

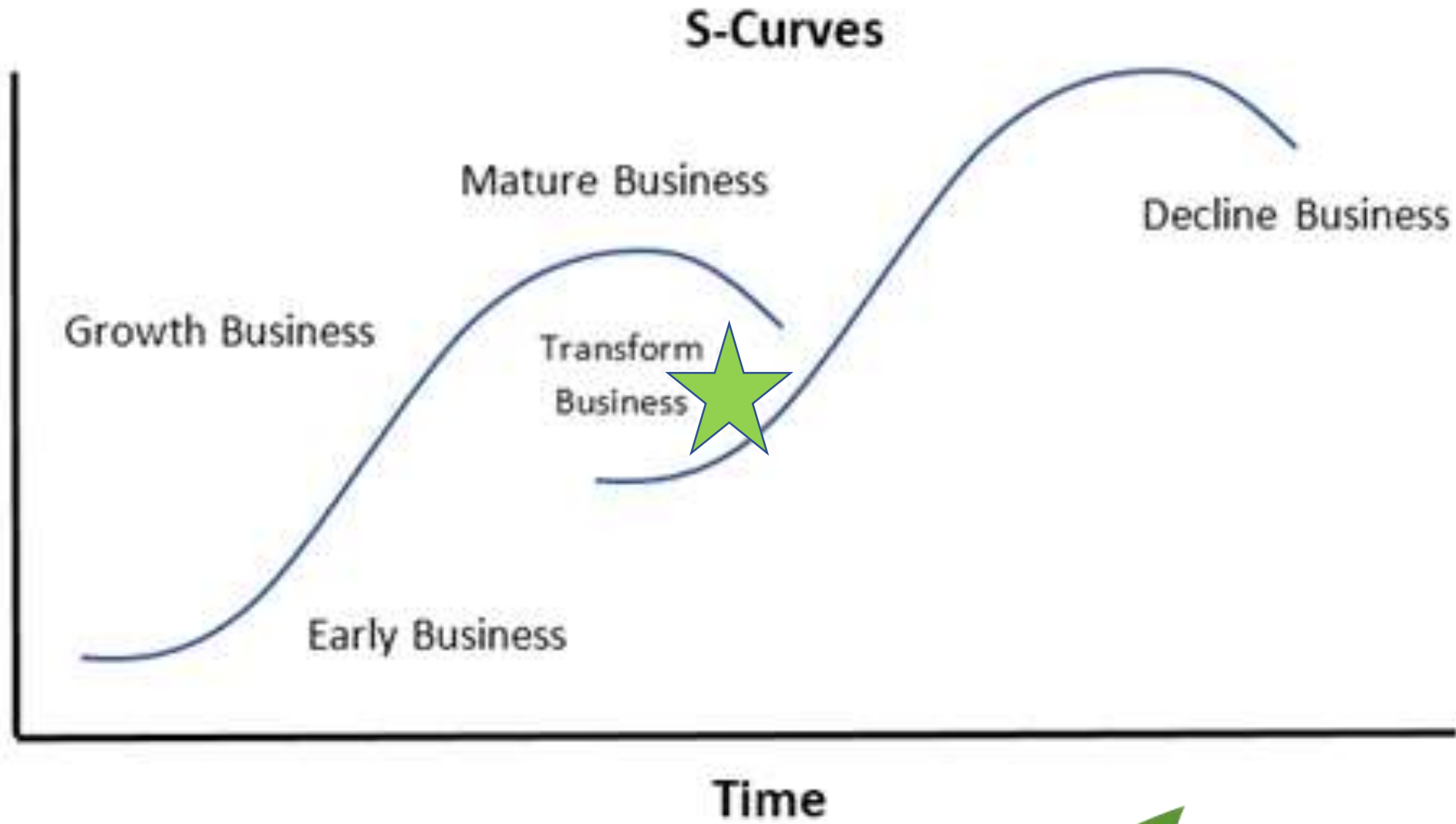


We are a front  
door to  
Innovation and  
Entrepreneurship  
in Whitewater

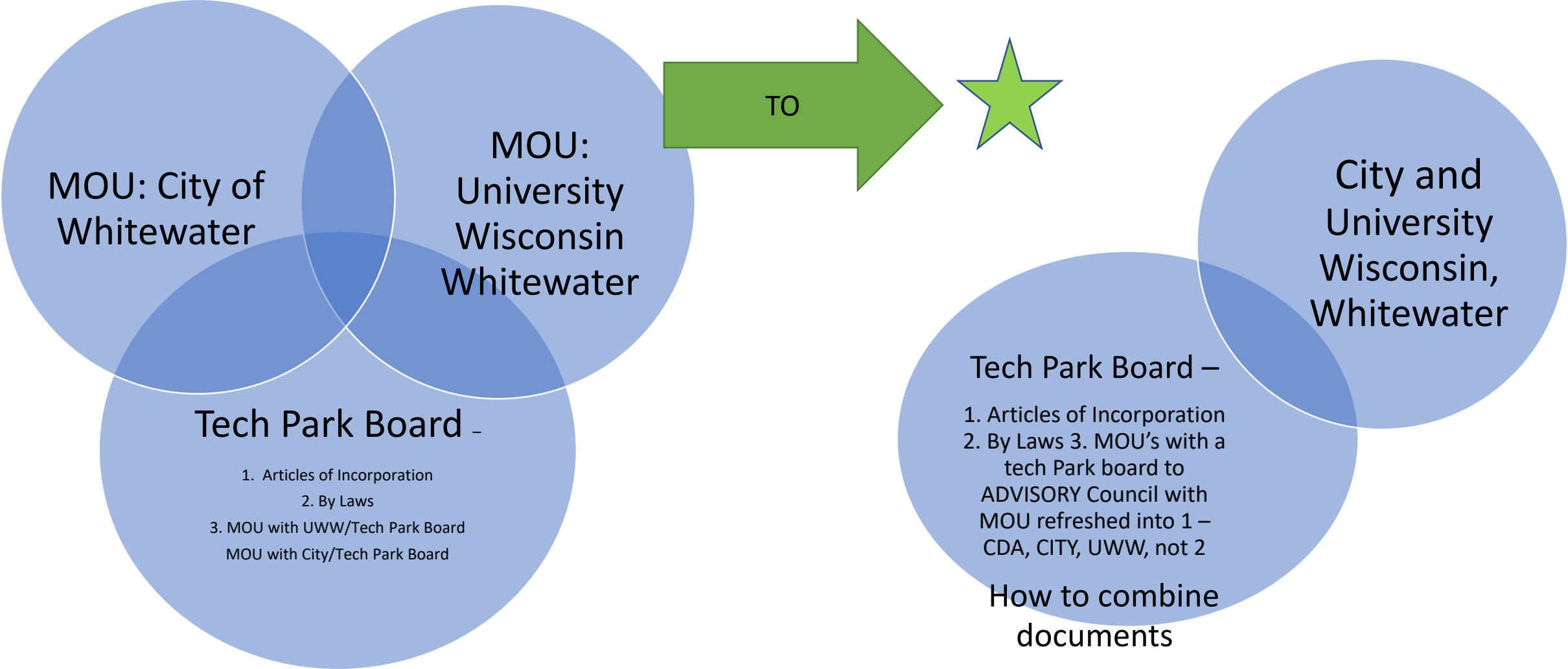


WHITEWATER UNIVERSITY  
INNOVATION CENTER

Lifecycle, change, diffusion of innovation, etc.



Whitewater University Innovation Center governance structure

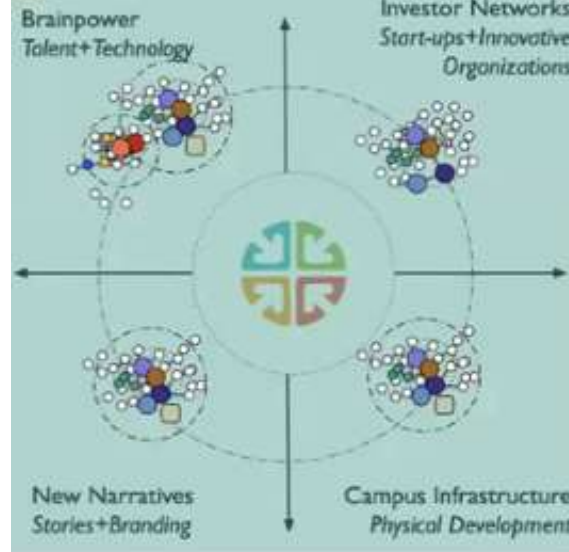


## CITY & CDA



Property Management +  
Economic Development  
Staff coverage (.2-.5)  
Increase Occupancy

## University



Program Management  
Innovation/  
Entrepreneurship  
IT assessment, timeline  
Transition time  
4 suites to 2 + Director

## Governance



Tech Park Board –to–  
Advisory Council within  
CDA? Includes UWW  
Less documents  
More results  
City budget approve

# Detailed responsibilities @ WUIC

## University (Program Network Management)

- Programs – for tenant, students, faculty, citizens
- Outreach – promote center, bring in events, refer potential tenants
- Marketing – program, event budget website, social, events, speaking, memberships, digital board
- Budget – manage university budget
- Leases – only UWW in MOU, 4 suites to 2 + director cubby or in 128, referrals from marketing directed to city staff
- Coaching / mentors
- Talent attraction - Students
- Navigate ESO / ISO network
- IT – Fiber, VOP, guest internet, digital board
- Furniture: UWW has their own, vendor machines through university
- Economic Development: assist and refer

## City / CDA (Property Management)

- Programs – refer from city
- Outreach – promote, refer and secure tenants
- Marketing – website, social, events, memberships (Facilities and Tech Park)
- Budget – manage city 920 budget, work with staff
- Leases – implement, track, negotiate
- Keys/doors – implement, track, PerMar
- Facilities – calls to city for issues, fixes, IT issues in shared spaces, maintenance
- IT – review and plan for next 1, 3, 5 years
- Budget – manage city 920 budget w/staff
- Tenant liaison - all building and lease issues
- Scheduler – master admin for spaces
- Greeter – watch front when there, field questions, work with UWW
- Security and incidents – track issues
- Furniture: common area spaces, suite 115
- Economic Development – assist or lead if their role

## CESA (assist Property Management)

- Mail room / deliveries
- Atrium check – flowers, signs, tidy
- Backup for facilities – texting, checking, etc.
- Future – use of space