

MINUTES OF THE REGULAR MEETING

of the

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

Madison, Wisconsin

UW-Madison

Held in the Pyle Center, in Room 325/326

Thursday, February 5, 2004

2:00 p.m.

- President Marcovich presiding -

PRESENT: Regents Amato, Axtell, Bradley, Burmaster, Connolly-Keesler,  
Gottschalk, Gracz, Marcovich, Mohs, Olivieri, Pruitt, Randall, Richlen,  
Rosenzweig, Salas, and Walsh

ABSENT: Regent Davis

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**UW-PLATTEVILLE REGIONAL ENROLLMENT PLAN**

In introductory remarks, Vice President Durcan recalled that the UW-Platteville's regional enrollment plan initially was presented to the Revenue and Other Opportunities working group as part of the Charting a New Course study. The working group was enthusiastic about the plan and recommended that it go forward for action by the Board of Regents. In December, the Business and Finance Committee and the Physical Planning and Funding Committee heard a first reading of the plan. Even though the program does not begin until the fall of 2005, action by the Board is requested at this time so that recruitment can begin among high school juniors who will be making college decisions in the coming months.

UW-Platteville Provost Carol Sue Butts introduced Steve Zielke, Vice Chancellor for Business Affairs, John Krogman, Assistant Vice Chancellor for Information Services, Mark Evanson, Faculty Senate Chair, and Alan Halfen, President of the Student Senate.

Presenting the plan, Provost Butts noted that it is based on Governor's studies that have identified workforce needs in the state and that it also would have a significant economic growth impact on southwest Wisconsin, which currently is an economically depressed area.

The proposal is to recruit students from Illinois and Iowa, targeting specific professional areas that would meet workforce needs in Wisconsin, such as engineering, computer science, software engineering, business, construction management, and agribusiness. Over a period of seven years, the plan is to grow the campus by 2,000 students from those neighboring states.

The students would pay in-state tuition, plus a premium of \$4,000 per year, an amount which could be adjusted after the first two years. This funding would pay for salaries and fringe benefits of the faculty and support staff needed to implement the program. It also would cover additional facilities needed on campus for the programs and would include a contingency fund to be used in case of fluctuations in enrollment.

Noting that 80% of UW-Platteville students find their first job in Wisconsin, she indicated that the target would be that at least 50% of students coming from Illinois and Iowa would stay in Wisconsin for their first jobs.

The total cost to students, including the premium, would be competitive with colleges and universities in Iowa and Illinois. In the 1970s, she noted, 30% of UW-Platteville students came from those two states; but that number is now down to 150. With regard to the campus' ability to absorb 2,000 additional students, she indicated that the campus was designed for 10,000 – 12,000 students and has enough land to expand facilities as needed. The proposal would include a four-story addition to the Ullsvick Center for classrooms and either a doubling in size of the Engineering Building or construction of a second building. Two new residence halls, which would be self-funded, would be built to house 40% of the additional students, and others would live in apartments in Platteville.

None of these expenses, she emphasized, would be shouldered by Wisconsin taxpayers or resident students. The costs for additional faculty, staff, and facilities all would come from the differential tuition to be charged to those students. In addition, no Wisconsin students would be displaced because of this initiative. The 2,000 out-of-state students would be in addition to the university's ongoing enrollment plan. The first class of 200 students would be enrolled in the fall of 2005.

Spending in the Platteville area by additional students, faculty and staff would bring an influx of \$25 million a year into an economically deprived part of the state. The plan also provides an opportunity to increase diversity on campus, particularly through recruitment in the Rockford and Chicago areas.

In response to a question by Regent Walsh, Provost Butts indicated that numbers of Minnesota students had remained quite stable.

Regent Walsh asked how the \$4,000 figure in premium tuition was determined, to which Senior Vice President Olien replied that it was based on prices for competitive programs in Illinois and Iowa. Associate Vice President Freda Harris added that, in addition to finding a price that would attract students, it was necessary to make sure that the tuition would cover all costs associated with the program. The intent is to provide a brain-gain opportunity at no cost to the state and to bring additional money into the region. Provost Butts indicated that the figure would be reviewed after two years and possibly adjusted at that time.

Expressing concern that the program may be under-priced, Regent Olivieri said his understanding was that the justification for the \$4,000 figure was to make sure that the state would be held harmless. He asked if there is some flexibility to bring in more money by raising the price. In response, Senior Vice President Olien explained that discussions with colleagues and the experience of programs in Iowa and Illinois had led to the conclusion that \$4,000 is at the tipping point and that students would not come if the program were priced higher.

Regent Gottschalk added that the total amount, including tuition, room and board, compares favorably with Illinois and Iowa programs where students would pay resident tuition.

Regent Randall asked what would be done to attract students of color and low-income students into the program. In reply, Provost Butts indicated that incentive grants of \$1,500 a year would be available and that increasing diversity is a goal of the program.

