Academic Staff Interviews and Profiles of Academic Staff

1.) The following academic staff questions can be used as template questions for the Communications Committee and interns to interview academic staff in a variety of positions. These profiles can in turn be put on the academic staff website and other online or print literature.

2.) Lindsey Steffes (intern) will be aiding in this project as one of her assignments for English 318.

3.) University Communications would be able to provide editing for profiles that appear in Inside UW

Academic Staff Interview Questions

Other than name, job title and years of employment we could ask questions like:

What is your position at UW-Madison?

When someone asks you what you do at UW Madison how do you describe it in casual conversation?

What are some of the ways that your position contributes to the mission of UW-Madison?

Describe the ways you interact with students and faculty? (may or may not apply)

What’s one thing people may not know about where you work?

What’s the best part of your job?

Fun Questions:

What’s your favorite flavor of Babcock ice cream?

What’s your favorite Badger sports team?

What’s your favorite Madison moment?
CREATING THE BRAND:

- The Academic Staff Communications Committee (ASCC) initiated the process of creating an all-inclusive brand identity for the UW-Madison academic staff.

- Four student interns are currently undertaking this task, with the intention of establishing and maintaining a brand identity for the academic staff.

- In collaboration with the ASCC, we are providing an external perspective and developing resources to bring this project to fruition.

AUDIENCES:

Phase 1: Current Efforts

- Primary Target Market: Academic Staff

- Secondary Target Market: UW Students

Phase 2: Future Efforts

- Tertiary Target Markets: UW Faculty, Classified Staff, and greater Madison community

Academic staff comprise 7,000 members across the UW-Madison campus, but they are often unrecognized as such.

Why are academic staff so necessary on this campus? Just take a look at what they’re involved in on a day-to-day basis:

To establish a brand identity, we asked current staff members how they would describe the academic staff as a whole.

FEEDBACK:

Are you a member of the academic staff? What do you want the University to know about your position?

Fill out our slips and let us know!

For more information regarding the academic staff at UW-Madison, please visit http://acstaff.wisc.edu/

GOALS:

- Cultivate a sense of community among academic staff members

- Increase awareness of academic staff at UW-Madison

- Celebrate the diversity and successes of the academic staff

OBJECTIVES:

- To begin to unify the voice of the academic staff on campus

- Redesigning the academic staff logo

- Updating the academic staff website to make it more interactive, user-friendly and engaging

- Interviewing academic staff and featuring their profiles in Inside UW- Creating an informational brochure to educate UW students about the role of academic staff on campus

- Creating additional materials to help inform students, parents, and the UW community about academic staff