



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**.

2025 Projects Summary

The following projects feature highlights from the 2025 UCA partnership efforts:

- **Economic Development** partnered with a **student intern** to support outreach efforts on the City's [Economic Development strategy update](#) process.
- **Police Department** partnered with a **student intern** to create standard operating procedures for managing a records retention policy change reducing the years required to retain files and digitize items dating back to micro-film era.
- **Economic Development** partnered with an Agroecology student intern group to explore and research feasibility of different urban ag applications on select City-owned properties.
- **Economic Development** partnered with a student intern to support data analysis and background research for the City's Economic Development strategy update process
- **Mayor's Sustainability Office** and **Human Resources Organizational Development** again partnered with the **Business School's Real Estate program** to propose ideas for **improving equity and sustainability in city plans**, the [fifth year of this project](#).

Want to Learn More about UniverCity Alliance?

Connect with our Performance Excellence Specialist, at
OrganizationalDevelopment@cityofmadison.com to learn more or get involved.