Regent President Marcovich called on Arlene Siss, a resident of Platteville, who had asked for an opportunity to speak to the Board about the program. Ms. Siss indicated that she was speaking as owner of an historic home who lives a block away from the university and as a representative of the John Rountree Homeowners Association. She expressed concern about the impact of an additional 2,000 students on the area around the university and the entire city, indicating that there currently is a shortage of quality, affordable housing for students and that the situation would be exacerbated by a large increase in the student population. In addition, she indicated that the shortage of parking around the university would become worse as the number of students increases.

Another concern, Ms. Siss continued, is underage drinking and vandalism. She felt a greater variety of university activities would help to channel student energies in more positive directions. She also wondered if new faculty and staff would be able to live in Platteville because of housing shortages.

She indicated that the Homeowners Association wants a safe, quiet, attractive neighborhood with density reduced and parking available. They want the neighborhood to retain its historic character and to be populated by a variety of age groups, not just university students. In addition, they want single family homes that are not divided into student apartments.

Turning to impact on the community, she said that local taxpayers would have to pay for additional police, street repair, and utilities. In addition, she thought Platteville would need a paid fire department to replace the current volunteer force. Finally, she expressed concern that local residents had not been invited to participate in discussion of the impacts of the new program.

Regent Burmaster asked about the process for community involvement, to which Provost Butts replied that numerous meetings had been held with city officials and with developers of apartment complexes. Mr. Zielke added that each of the topics mentioned by Ms. Siss had been discussed in development of Platteville's Smart Growth Plan.

Regent Rosenzweig suggested that the university work with homeowners in the area and others to address their concerns, and Provost Butts indicated that the campus would be pleased to facilitate such a discussion. Mr. Zielke indicated that members of the community already had been invited to several meetings where these topics had been discussed.

Regent Burmaster commented that the plan is a collaborative effort, not only between the city and the university, but with the entire Grow Wisconsin economic development plan, with the intention of creating brain gain and future economic growth. In that regard, it provides an opportunity to show what can be done when people work together.

Regent Mohs remarked that he had lived most of his life within a mile of UW-Madison, and 45 years in an historic district in the student area. While there are parking problems and occasional student high jinks, it has been his experience that university students in general are great people to live near. Observing that communities greatly benefit from the university campuses located in them, he hoped that members of the community would understand that the university has to adjust to changing needs and would take actions of their own, in concert with the university, to address issues that arise.

With regard to the process for developing the plan, Senior Vice President Olien indicated that Chancellor Markee had worked closely with city officials and legislators and that it was endorsed unanimously by legislators from the area. The city and its legislative representatives were satisfied that the university has been considerate of the beautiful Platteville environment and that housing, parking and other issues are being addressed. The process has been open and well-publicized, with numerous meetings having been held.

Mr. Krogman commented that, having lived in Platteville since 1981, he had never seen an initiative that so energized the community. Indicating that the university has an excellent relationship with the city, he said the intention is to continue working together to address challenges that any growing community would face. As President of the School Board, he felt the school district is very pleased with the prospect of growth, as is most of the community. This initiative, he commented, is the biggest "shot in the arm" the area has had in its efforts to spur economic growth.

Upon conclusion of the discussion, adoption of the following resolution was moved by Regent Gottschalk, seconded by Regent Amato and carried unanimously.

**UW-Platteville: Differential Tuition for the Regional Enrollment Plan**

Resolution 8787: That, upon recommendation of the President of the University of Wisconsin System and the Chancellor of the University of Wisconsin-Platteville, the Board of Regents approves the use of differential tuition for the Regional Enrollment Plan at UW-Platteville beginning in the fall semester of 2005-06.

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**UW-MILWAUKEE DIFFERENTIAL TUITION**

In introductory remarks, Associate Vice President Freda Harris noted that four schools and colleges at UW-Milwaukee are seeking differential tuition: The Peck School of the Arts, the College of Engineering and Applied Science, the School of Business Administration, and the College of Nursing. She pointed out that this is first time that System Administration has brought forward a recommendation for undergraduate program differentials, outside of an undergraduate differential for applied health programming that was included in a biennial budget proposal that also included increased GPR funding.

While many other state institutions utilize program differentials at the undergraduate level, she said that, since this is the first such initiative in the UW System, it is requested that UW-Milwaukee consider this a pilot program, without an ending date, which will provide information for other institutions regarding impacts on the ability to increase course sections, retention of staff and enhanced student services.

She explained that some students taking courses in these schools and colleges, but not majoring in their programs, would be charged the differential. The differentials would not be charged to students enrolled in 100 level general education courses in the School of the Arts and Business Administration. Only students taking 300 level courses in nursing would be charged the differential in the fall of 2004, and this charge would be expanded to 400 level courses in 2005. Students in these programs perceived that it would be fair to charge all students in those levels of courses.

