

RESEARCH-DRIVEN SOLUTIONS FOR NONPROFITS, BUSINESSES AND GOVERNMENT

Struggling to solve a **challenging problem**?

Collecting data, but not sure how to **analyze or interpret it**?

Looking for ways to make your organization **run better**?

We can help.

Our experts will take out the guesswork and provide solutions for your complex needs.

WHO WE ARE

WIPPS Research Partners is a University of Wisconsin organization that provides analysis, research and problem-solving expertise.

We will listen carefully to understand your needs and provide options to meet your objectives – working together every step of the way.

HOW WE PARTNER WITH YOU

We build a **team of experts** from a variety of fields that fit your needs best.

We provide a **detailed proposal** that explains what we will do, how we will do it and with specific timelines.

We work with a select group of experts on a per-project basis, **saving you money** and providing a **more efficient workflow**.

WHY CHOOSE US?

WIPPS Research Partners delivers solutions through:

- A commitment to objectivity, independence and transparency
- Collaboration and partnership in project design and in meeting project objectives
- Cost-effective budgeting and dedication to meeting timelines and deliverables
- Familiarity with diverse communities throughout Wisconsin

OUR MISSION

To provide our clients with a full spectrum of academic and technical resources of the University of Wisconsin System- using proven research methods and human-centered problem-solving tailored to your unique needs.

Learn more at:

WIPPS Research Partners
wipps.org/research-partners

CONTACT

Sharon E. Belton, Ph.D.
Director – WIPPS Research Partners

✉ sbelton@uwsa.edu

☎ (715) 261-6368

➡ wipps.org/research-partners

📍 UW Center for Civic Engagement
625 Stewart Avenue
Wausau, Wisconsin 54401

SERVICES AND AREAS OF EXPERTISE



Survey and Market Research

Design and planning
Survey instruments and questionnaires
Data coding, entry and analysis
Market penetration research
Geospatial market analysis



Database Design, Data Collection and Analysis

Focus groups
Key informant interviews
Descriptive and narrative data analysis
Content analysis
Database design
Statistical analysis and econometrics



Measurement, Evaluation and Outcomes Research

Community needs assessments
Program measurement
Impact evaluation
Benchmarking and outcomes research
Spatial modeling and GIS mapping



Strategic Planning, Communication and Group Process

Planning and goal prioritization
SWOT/gap analysis
Group facilitation and problem-solving
Intercultural/ethical communication training
Conflict management and mediation