



**The Superior Innovation Initiative  
Request for Proposals  
August 28, 2015**

**Purpose:** The Superior Innovation Initiative is designed to encourage innovations (big and small) that will allow UW-Superior to increase student enrollment (recruitment and retention) and enhance revenue for the institution.

**Goals:**

1. Increase student enrollment by 400 students in Fall 2018
2. Increase non-tuition revenue
3. Cultivate a climate of innovation

**Resources:** UW-Superior is committing \$200,000 to fund innovative programs that will increase our student headcount from 2,600 to 3,000 students over the next three years. Funding has been provided by UW System. We are committed to providing seed funds for multiple types of innovation proposals.

**Innovations-Both big and small:** There are two types of innovative initiatives that will be considered for seed funding. The first is focused on increasing enrollment through recruitment or retention. This is the most critical focus for UW-Superior over the next 3 years. The second is focused on diversifying revenue sources by increasing non-tuition revenue streams.

***Proposals may fall into one of two categories for funding: Big Innovation (Big “I”) and Small Innovation (Small “i”).***

Priority will be given to enrollment-based proposals that attract and/or retain students. However, there will be an opportunity to submit proposals for non-enrollment based initiatives that provide a significant return on investment.

**1. Enrollment Based Initiatives: (priority is given to these proposals)**

- Big “I” projects must recruit 40 to 100 new students over two years.
  - Can be funded up to \$50,000
  - Revenue goals: 100 students generate approximately \$700,000 in tuition revenue
  - Academic programs must be approved and available for student enrollment by Fall 2016 or Spring 2017\*
- Small “i” projects must recruit or retain 5 to 20+ new students over two years.
  - Can be funded between \$5,000 and \$10,000
  - Projects may be implemented as soon as Spring 2016
  - Funding preference will be given to projects with earlier implementation dates



**Examples:** Convert an existing major or concentration to an online, hybrid, or alternative delivery model (evenings, weekends, off-site Interactive TV, etc.); Collaborate with business or industry and revise an existing program to better meet their needs; Develop a new concentration of a major to attract new audiences; Develop a high demand major, minor, or certificate; Develop a retention initiative focused on retaining students; Others.

2. **Diversifying Revenue Sources (Non-enrollment based initiatives):** May also be eligible for funding up to \$50,000 based on potential return on investment.

**Examples:** Revenue generating strategies such as conducting research for area businesses; developing summer camp programs in science, the arts, athletics, other areas; developing and hosting conferences; licensing intellectual property; renting out portions of campus; increasing grants and gifts.

Other ideas may be found at: <http://www.universitybusiness.com/article/101-smart-revenue-generators-and-money-saving-ideas>.

**Innovation initiatives that do not require funding:** If you have an idea that is already in progress or if you have a new idea that may not require funding, but that will increase enrollment or revenue, we want to hear about it.

It is important as we work to meet our goal of 3,000 students that we include your ideas in our planning processes. You are asked to fill out the application form to describe your initiative so we can document and recognize innovative work that may inspire other creative endeavors.

**Funding:** Total funding pool available is \$200,000; provided by UW System innovation funding to the campus. This is one-time funding. The initiative must bring in sufficient revenue to be sustained over time.

**How innovation funding can be used:** Innovation funding is for planning and development of the initiative. Examples of funding uses include, but may not be limited to: hiring of consultants, travel or S&E to research best practices, course reassign time, overload or stipend, marketing, student workers, new equipment, supplies, etc.

**Market Research:** Identify market research needs in your proposal. UW-Superior Administration has set aside additional innovation funds to cover all expenses to conduct market research for all funded proposals. Include an estimation of costs in your proposed budget.

**Exclusions:** Funding may not be used for permanent positions or any recurring expenses not covered by the additional revenue that is generated.