Tuition increases are per credit as follows for fall 2004: \$10 per credit for the School of the Arts and Business Administration, which will increase to \$15 per credit in fall 2005 and \$20 per credit in fall 2006; \$5 per credit for the School of Engineering, which will increase by \$5 per credit each year through fall of 2007 when the per credit amount will stabilize at \$20; and \$30 per credit for the School of Nursing.

These proposals, Ms. Harris said, have followed all board procedures for student involvement and have been reviewed internally by the chief business officers, the provosts and the chancellors.

UW-Milwaukee Interim Chancellor Robert Greenstreet explained that the impetus for the move toward differential tuition came from the 21<sup>st</sup> Century Study that approved flexibility for tuition setting and Resolution 8596 that encouraged institutions to consider differential tuition. Noting that the four programs involved in the request are high-cost programs in professional schools, he said that students were involved in the process from the earliest stages. After the proposals were developed among faculty, staff and students in the programs, they moved on to the campus level, where they were considered by the Student Association. In his 23 years at UW-Milwaukee, he stated, he had never seen a Student Senate as thoughtful and thorough as this group, which gave the proposals very careful consideration, adding to and improving them along the way.

None of the finances raised from the differentials, he explained, would go towards restoring budgets that have been cut. Instead, they would be directed toward quality enhancements, providing an edge of excellence that these professional programs need. Noting that it would be a pilot program, he said information would be collected so that other campuses could learn from UW-Milwaukee's experience. Student behavior would be monitored to ensure that there are no negative impacts, and there would be full accountability to make sure that all the money raised through the differentials goes directly to program enhancement.

In closing, he indicated that approval was requested at this time so that the differentials could be advertised in time for full student information and understanding.

Provost John Wanat added that the goal is both to increase quality and ensure access, which could not be done at current rates. All the money raised would go directly to the programs, with no portion for the campus as a whole or for any administrative level. A review would be conducted at the end of the year on how the money was spent and to determine if any changes need to be made for subsequent years.

He indicated that the proposals would be relatively easy to implement through the Peoplesoft student management system that allows exact course-by-course adjustments, so that students would be able to identify exact costs through electronic registration. Approval at this time would allow the university to meet printed timetable deadlines, providing all students with adequate notice. The impact of the differentials would be thoroughly reviewed after the third year.

Neil Michals, Speaker of the Student Senate stated that the paramount concern of students at the university is the quality of their education. While the idea of an extra expense for students enrolled in specific programs is not appealing, it is less appealing for students to have to use outdated equipment; to not receive the one-on-one attention they need to be successful; and to face inadequate availability of resources and laboratories.

The differential tuition proposals, he stated, will provide the funds needed to ensure that the quality of education will continue to be one of the best in the UW System. Because educational costs in the four schools and colleges are higher than in the rest of

the university, he said it makes sense for students in those programs to pay for what they are receiving in terms of quality education.

Stating that the Student Senate took the matter very seriously, he explained that the proposals first were tabled for further review and then each was considered individually with recommendations made and incorporated. After hours of deliberation, the senate decided to support the differential tuition proposals. In the process, senators spoke with students in all four schools and colleges and found that they would support the differential tuition proposals as long as the money goes directly to providing new equipment, better advising, greater class availability and other quality enhancements.

Katherine Gilliland, a senator from the Peck School of the Arts, explained that needs in the school include equipment, technology, advising, better studios and more classes. She received letters from student organizations stating that students understand and support the need for differential tuition. The enhancements will allow students to receive higher quality education and help them achieve more timely graduation.

With regard to student access, she pointed out that, on campuses with differential tuition, enrollments have increased because students realize that they will receive higher quality education and that the extra money will help them further their careers.

After three years, she noted, the Student Senate will review the impact of the proposals and make a decision about whether to continue them or to make adjustments.

In conclusion, she indicated that, without differential tuition, students in the School of the Arts feel that their education would suffer and that they would not be able to complete programs with the level of quality needed for their future.

Tim Calloway, a senator from the School of Business Administration and a member of the Student Black and Gold Committee, stated that he supports differential tuition because it will raise educational quality and allow the school to remain competitive with other programs. Areas of improvement would include replacement of outdated equipment, improvement in the ratio of advisors to students, career services to make more internships available and provide evening hours, more tenure-track faculty to offer more classes, leading to earlier graduation, and programs to match juniors and seniors with professionals in the workforce who can provide networking and mentoring.

Rebecca Brah, a senator from the College of Nursing, spoke about three reasons that differential tuition is needed by students in the college. First, laboratory equipment is outdated and needs to be replaced. In that regard, she noted that it was stipulated by the Senate that students would have an equal voice with faculty and staff in decisions on the type of new equipment to be purchased. Second, there is a need for more advisors to serve growing numbers of students. Third, clinical staff are needed in order to meet the requirement of one teacher for every eight students in a hospital setting and to improve educational quality.

