



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

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

Last updated: Nov. 19, 2024

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. Staff positions at the director level or above or tenure-track faculty.
2. Positions that are difficult to fill.
3. Positions that, when empty, create significant operational risks.

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

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.

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.** Staff positions at UWL that have “director” in the title. Also applies to Associate Vice Chancellor, Assistant Vice Chancellor, Vice Chancellor and 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, or instructor in an academic department. A tenure appointment is an appointment for an unlimited period, granted to a ranked faculty member by the Board of Regents. To be eligible for tenure, faculty members must hold an appointment of half-time or more.

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 approved

4. Procedures

Step	Task	Owner
1.0	Cabinet members gather recommended allocation uses from Department Chairs, Deans and directors. Uses are prioritized accordingly: <ul style="list-style-type: none"> 4. Staff positions at the director level or above or tenure-track faculty. 5. Positions that are difficult to fill. 6. Positions that, when empty, create significant operational risks. 	Cabinet
1.1	Recommendations are sent to VC for Advancement	

2.0	Approves or denies recommendations	VC for Advancement
2.1	Discusses with Chancellor when necessary	
2.2	Notifies Dept. chair of approved allocation and links participant with Chamber for using allocation. Cc's supervisor/requesting leader.	Advancement Lead
3.0	Attends First Friend Program	Allocation user
3.1	Follows up with staff/faculty assigned an allocation to ensure usage.	Department head/chair
4.0	Tracks First Friend allocations for year	Advancement lead
4.1	Alerts Cabinet to full usage of allocations/any remaining slots Deadline Sept. 2025	VC for Advancement
4.2	Communicates with Chamber on allocation expenditures.	Advancement lead

7. Related Resources

- [First Friends program](#)

8. Version updates

- 1.0 – Nov. 19, 2024 by A. Ziegelman and S. Twite