

Dairy Innovation Hub

SOP

Reporting and acknowledging Hub funding in publications and presentations

Updated: 4/29/26

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 grant reporting. **Reports are due July 1.** *The link will be posted online by May 1, and PIs will be emailed the link directly.*

[For reference, the reporting form is found here.](#)

Contact: Maria Woldt (maria.woldt@wisc.edu, 608-265-4009), director of 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](#). At a minimum, please include the logo and the sentence "Partial/full support for this project was provided by the Wisconsin Dairy Innovation Hub."

PIs are strongly encouraged to include a short [3-slide deck](#) at the end of any public/stakeholder presentations that briefly explains the Hub concept.

Additional 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, funded through a \$7.8 million per year investment by the state of Wisconsin, harnesses research and development across the [UW-Madison](#), [UW-Platteville](#), and [UW-River Falls](#) campuses, ensuring that Wisconsin's \$52.8 billion dairy community remains a global pacesetter in producing nutritious dairy products. This is all accomplished with a keen focus on economic, environmental, and social sustainability. Learn more at dairyinnovationhub.wisc.edu

Complete reporting once per year: Reporting forms should be completed once per year, due July 1. A reminder will be sent in advance of the deadline with the link to the report. Reporting grant outcomes is required per the terms of Hub funding and helps Hub staff identify unique angles or stories to share with media and stakeholders.

When completing the form...

1. **My award has closed. Do I still need to report?** We generally require reporting for 1-2 years after the close of the grant to ensure that we capture all outcomes and publications. Please be patient with us, and if you have reported all outcomes after the close of your award, simply email us accordingly.
2. ***"I have multiple awards; are they listed in one place?"*** There are PIs with multiple projects. Check out the Hub's [Project Showcase](#) and search for projects affiliated with you as a PI or Co-PI.
3. **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 can happen.
4. **Email your photos, videos, or other media** directly to Maria Woldt at 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.
5. **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 hundreds of reports to consider, we've had to make efficiencies on our end. Thanks in advance!

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6. **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 were available. If there are future projects beyond your current research that will benefit from the equipment, please list them.

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.

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