Even with the differential tuition, she pointed out, UW-Milwaukee would have a relatively inexpensive School of Nursing and would provide an excellent education. Students and student organizations had been consulted and agreed on the need for the enhancements that the differential would provide.

Mr. Michals then read a letter from Brett Belden, a senator from the College of Engineering and Applied Sciences, in support of the differential tuition proposal for that college. One important need, he indicated, is to replace outdated and non-functioning laboratory equipment. In that regard, he noted the special importance of strong laboratory courses in engineering and computer science in order to enable students to be effective in the workplace. The senators from the college polled their constituents by holding open forums and speaking to students in class. The response was that, although they were not happy about paying extra tuition, they felt the improvements it would provide are necessary to increase the quality of education.

In discussion following the presentation, Regent Bradley asked if the problems to be remedied with differential tuition occurred because of inadequate state funding or because funding is adequate but students want an enhanced educational experience.

Replying that the latter is the case, Provost Wanat indicated that, for example, the Schools of Engineering and Business passed accreditation reviews in the past year with strong marks, although the issues of equipment replacement and the ratio of advisors to students had been noted. What that means, he said, is that students are getting a quality education but are looking for enhancement of that experience.

Regent Bradley indicated that he was pleased to know that the differential is intended to provide enhancements, adding that he would not be in favor of using differential tuition to solve problems created by inadequate funding.

While it would be ideal for the state to provide the funding, Mr. Michals noted, the money for that is not available; and students are willing pay more for high quality education.

Regent Connolly-Keesler expressed concern that approval of the differential would send a message that the state need only to fund the basics and that others will pay for anything more than that. She also was concerned about setting a precedent for tuition increases in other programs and asked if there had been discussion of the larger issue when differential tuition first was approved.

Replying in the affirmative, Regent President Marcovich said the consensus at the time was to examine differential tuition proposals on a case-by-case basis on their own merits. He agreed that differential tuition should not replace GPR funding.

Mr. Michals added that the Student Senate also had concern about differential tuition spreading to other programs. That was why they approved it only on a case-by-case basis.

Regent Pruitt noted some concern is alleviated by the fact that these are higher cost programs.

President Lyall added that internal discussions also drew a distinction between professional programs and general liberal arts majors. She was comfortable with trying these proposals as a pilot project in order to determine the impact on enrollments, quality and accreditation ratings. Given the university's fiscal situation, she considered it

reasonable to give UW-Milwaukee and the students who support the proposal a chance to try it.

In response to a question by Regent Bradley, Ms. Harris explained that the plan was not to put an ending date on the program, but to have benchmarks provided by the campus for use in evaluating the impacts. In three years, an update would be done on benchmarks established in each of the schools to provide that information. Provost Wanat added that an annual review also will be conducted to provide interim measures of impact on the educational experience and whether any shifts in funding should be made. Ms. Harris indicated that the decision on continuation of the differentials would be decided by the students after the three-year review.

Regent Mohs inquired about the experience of other institutions in using complex pricing programs.

Ms. Harris replied that other institutions have moved into the area of using program differentials for undergraduates. While it seemed reasonable to use such pricing in specified high cost areas, she would not recommend using multiple different rates as is done at some other institutions. It is important, she thought, to move slowly and study the impacts of the program at Milwaukee before moving further in that direction.

Noting that such services as advising and other instructional resources typically are funded by GPR, Regent Richlen expressed concern about growing use of differential tuition for these purposes. Since students at UW-Milwaukee supported the proposed differentials, she said that she would not vote against them; but, she urged in-depth consideration of increased tuition as a means of funding programs.

Expressing agreement, Mr. Michals said that is why a three-year review was made part of the plan.

In response to a question by Regent Amato, Ms. Harris said that the Board would not need to re-approve the differential after the three-year review. The program provided for that decision to be made by students, although the Board could be provided with information about the results.

Regent President Marcovich stated that he would support the resolution, but urged that a policy be established that would set parameters as to what kind of differential tuition proposals would be approved.

Regent Gracz moved that the student review in three years be brought back to the Board of Regents. The motion was seconded by Regent Rosenzweig and carried on a voice vote with no opposition expressed.

Regent Axtell then moved adoption of Resolution 8788. The motion was seconded by Regent Pruitt and carried on a voice vote with no opposition expressed.

### **UW-Milwaukee: Differential Tuition for Select Schools and Colleges**

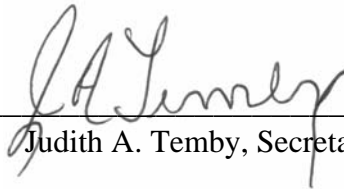
Resolution 8788:	That, upon the recommendation of the President of the University of Wisconsin System and the students and
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the Interim Chancellor of the University of Wisconsin-Milwaukee, the Board of Regents approves the use of differential tuition at UW-Milwaukee beginning in the fall semester of 2004-05 for:

- A. The Peck School of the Arts
- B. The College of Engineering and Applied Science
- C. The School of Business Administration
- D. The College of Nursing

The meeting was adjourned at 3:35 p.m.