**Timeline:**

- September 15: Superior Innovation Selection Committee announced
- October 1: All proposals are due – use application form
- October 15: Top proposals are selected for the Big Pitch (a public presentation of the proposal – more details to come)
- First week or two of November-TBD: Big Pitch presentations (open to campus)
- November 25: Committee makes recommendations to Chancellor
- December 8: Chancellor announces decisions; Work begins on funded proposals

**Superior Innovation Selection Committee:** A seven person team (announced on September 15). Members include: Provost, at-large Faculty member, Instructional Academic Staff member, University Staff member, and representatives from Faculty Senate, Enrollment Management, and Campus Life.

Committee will review all submissions based on the criteria provided in this document and make recommendations to the Chancellor.

**\*Note:**

- A new entitled major requires approval by the Board of Regents, and the process for approval may take longer
- A new concentration, track, or minor will require campus approval, but not System or Board approval
- Conversion of an existing major to an online delivery format requires campus approval and UW System notification
- UW-Superior has the Higher Learning Commission (HLC) approval to offer 100% of our programs online



**The Superior Innovation Initiative: Request for Proposals  
Big Pitch Application Form – August 28, 2015**

**Instructions**

1. Complete this application for the Superior Innovation Initiative.
2. Please review your submission with your department chair or supervisor and obtain signature indicating review.
3. Send electronically your submission to Provost Faith Hensrud ([provost@uwsuper.edu](mailto:provost@uwsuper.edu)) by October 1, 2015.

Your proposal must include: project title and project plan, budget narrative, project timeline, and proposed budget form.

**The Superior Innovation Initiative Project Proposal**

Project Title:	
Project Leader:	
Project Leader Email:	
Project Leader Phone:	
Unit/Program/Department:	
Other Project Team Members: Include email, phone	
<b>Project Plan:</b> In order to evaluate proposals in a fair and equitable manner, please write your plan according to the following guidelines:	
<ul style="list-style-type: none"> <li>• Please address the following topics in your proposal (500 word maximum)           <ol style="list-style-type: none"> <li>a. Provide a brief description of the project proposal and emphasize why it is innovative.</li> <li>b. How will this proposal increase student enrollment (recruitment/retention) or increase campus revenue?</li> <li>c. When do you think you can reasonably launch this initiative?</li> <li>d. How soon can the university see increases in enrollment or revenue?</li> </ol> </li> <li>• <b>Budget Narrative (limit to 250 words).</b>  Define the budget amount (in dollars) needed to complete the work you are proposing (budget details to be provided in the “Proposed Budget” area below). If you do not require funding, do not submit a budget. You will need to submit your project timeline.</li> </ul>	



<b>Project Timeline:</b> (Prepare a timeline for project not to exceed 2015-2017 time frame)	
<i>Be SMART about the Project Plan and Project Timeline.</i>	
<i>Specific:</i>	<i>Your objectives must be clear so that if someone reads them, s/he can interpret them.</i>
<i>Measurable:</i>	<i>Is the objective measurable?</i>
<i>Achievable:</i>	<i>Is the project objective reasonably achievable?</i>
<i>Realistic:</i>	<i>Are the available resources sufficient to achieve the objective(s)?</i>
<i>Time-Specific:</i>	<i>Specify when an objective will be attained (date/timeline). Set specific milestone dates.</i>

**Proposed Budget:**

Item Description ( <i>person or item</i> )		"Hours and Rate" (if labor) or "Purchase	Line Total
1			\$
2			\$
3			\$
4			\$
5			\$
6			\$
7	(add lines as necessary)		\$
		<b>Total Request:</b>	\$
1	Matching Funds (Source:		\$
	(add lines as necessary)		\$
		<b>Total Matching</b>	\$



**Check which of the following might apply (check all that apply):**

\_\_\_\_\_ **This project requires System review and approval.**

\_\_\_\_\_ **This project requires campus governance review and approval.**

\_\_\_\_\_ **This project requires departmental review and approval.**

\_\_\_\_\_  
**Print Name**

\_\_\_\_\_  
**Signature**

**Submit project applications by 4:30 p.m. on October 1, 2015 to [provost@uwsuper.edu](mailto:provost@uwsuper.edu)**