Proposed Initiative: Campus-Wide Global Signage. UWRF will design sign posts pointing the direction to 20 different cities abroad (London, Istanbul, Hongzhou, Edinburgh) and giving their distance from that point in kilometers and post these signs around the campuses (River Falls and Hudson) and lab farms.

Proposed by: Marshall Toman, member International Programs Committee in consultation with John Heppen, chair, Geography & Mapping Sciences Dept.

What strategic goal does this initiative support?
Global Education and Engagement

Describe how the initiative supports the goal(s).
Encourages the campus community repeatedly, on the job (at a lab farm, for example), in crossing campus for classes, on strolls by the Kinnickinnic, to realize the "closeness" of an international experience.

Based on the definition of university-wide initiative, indicate how the proposed initiative has a university-wide impact.
The initiative would affect all students

Please provide a set of benchmarks and/or indicators of success to support your initiative.
An overriding goal is to increase the numbers of students and faculty going abroad. These numbers will be tracked. It would be difficult and perhaps unnecessary to track the specific impact of this initiative on the expected growth in numbers. However, I am fairly certain Studio Abroad asks "How did you find out about this program?" for the benefit of program sponsors. A prior question could be added "What made you interested in Education Abroad?" if it is not already in Studio Abroad. Some students might identify "Those intriguing sign posts around campus" among other factors. I think the answers to this question would be useful more generally so we might be asking it already. If we had a drop-down menu that including "International Signs around campus" as one of the reasons, the positive response rate would be even higher.

What elements are involved in the initiative?
Sustainability, Inclusiveness, Human Capital, Technology, Facilities, Finance

Indicate how each element would be/would not be affected by the initiative.
- **Sustainability:** Signs would be made of durable, renewable material (such as wood). They will be fixed in the earth in a manner that prevents any needed re-orientation after, say, Halloween pranksters sported with them, thus saving maintenance labor. The grounds keeping staff could mount the signs as part of their jobs though the work involves opportunity costs in terms of that labor. A faculty member identified to assist with the orientation and distance designation would be assisting outside of his/her position and should be justly compensated.
- **Inclusiveness:** The signage would work to raise the awareness of everyone in the campus community.
- **Human Capital:** The assistance of the GIS staff would be asked. John Heppen, chair of Geography and Mapping Sciences, indicated that Matt Renault, an Academic Staff member of the department, has the expertise to assist. The grounds crew should be able to fix the
sign posts in the ground.

- **Technology**: The Geography and GIS programs has the technology to orient the signs and determine distance. No investment in technology is needed.
- **Facilities**: Other than a truck to haul the signs, facilities would not be affected.
- **Finance**: $3,000 for material; opportunity labor costs of UWRF grounds workers to set up. How to compensate faculty/academic staff for their investment, especially if the designated person would be instructional academic staff, might be to think in terms of course credit equivalents for the time invested. A one-credit compensation at $1,500 per credit would indicate roughly 40 hours of time if one thinks of 14 contact hours and roughly two hours per contact hours for preparation and grading.
- **Other**: 