Submitted by:



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Judith A. Temby, Secretary

MINUTES OF THE REGULAR MEETING

of the

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

Madison, Wisconsin

UW-Madison

Held in Room 1820 Van Hise Hall

Friday, February 6, 2004

9:00 a.m.

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**APPROVAL OF THE MINUTES ..... 2**

**REPORT OF THE PRESIDENT OF THE BOARD ..... 2**

EDUCATIONAL COMMUNICATIONS BOARD REPORT ..... 2

WISCONSIN TECHNICAL COLLEGE SYSTEM REPORT..... 2

REPORT OF THE HOSPITAL AUTHORITY BOARD..... 2

PROPOSED TAXPAYER BILL OF RIGHTS ..... 3

**REPORT OF THE PRESIDENT OF THE SYSTEM ..... 3**

*Brochure on Accountability Measures..... 3*

*President Lyall's Upcoming Retirement..... 3*

*2005-2007 Budget Timetable..... 3*

*Student Budget Priorities..... 4*

*UW Superior Receives \$5 Million Gift ..... 6*

*UW-Eau Claire Receives \$6 Million Gift ..... 6*

*UW-Green Bay Paper Center ..... 6*

*General Motors..... 6*

*UW-Madison Tech Transfer ..... 7*

*Campus Community Partnership in south Madison ..... 7*

*UW-Milwaukee Helps Low-Income Taxpayers..... 7*

*Henry Ahlgren ..... 8*

*Elroy Hirsch..... 8*

**UPDATE ON CHARTING A NEW COURSE FOR THE UW SYSTEM.....7**

**REPORT OF THE PHYSICAL PLANNING AND FUNDING COMMITTEE..... 9**

REPORT OF THE ASSISTANT VICE PRESIDENT ..... 9

UW-Madison: Central Campus Utility Improvements Project ..... 9

UW-Madison: Approval of the Design Report, Authority to Construct a Lot 76 Parking Ramp Project, and Seek a Waiver .....	10
UW-Madison: Lease for University of Wisconsin Medical School, Department of Physiology .....	10
<b>UW-Madison:</b> Approval of the Design Report and Authority to Construct a Veterinary Diagnostic Laboratory.....	10
UW-Madison: Authority to Seek Enumeration and Construction of a Grainger Hall Addition Project and a Dayton Street Housing Project.....	10
UW-River Falls: Approval of the Design Report and Authority to Construct a Student Union Project and Related Approvals.....	11
UW-Madison: Repeal Restrictions Requiring UW System Review and Approval of Buildings in the Hilldale Area.....	12
<b>REPORT OF THE BUSINESS AND FINANCE COMMITTEE.....</b>	<b>12</b>
TRUST FUNDS .....	12
<i>Investment Policies related to Social Responsibility</i> .....	12
<i>Annual Trust Funds Report</i> .....	13
COMMITTEE BUSINESS .....	13
<i>2002-03 Annual Financial Report</i> .....	13
<i>Quarterly Gifts, Grants, and Contracts</i> .....	13
<b>REPORT OF THE VICE PRESIDENT.....</b>	<b>13</b>
Mandatory Refundable Fee Adjustment United Council of UW Student Governments.....	14
<b>REPORT OF THE EDUCATION COMMITTEE .....</b>	<b>14</b>
RENAME THE COLLEGE OF HEALTH, PHYSICAL EDUCATION, RECREATION AND TEACHER EDUCATION AT UW-LA CROSSE .....	14
REPORT OF THE SENIOR VICE PRESIDENT FOR ACADEMIC AFFAIRS .....	14
<i>Update on Plan 2008 and Diversity Work</i> .....	14
<i>Update on Advisory Group on Credit Transfer</i> .....	15
<i>2005-07 Sabbatical Guidelines</i> .....	16
UW-La Crosse: Rename the College of Health, Physical Education, Recreation & Teacher Education.....	17
<i>PLAN 2008</i> .....	16
FINANCIAL AID.....	17
<b>CLOSED SESSION.....</b>	<b>18</b>

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- President Marcovich presiding -

PRESENT: Regents Amato, Axtell, Bradley, Burmaster, Connolly-Keesler, Davis, Gottschalk, Marcovich, Mohs, Olivieri, Pruitt, Randall, Richlen, Rosenzweig, and Walsh

ABSENT: Regents Gracz and Salas

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## **APPROVAL OF THE MINUTES**

The minutes of the December 4<sup>th</sup> and 5<sup>th</sup> meetings stood approved as distributed.

