harvard University
Alexi Strand, Social Security Administration
Hannah Thomas, Abt Associates, Inc.
Carly Urban, Montana State University
Jing Jian Xiao, University of Rhode Island

Steering Committee
Judi Bartfeld, Consumer Science
Sarah Halpern-Meekin, Human Development and Family Studies
Jim Raymo, Department of Sociology and Center for Demography and Ecology
Lonnie Berger, School of Social Work
Elizabeth Odders-White, Wisconsin School of Business
Pamela Herd, Sociology and La Follette School of Public Affairs
Linda Lepe, Consumer Finance and Financial Planning
Madelaine L’Esperance, Ph.D. Candidate, Consumer Science

EVENTS, OUTREACH AND ACTIVITIES

August 24-25, 2017
The Consumer Financial Protection Bureau (CFPB), in partnership with the Center for Financial Security (CFS) and Cities for Financial Empowerment Fund (CFE Fund), hosted leaders, researchers, and funders in the field of financial coaching at the UW-Madison to discuss the state of the financial coaching field and share insights and learning from research and practice. Stakeholders in the field worked together to outline a path toward further advancement and professionalization for the field of financial coaching.
KEY EVENTS

September 2016-May 2017 – Household Finance Research Seminar

August 25, 2016 – Governor’s Council on Financial Literacy Legislator Meeting hosted by the Center for Financial Security in the School of Human Ecology

September 8, 2016 – FinEx Convening remote hosting by Center for Financial Security

November 1-2, 2016 – Fall 2016 Financial Coaching Training in Madison, WI


April 24 and 25, 2017 – 2017 Financial Coaching Symposium co-hosted by the Consumer Financial Protection Bureau and the Center for Financial Security

April 24, 2017 – Annie E. Casey Foundation Financial Coaching Reception in Madison, WI

April 26, 2017 – FinEx Convening hosted by the Center for Financial Security in Madison, WI

May 4-5, 2017 – Spring 2017 Financial Coaching Training in Eau Claire, WI

June 8-9, 2017 – Summer 2017 Financial Coaching Training in Lake Geneva, WI

Outreach

Money As You Grow Book Club: The Consumer Financial Protection Bureau, UW-Extension Family Living Programs, and the Center for Financial Security are working together to build on past efforts by the University of Nevada Cooperative Extension and the 2010 “Money as You Grow” initiative developed for the President’s Advisory Council on Financial Capability. The UW team led the selection process for additional “Money as You Grow Book Club” books and developed parent discussion guides to go with them. The CFPB is publishing and distributing the program through libraries, schools, Cooperative Extensions, and other organizations across the country.

Check Your Free Credit Report Campaign: This campaign is a website based initiative run cooperatively with UW-Extension and the Center for Financial Security. The award-winning initiative is focused on providing consumers with reliable information on obtaining free credit reports, reading the reports and dealing with report errors.

Small Savings Build Big Dreams: “Small Savings Build Big Dreams” is a campaign led by UW-Extension county educators to promote the benefits of saving for college, answer common questions about saving for higher education, and provide information about how you can get started. The Center for Financial Security partnered with Extension to provide support and expertise for the project.
**SPONSORED PROGRAMS**

In the course of the 2016-2017 academic year, CFS secured over $535,000 in gifts, grants, and contracts to the School of Human Ecology. Funders and projects included:

<table>
<thead>
<tr>
<th>Funders and Projects</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert Wood Johnson Foundation</td>
<td>Health and Finances Research Workshop – Collaboration and discussion across disciplines regarding the intersection of health and finance in research and policy.</td>
</tr>
<tr>
<td>Annie E. Casey Foundation</td>
<td>Financial Coaching Initiatives – An ongoing initiative conducting research, providing outreach, and developing resources for the field of financial coaching.</td>
</tr>
<tr>
<td>Great Lakes Higher Education</td>
<td>Adult Fiscal Competency: An Analysis of Financial Behavior During Transition to Adulthood</td>
</tr>
<tr>
<td>National League of Cities</td>
<td>Financial Inclusion Systems and City Leadership (FISCL) – Working with the National League of Cities to utilize the efforts of the Center for Financial Services Innovation (CFSI)’s Financial Health Survey to identify useful metrics for measuring program impacts and measure the current state of local financial health in participating cities</td>
</tr>
<tr>
<td>National League of Cities</td>
<td>Local Intervention for Financial Empowerment through Utility Payments (LIFT-UP) – Phase II: Providing six-month technical assistance to participating cities to help them streamline connections between financial empowerment services and municipal utility programs as a way to build a solid foundation to launch a LIFT-UP program.</td>
</tr>
<tr>
<td>Meta Schroeder Beckner Endowment</td>
<td>Big Dreams, Small Savings – targeting parents of 5-10 year olds to increase access to financial education and understandable information regarding saving for their children’s higher education</td>
</tr>
<tr>
<td>ABT Associates</td>
<td>Innovation and Research Support Services including a Financial Well-Being National Survey for the Consumer Financial Protection Bureau (CFPB)</td>
</tr>
<tr>
<td>MetLife Foundation</td>
<td>Financial Capability and Health Outcomes: Developing and Testing Financial Coaching as a Model to Addressing Financial Problems Associated with Health Care</td>
</tr>
<tr>
<td>Boston College</td>
<td>Can Knowledge Empower Women to Save More for Retirement?</td>
</tr>
<tr>
<td>NCAA</td>
<td>Making it Stick: A Social Marketing Experiment to Alter Concussion Attitudes and Behavior</td>
</tr>
<tr>
<td>Financial Coaching Workshops</td>
<td>Workshops providing foundation financial coaching training to those in helping profession</td>
</tr>
</tbody>
</table>
LOOKING AHEAD
This 2017-2018 academic year, the Center for Financial Security is focused on its key priorities of continuing to conduct applied multidisciplinary research that informs practitioners, policymakers and the general public on strategies that build family financial capacity and security over the life course. With this new season arrives an energized objective of providing our stakeholders, affiliates, and students with a greater variety of resources, tools, and opportunities for the coming year.

