



Standard Operating Procedure: First Friend Program Utilization [25-01 SOP]

Procedure owner/lead: Vice Chancellor for Advancement & Foundation President

Last updated: Jan. 3, 2025

Frequency for Review: Annually, October

Date Reviewed by Cabinet: Sept. 24, 2024

SOP Tracking Number: 25-01 SOP

1. Purpose & Scope

This procedure defines how UWL will distribute the 25 allocations for use within the La Crosse Area Chamber's First Friends program. The 25 allocations are the seats centrally paid for by the Foundation as part of the UWL membership to the Chamber. Uses are prioritized accordingly:

1. Limited positions at the director level or above
2. Tenure-track faculty.

Additional uses beyond the 25 allocations must be paid for by the originating department/unit.¹

2. Definitions

- **First Friends.** A program created by the La Crosse Area Chamber to welcome new people to the La Crosse area. Their tag line reads "you sell your company, we sell the community." The program learns what is important to the new employee and their family and provide a customize experience showcasing the La Crosse Community.
- **Allocation/client allocation.** Through UWL's membership with the Chamber, UWL pays for 25 UWL clients (allocations) (note: not 25 individual services) to use the First Friends program during the membership year.

- **Director or above.** Limited positions at UWL that have “director” in the title. Also applies to Associate Vice Chancellor, Assistant Vice Chancellor, & Vice Chancellor.
- **Tenure or tenure-track faculty.** FACULTY are individuals who hold a terminal degree in their field, and tenure or tenure-track teaching positions with the rank of professor, associate professor, assistant professor.

3. Roles

- Department Chair/Dean – recommends staff/faculty for the First Friends program during the membership year.
- Cabinet members – responsible for vetting recommendations for usage from within their units.
- Foundation President – approves requests to use the 25 allocations.
- Foundation Advancement Lead - Tracks allocations that are used for the membership year. Informs Provost of any unused director level allocations to be used for tenure track faculty.

4. Procedures

Step	Task	Owner
1.0	By October 1, Cabinet members gather recommended allocation uses from Department Chairs, Deans and directors. Uses are prioritized accordingly: <ol style="list-style-type: none"> 1. Limited positions at the director level or above 2. Tenure-track faculty. 	Cabinet
1.1	Recommendations are sent to VC for Advancement	
2.0	Approves or denies director position recommendations	VC for Advancement
2.1	Discusses with Chancellor when necessary	
2.2	Notifies VC of approved allocation for Director Positions and links participant with Chamber	Advancement Lead

	for using allocation. Cc's supervisor/requesting leader.	
3.0	Remaining positions are directed to the Provost for distribution for tenure-track faculty. Provost notifies Advancement Lead who links participants and/or Chairs/Deans with the Chamber for use of the allocation.	Provost
4.0	Attends First Friend Program	Allocation user
4.1	Follows up with staff/faculty assigned an allocation to ensure usage.	Department head/chair
5.0	Tracks First Friend allocations for year	Advancement lead
5.1	Alerts Cabinet to full usage of allocations/any remaining slots. Any unused director allocations are allocated by March 1 back to the Provost for tenure-track faculty use.	VC for Advancement
5.2	Communicates with Chamber on allocation expenditures.	Advancement lead

3. Related Resources

- [First Friends program](#)

4. Version updates

- 1.0 – Jan. 3, 2025 by A. Ziegelman, B. Morgan, and S. Twite

ⁱ For the remainder of the 24-25 membership year (through 11/30/2025), allocations will be prioritized to director level positions and above as well as tenure-track faculty. As of Nov. 7, 14 allocations remain for using the program.