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## **REPORT OF THE PRESIDENT OF THE BOARD**

### **Educational Communications Board Report**

The Board received a written report on the most recent meeting of the Educational Communications Board.

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### **Wisconsin Technical College System Report**

A written update on the Wisconsin Technical College System was provided to the Board.

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### **Report of the Hospital Authority Board**

The Board received a written report on the February 4<sup>th</sup> meeting of the Hospital Authority Board.

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**Proposed Taxpayer Bill of Rights**

Regent President Marcovich referred the matter of pending legislation on a Taxpayer Bill of Rights, AJR 55, to the Business and Finance Committee. He asked the committee to study the matter and develop a position for the Board of Regents.

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**REPORT OF THE PRESIDENT OF THE SYSTEM**

***Brochure on Accountability Measures***

President Lyall referred to a brochure that had been developed to summarize some of the key data in the accountability report. The brochure is intended to serve as a convenient means of distributing this important information.

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***President Lyall's Upcoming Retirement***

President Lyall stated that, before her retirement, she will devote 150% effort to make sure that the UW has a blueprint in front of it for the future and a biennial budget request that reflects the will of the Board and the results of the Charting a New Course project.

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***2005-2007 Budget Timetable***

As context for the upcoming budget considerations, President Lyall indicated that the fiscal environment for the nation and the state are showing some improvement, with the State Department of Revenue projecting personal income growth of about 5% for 2004-05, on top of 4% or more for tax collections in 2003-04.

Noting that UW students have borne a large share of the state's deficit reduction in the form of higher tuition and reduced services, she commented that it is important to advocate for some restoration of these sacrifices as times get better in order to continue to provide educational opportunities for all who need and deserve the services of the UW System.

Citing a projection by Terry Ludeman, of the Department of Workforce Development, that Wisconsin will experience a shortage of 100,000 skilled workers by 2010, President Lyall referred to an article in the *Chronicle of Higher Education* which showed that 27 states increased funding for higher education last year and that a number

significantly increased state financial aid programs. This is the context, she noted, in which Wisconsin will compete for workforce, jobs, and economic growth in the coming years.

The President observed that the Charting a New Course project is beginning to identify key directions and needs. Many of the emerging recommendations concern actions that the UW can take to help itself, some recommendations identify new revenue-generating opportunities, and some identify ways to additionally streamline costs and to reallocate administrative savings to support student access and quality.

Other recommendations, such as restoring financial aid and reinvesting in some lost faculty positions, will require judicious state reinvestments in order to meet the ongoing needs of Wisconsin and to address the 100,000 worker shortage. There also will be costs to continue for debt service, utilities, fringe benefits and other built-in costs.

Referring to a schematic diagram of the UW's budget process, she explained that the budget request consist of a number of parts, including cost-to-continue, an operating budget request, a capital budget request, proposed statutory language changes, and a compensation request for faculty and academic staff. All of these requests need to be submitted by September, except the compensation request, which usually is submitted to the Office of State Employment Relations in November or December.

President Lyall then outlined the following steps in the budget planning process:

- February: Biennial budget kickoff and student budget priorities
- March: Discussion of financial aid initiative
- April: Budget related recommendations from Charting a New Course project and establishment of criteria for capital budget priorities
- May: Budget initiatives from Charting a New Course and capital budget request
- June: Biennial budget priorities and request amounts; presentation of statutory language request and cost-to-continue request
- August: Final action on 2005-07 operating and capital budget request
- November or December: Unclassified compensation request

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### ***Student Budget Priorities***

Stephanie Hilton, Academic Affairs Director for United Council of UW Students, introduced the presentation by referring to a packet that contained a complete set of budget priorities, several of which would be presented orally at this meeting.

The theme for the student budget priorities is "Building the Wisconsin Ideal, \$9 at a Time". Noting the reference to the Wisconsin Idea, she explained that the ideal would be for the state to invest in public higher education and that the dollar figure comes from

a study by North Star Economics indicating that for every dollar the state invests in the UW System, there is a return of \$9.

The student priorities, she observed, mirror many of the topics discussed in the Charting a New Course study, such as increasing access for lowest-income families, attaining funding for financial aid, investing in faculty, the importance of providing a quality UW experience, and the state's investment in the UW System.

The first speaker was Ellen Samran, a UW-Milwaukee student, who commented on the role of proper compensation in attracting and retaining high-caliber faculty, noting that students want professors who are experts in their field and who feel valued in their workplace. In that regard, she commented that tenure-track faculty are a better investment than short-term instructional staff. Another priority, she continued, is to restore cuts in classes in order to provide the breadth of courses students need and in order to enable them to graduate on time, resulting in less loan debt and increased student access. She also spoke in support of establishing domestic partnership benefits as an element in recruiting and retaining the best faculty and staff.