Serving as a platform for research and outreach that unites leaders across the UW-Madison campus and nationally, CFS is intent on creating a space where students can be involved in research that builds the next cohort of leading thinkers in the field of household finance. Through the inaugural year of the Household Finance Research Seminar Series, CFS made great strides towards our continued goal of facilitating scholarly activity, supporting professional engagement, and offering a weekly convening to discuss research in its early stages. We look forward to resuming this celebration of emerging research and critical dialogue with the new academic year.

We will strive to further engage interest from across campus, the nation, and the world and will seek innovative approaches to support and disseminate applied research that promotes individual and family financial security. Using our tried and true methods, such as our monthly webinar series and regular publications of research briefs, CFS will continue to develop relevant, applicable resources that our community has come to depend upon. However, we will work to innovate and expand our reach with efforts to further incorporate technology and platforms that promote equitable access to research and embody the spirit of the Wisconsin Idea for our state and beyond.

A Financial Technology (FinTech) workshop, hosted by CFS with support and collaboration from the School of Human Ecology, will be held in October of 2017. The goal of this event is to bring together CFS Affiliates, Fellows, students, local business leaders and community stakeholders to explore and discuss FinTech and the research, policy, and practice perspectives that are influencing and innovating in this rapidly growing market. Events such as this exemplify the objective of CFS to promote growth, collaboration, and progress; keeping Wisconsin on the forefront of household finance research and outreach.

Recognition and Awards
J. Michael Collins, received the Fetzer Family Chair in Consumer and Personal Finance

J. Michael Collins, Elizabeth Odders-White and Michael Batty 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 and Consumer Sciences Annual Awards Program

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

Photo Credit: Hannah Weber
**EXECUTIVE SUMMARY**

The Kohl’s Center for Retailing strives to nurture a synergistic relationship between the retail industry, their partners, and the world-class faculty, staff, and students at the University of Wisconsin-Madison. This relationship is to be built on the highest ethical standards and dedicated to improving the lives of consumers, productivity of the industry, and elevating the status of retail by fueling innovation and competition in the marketplace.

The retailing industry accounts for one of every four jobs in the United States. The opportunity for our students to find exciting careers, become leaders, and change the course of the industry is endless. By nurturing that synergistic relationship, the industry is invigorated with the talent of our students and alumni, our students are provided a dynamic opportunity to create meaningful careers, and the UW–Madison solidifies its reputation as a leader in higher education and social change.

The Center has contributed to the SoHE by being a model of how to engage industry and business, especially in developing cutting edge curriculum and outstanding extracurricular opportunities for students that lead to fulfilling careers. We consistently encourage gifts from the industry to fund the Center, faculty appointments, and opportunities for student engagement.

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

The Center has contributed to the State of Wisconsin by providing in-state companies opportunities to get in front of our students and inspire them to stay in the state to develop their careers. The Center Director has made presentations to Wisconsin-based groups and businesses such as: The Wisconsin Grocer's Association, Blain’s Farm and Fleet, and the Wisconsin Propane Gas Association.

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 Director serves as the sole academic representative on the Board of the National Retail Federation Foundation. This Year, the Kohl’s Center for Retailing increased the focus on reaching out to the more cutting-edge aspects of the industry during a time of big changes for retailers. For example, for several years, beauty has been one of the fastest growing product categories and leaders in the retailing industry in for several years. To reflect that growth, Ulta became our newest partner in May 2017. We believe that we are in a position to add new partners more in tune to the new economy.

