



**UniverCity Alliance**  
Better. Places. Together.



## What is UniverCity Alliance?

**UniverCity Alliance (UCA)** connects Wisconsin communities to UW-Madison, living into the Wisconsin Idea, that education should influence people's lives beyond the boundaries of the classroom. Through partnership programs, UCA connects local governments in Wisconsin to university resources to solve community-identified challenges. Students gain real world experiences, faculty support the Wisconsin Idea, and communities kickstart innovation.



## What is the City of Madison's role in UniverCity Alliance?

In 2020, the City of Madison elevated the city's partnership with the University of Wisconsin-Madison when Mayor Satya Rhodes-Conway appointed Performance Excellence Specialist, Karalyn (Kara) Kratowicz to serve on the UniverCity Alliance Board. The partnership between the University and the City of Madison poses a unique opportunity for **ongoing partnerships to support solving real world problems** ongoing here in the local Madison community.

Project work is formalized under this partnership and centrally coordinated for the mutual benefit of all parties. In her capacity as Board Liaison, Kratowicz works with staff across the City to identify **real world public problems** the city does not have capacity to solve, scopes each into **discrete projects**, and coordinates with staff at UCA to **find students, faculty, and/or staff to complete the project**.

## 2024 Projects Summary

The following projects feature highlights from the 2024 UCA partnership efforts:

- **Community Development** partnered with the **Population Health Institute** to create a logic model for the older adult funding process.
- **Metro Transit** partnered with a **student intern** to create standard operating procedures related to certain driver protocols.
- **Economic Development** partnered with a student intern to research best practices post-COVID to inform the impending economic development strategy update.
- **Police Department** partnered with **computer sciences** to create a prototype 911 call database and mapping tool.
- **Mayor's Sustainability Office** and **Human Resources Organizational Development** partnered with the **Business School's Real Estate program** to propose ideas for improving equity and sustainability in city plans, the fourth year of this project.

## Want to Learn More about UniverCity Alliance?

Connect with our Performance Excellence Specialist, at  
[OrganizationalDevelopment@cityofmadison.com](mailto:OrganizationalDevelopment@cityofmadison.com) to learn more or get involved.