Jeremiah Timm, of UW-Baraboo, spoke on the subject of tuition, indicating that recent increases are burdensome for students and cause them to work long hours that are not compatible with academic achievement. In addition, he pointed out that higher tuition also means higher levels of student debt which tends to deter students from fulfilling their educational goals.

Megan Habermann, of UW-Green Bay, spoke about non-resident tuition, stating that the dramatic increases in recent years have made it far more difficult for out-of-state students like herself to afford to come to Wisconsin. She cited examples of students who have had to drop out of college and work to gain Wisconsin residency and of students who are working nearly full time in addition to going to school. Nonresident students, she observed, not only bring needed revenues to the UW, but also are valuable members of the campus community, bringing talent and diverse perspectives that enrich campus life.

Jack Vinijtrongjit, a UW-Madison student from Thailand, spoke about funding the Student Exchange and Visitor Information System. While the original proposal had been to charge international students \$125 per year to fund the program, UW-Madison ultimately agreed to pick up the cost. Stating that many international students could ill afford this additional expense, he noted that they contribute much to the campus, providing diversity and specialized knowledge. It was his position that the federal government should absorb the cost of the program because it contributes to everyone's safety, and if that is not possible, that the state should help to fund it. He urged the board to include the program in the budget as a cost to continue item.

Saskia Harak, a UW-Eau Claire student, identified student support services as a budget priority. Included should be campus health care centers at the UW Colleges and improvement in services for survivors of rape and sexual assault. Citing student recruitment and retention as another priority, she indicated that increased funding for Plan 2008 is of particular importance in improvement of diversity on campus.

Regent Axtell complimented the students on the wealth of information contained in their report and on the clarity and preciseness of their presentation. He also commended them for coming up with just the right title for the report, which makes an excellent slogan that resonates very well.

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***UW Superior Receives \$5 Million Gift***

President Lyall extended congratulations to Chancellor Erlenbach on the largest gift ever received by UW-Superior - \$5 million from anonymous donors for a much-needed classroom building to replace two old, outmoded facilities. The new building will house classroom, academic departments, faculty offices and IT services.

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***UW-Eau Claire Receives \$6 Million Gift***

President Lyall congratulated UW-Eau Claire and Chancellor Mash on receiving a \$6 million bequest from Colonel George Simpson, who was a member of the university's first graduating class in 1917. The earnings from the endowment will support scholarships, faculty/student research, the honors program and many other needs on campus. Colonel Simpson was one of the original 20 faculty members at UW-Eau Claire, serving as professor of geography and as its first basketball and football coach. This gift brings the UW-Eau Claire capital campaign to more than \$33 million.

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***UW-Green Bay Paper Center***

UW-Green Bay and Chancellor Shepard were commended by President Lyall for obtaining a \$500,000 federal grant to establish a Paper Sciences Technology Transfer Center on campus. The center will be a source of expertise and applied research opportunities for faculty and students and will serve as a focal point for helping one of Wisconsin's most important industries. The center also will provide collaborative research opportunities for UW-Green Bay and UW-Stevens Point to work together in strengthening this important source of Wisconsin jobs.

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***General Motors***

President Lyall referred to a recent announcement that General Motors will stay and make a significant retooling investment in its Janesville facility and an announcement by Governor Doyle that the state will provide \$5 million in incentives for

education and training. Representative Town subsequently announced introduction of a bill to help bring UW-Platteville's engineering program to the UW-Rock County campus to serve some of those new employees. The project would be supported by a partnership with area businesses. President Lyall also thanked Regent Axtell for his strong support of this effort to reinvigorate a valuable source of manufacturing jobs in southern Wisconsin.

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### ***UW-Madison Tech Transfer***

UW-Madison was commended by President Lyall for continuing its splendid performance in technology transfer of university research to commercial applications. The Wisconsin Alumni Research Foundation, the university's patenting and licensing organization, ranked third in the nation last year, executing 156 licenses worth \$32 million in income and obtaining 87 patents on university-based research.

WiSys, which was established as WARF's subsidiary to assist other UW campuses, reported more than 65 patent disclosures this year. A UW-Stevens Point professor received the first patent through WiSys for his low-cost and effective means of testing groundwater quality. The income from university patents and licenses is reinvested in faculty research and last year generated more than \$660 million in research grants and contracts. UW research and technology, she noted, is a major industry in Wisconsin and generates well paying jobs to grow the economy.

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### ***Campus Community Partnership in south Madison***

President Lyall referred to an article in UMOJA magazine that described a campus-community partnership in south Madison among UW-Extension, Edgewood College and Madison Area Technical College. Through the partnership, residents of south Madison are provided with integrated educational opportunities at the high school, technical college and university level, all at one convenient location. She expressed the hope that this kind of partnership will grow and flourish in many places.