Exemplary projects the Center led this year include the following:

- We welcomed our first Alumni Executive in Residence, Krista Berry (former Chief Digital Officer of Kohl’s) to the team during the fall 2016 semester.
- We invited six Engineering and Computer Science undergraduate students to participate in the National Retail Federation's annual Shop.org digital retailing conference in Dallas, TX.
- We hosted the second annual SoHE Women in Leadership event, drawing women panelists from the retailing, financial services, fashion design, and technology industries.
- We mentored two teams in the top 12 of the annual nationwide Kohl’s Invitational student competition.
- We mentored six student winners of the YMA Fashion Scholarship Fund award.

Sincerely,

Jerry O’Brien, Executive Director
OUR PEOPLE

Faculty Leadership
Executive Director Jerry O’Brien
Faculty Director Nancy Wong, Kohl’s Chair in Retail Innovation and Professor
Academic Director, Nancy Murray

Staff
Danielle Croegaert, Assistant Director

Student Support
Kendra Trost

Affiliates
Laurie Brachman
Maria Heide
Dan Olszewski
John Surdyk
Enno Siemsen
Greg DeCroix
Dee Warmath
Raj Veeramani

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

GIfts

Gifts
The Center is funded by partnership donations and gifts from participating companies. We are deeply appreciative of their support which allows the Center to provide high-impact experiences for undergraduate and graduate students.

Partners
Our impressive list of industry-leading partners work with us to guarantee that our programs are the best at preparing University of Wisconsin-Madison students to lead and innovate the future of retail:

• Kohl’s
• HyVee
• Roundys
• Bridgestone
• Blair’s Farm & Fleet
• Ulta Beauty
• World Alliance
• Milwaukee
• Macys
• The Diamond Center
• Target
• Maurices
• Lands’ End
• Colony Brands
**KEY EVENTS**

**August 2016** – MAGIC Tradeshow in Las Vegas: Eleven students had the unique experience of partaking in the behind-the-scenes business of buyers and vendors at the largest softlines group of tradeshows.

**September 2016** – Annual Center for Retailing Board of Advisors Meeting: This annual meeting provides an opportunity to review the success of the Center and work with the industry to map out the future.

**September 2016** – Shop.org Digital Summit: Five students with backgrounds in computer science and engineering attended the Shop.org Digital Summit in Dallas, TX as part of an initiative by the National Retail Federation to introduce students to technology jobs in the retailing industry. The show gave students the opportunity to explore the evolution of digital retail, including topics like augmented reality and virtual reality technology, artificial intelligence, seamless experiences, and fresh ways of engaging customers.

**October 2016** – Women in Leadership: The Center for Retailing co-hosted the second annual School of Human Ecology Women in Leadership Panel. We were pleased to host Krista Berry (panel moderator and Center for Retailing Alumni Executive in Residence), Annie Luchsinger (Co-founder of Meet Grace), Jody Heilbronner (Recently VP of Private Label at Macy’s), Susan Lubar (First President, Morgan Stanley), and Danielle DiFerdinando (Founder and Creative Director of Danielle Nicole). The panel took student questions about career and leadership development as women in their respective industries, and then provided the opportunity to sit with students for a more personalized mentoring conversation.

**Fall 2016** – Alumni Executive in Residence Program: In the spirit of evolving the Kohl’s Center for Retailing and its programmatic offerings for students exploring the retailing industry, we piloted our Alumni Executive in Residence program in the fall of 2016 with Krista Berry, former Chief Digital Officer at Kohl’s. Alumni Executives in Residence bring an energy and perspective to the School of Human Ecology that enhances classroom learning and develops long-term relationships between the UW-Madison and the retailing industry. The Alumni Executive in Residence’s role relies on the strengths and interests of the individual executive, but revolves around the central tenants of student advising and relationship development, academic collaboration, co-curricular student engagement, and strategic outreach. With Krista Berry’s success and leadership in evolving the role of the Alumni Executive in Residence, we are confident that this program will offer a novel industry and career/networking exploration opportunity for students. Future Executives in Residence include Lorna Nagler, an experienced retail executive who was most recently President of Beall’s Department Stores (Fall 2017) and Linda Ahlers (Fall 2018), the innovative retail executive and retired CEO of Marshall Fields (Fall 2018).

**January 2017** – Retail’s BIG Show: A group of 31 students attended the National Retail Federation’s annual trade show in New York City. The students began the trip with visits to Trunk Club’s NYC Clubhouse, The Doneger Group, Macy’s Herald Square offices, and Kohl’s design office. The corporate experience was followed by two busy days attending the National Retail Federation NFR’s Student Program, which included talks from fashion designer Rebecca Minkoff and leadership expert Simon Sinek, a financial literacy session, career fair, and a small-group executive mentoring experience. The students concluded their trip by exploring retail’s newest technological innovations at the NRF’s annual BIG Show and visiting attractions in New York City.

