



# University Theme Implementation Process

## Key words/concepts:

- **TDT**=Theme Development Team (planning, coordination & implementation of theme components)
- **LaCE**=Learning and Community Engagement (University wide committee, oversees University theme selection and budget)
- **IPAR**=Institutional Planning, Assessment & Research
- **Timeframe:**
  1. **Proposal Phase**=initial phase in which a TDT begins to envision and submit University theme application, typically two years prior to Theme year
  2. **Planning Phase**=planning, budgeting, development phase, mainly in the year prior to actual Theme year
  3. **Theme year**

| Timeframe      | Month   | TASK  | Responsible Party | Notes   |
|----------------|---|---|-------------------|---|
| Proposal phase | Sept-Jan.<br>(development)<br>January<br>(submission) | Develop & submit theme proposal, in accordance with overall philosophy & goals of the theme structure | TDT Leadership    | See Selection Procedures for more detailed information (link) |
| Proposal phase | February  | Theme proposal(s) evaluated and theme selected  | LaCE              |   |

|   |             |   |   |  |
|---|-------------|---|---|--|
| Planning phase<br>Spring semester, 2<br>years before theme<br>year) | March/April | Training provided for TDT leadership & LaCE representatives on theme processes and procedures<br>Selection of “official” theme name/tagline | LaCE (C&SE Director,<br>Faculty Liaison, IPARR)<br><br>TDT leadership | Access to theme planning tools provided, procedures and contact information shared |
|---|-------------|---|---|--|

| <b>Timeframe</b>                           | <b>Month</b>   | <b>TASK</b>   | <b>Responsible Party</b>                    | <b>Notes</b>   |
|--|----------------|---|---|--|
| Planning Phase                             | May            | University wide announcement of theme   | LaCE  | Invitations to CLASP, Lyceum, Common Book, FRFF to consider theme selections   |
| Planning phase                             | May-Sept.      | TDT development <ul style="list-style-type: none"> <li>Recruitment of team members (faculty, staff, students administration &amp; community members)</li> <li>Work Groups structure created</li> <li>Work Groups leadership and membership defined</li> </ul> | TDT Leadership                              | See sample TDT structure graph (link)  |
| Planning Phase                             | December       | Submit or solicit ideas for Common Book proposals related to theme  | TDT   |  |
| Planning Phase                             | Sept.-December | Develop CLASP & Lyceum theme related proposals  | TDT   |  |
| Planning Phase                             | Sept.-May      | Develop Theme outcomes <ul style="list-style-type: none"> <li>Goals</li> <li>Assessment method(s)</li> </ul>  | TDT, with assistance/consultation from IPAR |  |
| Planning Phase (Spring, before Theme year) | March          | Determine expenditures for Theme budget of \$15,000   | TDT to propose, LaCE approves               | See Theme Budget Guidelines (link)   |
| Planning Phase (Spring before Theme year)  | Jan.-May       | Work with Design class to create Theme logo (Communication Work Group)  | TDT   | Contact: Chun Luk Mah, Asst. Professor, Art & Design.<br>(507) 457-5394<br>cmah@winona.edu<br><i>Watkins Hall 204H</i> |

| <b>Timeframe</b>  | <b>Month</b> | <b>TASK</b>  | <b>Responsible Party</b> | <b>Notes</b>   |
|---|--------------|--|--------------------------|--|
| Planning Phase<br><br>(Spring & Summer prior to Theme year) | April-August | Plan Theme Kickoff Event: <ul style="list-style-type: none"> <li>• Secure location</li> <li>• Arrange contracts for speakers, equipment, etc. (if needed)</li> <li>• Contract for food, materials, services, etc.</li> </ul> | TDT                      | All expenditures need to follow University policies and procedures. Refer to Theme Budget Guidelines for specific information (link) |
| Theme Year<br>(Spring/Summer prior)                         | May          | Develop Welcome Week Faculty/Staff Workshop  | TDT faculty members      | Scheduled for Wed., 9-11 a.m., during Welcome Week—confirm with Provost's Office   |

|                        |                    |  |                     |  |
|------------------------|--------------------|--|---------------------|--|
| Theme Year             | September          | Kickoff Event  | TDT                 |  |
| Theme Year<br><br>Fall | Sept./Oct.         | Develop University Improvement Day Teach In <ul style="list-style-type: none"> <li>• Provide opportunity for dialogue/discussion/instruction on the theme</li> <li>• Develop &amp; disseminate materials for faculty to use to incorporate theme into their own courses</li> </ul> | TDT faculty members | Confirm time w/ Provost's Office   |
| Theme Year             | Sept.-Dec.         | Formalize Assessment Strategy  | TDT & IPAR          |  |
| Theme Year<br><br>Fall | September-December | Work with Design II class (Course Number?) to develop theme marketing campaign   | TDT                 | Contact: Chun Luk Mah, Asst. Professor, Art & Design.<br>(507) 457-5394<br>cmah@winona.edu |

| Timeframe                 | Month       | TASK  | Responsible Party  | Notes  |
|---------------------------|-------------|---|--|--|
|                           |             |   |  | Watkins Hall 204H  |
| Theme Year<br>Fall/Spring | Sept.-May   | Update theme website and calendar<br>as necessary   | TDT (communication<br>subteam)   |  |
| Theme Year<br>Fall/Spring | Sept.-May   | Decide upon and track additional<br>expenditures of theme funding   | TDT budget subteam,<br>along w/ Dir. of Student<br>& Community<br>Engagement | Kendra Weber<br><a href="mailto:kweber@winona.edu">kweber@winona.edu</a><br>507.457.2949 |
| Theme Year<br>Fall/Spring | Sept.-May   | Implement assessment strategies for<br>Theme Year, based on goals, etc.   | TDT<br>IPAR  |  |
| Theme Year<br>Spring      | Jan.--March | Plan, promote and offer some type of<br>“wrap up” or cumulative event (can<br>be in conjunction w/ the annual<br>Presidents Awards for Engagement)  | TDT, w/ support and<br>input from LaCEt                                      |  |
| Theme Year<br>Spring      | April/May   | Cumulative Event  | TDT  |  |
| Theme Year<br>Spring      | April/May   | Complete Theme report to LaCE <ul style="list-style-type: none"> <li>• Outcomes</li> <li>• Ongoing efforts which will<br/>remain after theme year</li> <li>• Final budget report</li> </ul> | TDT  |  |