

Dairy Innovation Hub

SOP

Acknowledging Hub funding in publications and presentations

*Updated: 12/2/22*

**Background:**

As part of the Dairy Innovation Hub’s spending plan approved by the Wisconsin legislature, the Hub must submit an annual report that includes information and outcomes from funded research, equipment and personnel at UW–Madison, UW–Platteville, and UW–River Falls.

This sheet includes tips and best practices for completing the required feedback forms. Forms are due on Jan. 15 and July 1.

**Contact:** Maria Woldt, ([maria.woldt@wisc.edu](mailto:maria.woldt@wisc.edu) 608-265-4009) program manager for the Dairy Innovation Hub will be your main point of contact

**Acknowledging the Hub in publications and presentations:** Please acknowledge the Dairy Innovation Hub as a funding source when appropriate in presentations, articles, etc. You can find the appropriate [logos here](#). Please include the logo and the sentence “Partial/full support for this project was provided by the Wisconsin Dairy Innovation Hub.”

Other presentation resources such as slide and poster templates, fonts, letterhead etc. can be found on our [communications resources page](#).

About the Hub: Use this paragraph to describe the Hub as needed and where appropriate

**The Dairy Innovation Hub**, which the state of Wisconsin supported to the tune of \$1 million in FY20 and \$7.8 million per year in subsequent years, harnesses research and development at UW–Madison, UW–Platteville and UW–River Falls campuses to keep Wisconsin’s \$45.6 billion dairy community at the global forefront in producing nutritious dairy foods in an economically, environmentally, and socially sustainable manner. Learn more at [dairyinnovationhub.wisc.edu](http://dairyinnovationhub.wisc.edu)

**Link to form:** FY23, everyone completes the same form

[https://uwmadison.co1.qualtrics.com/jfe/form/SV\\_1Uexi4EDpPzr4CW](https://uwmadison.co1.qualtrics.com/jfe/form/SV_1Uexi4EDpPzr4CW)

**Complete forms twice per year:** Feedback forms should be completed twice per year: January 15 and July 1. A reminder will be sent in advance of each deadline. The purpose of these deadlines is to help Hub staff identify unique angles or stories to share with media and stakeholders before the end of the fiscal year. It's also easier for PIs/staff to recall project outcomes six months at a time versus an entire year.

### ***When completing the form...***

1. ***"I have multiple awards, are they listed in one place?"***: There are PI's with multiple projects. Check out the Hub's [Project Showcase](#) and search for projects affiliated with you as a PI or Co-PI.
2. **Create a backup document using Word:** Before you hit "Submit," save the text of your responses to a Word document. That way, if you encounter an error message when you submit your form, you can easily send the submission as an email attachment to Maria Woldt. While rare, these issues happen and it's not fun.
3. **Email your photos, videos, or other media** directly to Maria Woldt at [maria.woldt@wisc.edu](mailto:maria.woldt@wisc.edu). Your photos are critical to telling the story of your research, please remember this during the year. We'll also do our best to arrange photo/video opportunities.
4. **Question choice and wording:** Questions are worded and formatted *based on our reporting requirements determined by the State Legislature and stakeholders*. Some questions might feel like duplication, but with more than 100 reports to consider, we've had to make efficiencies on our end. Thanks in advance!
5. **How to answer the questions:** Answer the questions to the best of your ability. Where possible, remember to be concise. If you are not able to answer all the questions, that's ok. Make sure to explain why. When completing the form, consider the [mission, vision, and values](#) of the Hub and emphasize the synergies with your research.

For training grants (post-doc and graduate student) be sure to highlight how bringing talented students and researchers to campus has contributed to your research program and how opportunities at UW and in Wisconsin will contribute to their career development.

For equipment, emphasize added capacity. Research that would not be happening, or not in the same way, unless this equipment was available. If there are future projects beyond your current research that will benefit from the equipment, please list.

For faculty fellowships and short-term, high impact projects, be sure to make connections between your work and the [Dairy Task Force 2.0](#) recommendations.

6. **Ask questions!** If you have any questions during the reporting process, contact us! We are here to help.