*Kohl’s Invitational Case Competition (UW had two teams in the top 12 in this nationwide competition)*
March 2017 – International Home + Housewares Trade Show in Chicago: Students in the Retailing and Consumer Behavior major had the unique opportunity to attend this annual trade show, the largest of its kind in the world. As part of the event, the International Home + Housewares Association hosted its inaugural College Experience Day. Along with over 50 students from universities across the country, our group networked with CEOs, vendors, inventors, and buyers. Discussions flourished about the future talent of the home and housewares industry, especially when the students received sage career advice from the industry’s young professionals. Thank you to the Association for hosting this impactful opportunity to provide a hands-on, in depth peek into such an integral sector of the retailing industry!

June 2017 – Trends in Europe Study Tour: This study-abroad program led by Dr. Nancy Murray was designed to broaden students’ understanding of global retailing and Europe’s influence on consumer fashion trends. By stepping foot in an unfamiliar territory and navigating their way through, students began to see and understand the world of consumerism in a new light. Students learned about retailing and witnessed fashion product trends in Scotland, England and France.

EVENTS, OUTREACH AND ACTIVITIES

- Our weekly Retail Leadership Symposium course brings in innovative industry leaders to interact with over 100 students each week of the semester.
- Students work on real life retail industry case studies through the 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.

Recognitions and Presentations

Executive Director Jerry O’Brien participated in a conference presentation with Kathleen McLaughlin, Chief Sustainability Officer and President of the Walmart Foundation, about how retailers are creating economic opportunity at the National Retail Federation’s BIG Show.

Dee Warmath was featured on Wisconsin Public Radio.

The SoHE News Article about Jerry O’Brien’s work on Intergenerational Management.
“Jerry and Danielle visited my classes each semester this past academic year to educate my students about various retail opportunities. They clearly demonstrated how the Center can be a valuable resource for them. Moreover, this past semester, Jerry spent an entire class period expertly exposing my students to trends and developments in the retail environment. In addition, Danielle organized a fascinating tour for my students of the Brookfield Von Maur department store before it opened to the public. The Center has provided me with abundant opportunities to engage with and learn from retail executives who visit campus. I have shared this knowledge with the students in my Strategic Retailing classes. The Center has supported my teaching in many different ways, and I greatly appreciate my on-going relationship with it!”

Maria Heide, Senior Lecturer, Marketing, Wisconsin School of Business

“The Center for Retailing opened my eyes and gave me a brand new perspective on the retail industry this year. Through events like Career Ecology Night and the Retail Symposium class, I was exposed to the inner workings of the retail industry. We explored many different paths of retail including the food industry, technological advances, and many more. I look forward to three more years of exploring what the Center for Retailing has to offer.”

Cullen Jozwiakowski, First Year Student, Retailing and Consumer Behavior

“The outstanding opportunity and the individualized one-on-one advising which the Center for Retailing provides helps to make UW-Madison’s School of Human Ecology feel like a family and makes the UW campus feel a little smaller. The professionals which run the Center are inspiring and informed individuals whose knowledge of opportunities in the retail industry remains unmatched.”

Ava Buechel, First Year Student, Retailing and Consumer Behavior

LOOKING AHEAD

In the upcoming academic year, the Center for Retailing will be celebrating its 10th anniversary. In this special year, we will continue to attract more innovative and “new economy” partners and develop a Wisconsin-focused retailing outreach initiative. Additionally, we work to create more opportunities to engage students and keep up with the growth of the Retailing and Consumer Behavior major. We will continue strategic outreach efforts on campus to maintain our interdisciplinary focus and draw students from outside of the Retailing and Consumer Behavior major, especially in the areas of technology and supply chain/logistics.

We will also work to raise the financial support from the industry, and to improve and increase our communication capacity.
Additional Information

CONTACT

Center for Child and Family Wellbeing
https://sohe.wisc.edu/ccfw
familycenter@mail.sohe.wisc.edu
(608) 890-3259

Center for Community and Nonprofit Studies
https://sohe.wisc.edu/commns
thecommons@gmail.com

Center for Design and Material Culture
Center for Design Website
designgallery@sohe.wisc.edu
hlatc@mail.sohe.wisc.edu
608-262-8815 – Ruth Davis Design Gallery
608-262-8815

Center for Financial Security
https://cfs.wisc.edu/
cfs@mailplus.wisc.edu
(608) 890-0229

Center for Retailing
Center for Retailing Website
retail@mail.sohe.wisc.edu
608-263-7996

CENTERS STAFF
Mary Beth Collins, Director of Centers Research and Public Affairs
Andrea Plassman, Administration Specialist
Alan Talaga, Communications / Videography