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### ***UW-Milwaukee Helps Low-Income Taxpayers***

It was reported by President Lyall that UW-Milwaukee business students in the tax research course are volunteering to help low-income taxpayers in the Milwaukee area prepare their state and federal tax returns. Noting that last year students helped 500 clients with their returns, she observed that the program provides an excellent hands-on learning experience for students while providing a needed service to people in the community.

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***Henry Ahlgren***

President Lyall noted the recent passing of Henry Ahlgren, former Chancellor of UW-Extension and former U.S. Undersecretary of Agriculture. A native of Frederic, Wisconsin, Dr. Ahlgren studied at UW-Madison, where he received B.S. and M.S. degrees and a doctoral degree in agronomy. After teaching agronomy and farming courses at UW-Madison, he moved to Extension administration, where he restructured Extension for more effective outreach. It was under his leadership that Extension became known as a national model for outreach and sharing of university knowledge statewide.

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***Elroy Hirsch***

President Lyall noted the loss of Elroy Hirsch who recently passed away at the age of 80 after a long career in athletics and as UW-Madison athletics director. With a name that is synonymous with Wisconsin sports, his most lasting contribution emerged from his role as a goodwill ambassador for the UW all across the nation.

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**UPDATE ON CHARTING A NEW COURSE FOR THE UW SYSTEM**

Regent Gottschalk, Chair of the Charting a New Course project, reported that the participants heard an excellent presentation from Dr. Alan Guskin, Co-Director of the Project on the Future of Higher Education. He looked forward to the ideas of chancellors and faculty that will be sparked by Dr. Guskin's thoughts.

There also was an excellent presentation by Chancellor Messner on the UW-Colleges on-line learning program. Regent Gottschalk observed that this program, in conjunction with the Learning Innovations Institute, has the UW well on the way to expanding distance and online capabilities that will be critical in the future. In that regard, he noted that demand for online courses has been on the rise and is expected to continue, causing a need to find ways to increase capabilities in that area.

Referring to approval the preceding day of UW-Platteville's regional enrollment plan, Regent Gottschalk commented that this program is a milestone for southwestern Wisconsin and a concrete example of the valuable work done through the strategic planning effort.

Reporting that an interesting presentation was made on revamping the university's risk management, he observed that this kind of measure, along with other partnerships with the state efforts, can benefit both students and the State of Wisconsin as a whole.

In closing, he noted that President Lyall's announcement of her upcoming retirement adds another dimension of importance to the Charting a New Course study.

Not only will it serve as a blueprint for future budget discussions, it also will serve as a blueprint in the effort to obtain the best new leadership of the UW System.

Regent Mohs said that the report of the study needs to be written in language that is clear, persuasive and free of educational jargon, buttressed by stories and examples that will resonate with readers.

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## **REPORT OF THE PHYSICAL PLANNING AND FUNDING COMMITTEE**

Regent Randall presented the report of the Physical Planning and Funding Committee.

### **Report of the Assistant Vice President**

Nancy Ives, Assistant Vice President reported that the Building Commission approved about \$ 17.7 M for various projects at their January meeting. At the request of Regent Salas, Ms. Ives also reported on the capital budget process improvements.

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Regent Randall moved adoption of the following resolution which was seconded by Regent Connolly-Keesler. The motion was carried with Regent Amato abstaining.

### **UW-Madison: Central Campus Utility Improvements Project**

Resolution 8789: That, upon the recommendation of the UW-Madison Chancellor and the President of the University of Wisconsin System, authority be granted to: (1) construct the Central Campus Utility Improvements project at an estimated total project cost of \$14,700,000 (\$11,709,000 General Fund Supported Borrowing and \$2,991,000 Program Revenue Supported Borrowing) and, (2) seek a waiver of s.16.855 under the provisions of s.13.48 (19) to allow a portion of the construction to be performed by the contractor for the West Campus Cogeneration Facility if necessary.

Adoption of the following resolutions, passed by the Physical Planning and Funding Committee, as consent agenda items by the Board of Regents was moved by

Regent Randall and seconded by Regent Gottschalk. Resolution 8795 was removed from the consent agenda, after which Resolutions 8790-8794 were adopted unanimously.

**UW-Madison: Approval of the Design Report, Authority to Construct a Lot 76 Parking Ramp Project, and Seek a Waiver**

Resolution 8790: That, upon the recommendation of the UW-Madison Chancellor and the President of the University of Wisconsin System, the Design Report be approved and authority be granted to: (1) construct the Lot 76 Parking Ramp, and (2) seek a waiver of s.16.855 under s.13.48(19) to allow construction of this project as part of the Construction-Management-at-Risk contract for the Interdisciplinary Research Complex (IRC) project at an estimated total project cost of \$18,000,000 (\$12,000,000 Program Revenue Supported Borrowing - HealthStar and \$6,000,000 Program Revenue - Cash).

**UW-Madison: Lease for University of Wisconsin Medical School, Department of Physiology**

Resolution 8791: That, upon the recommendation of the UW-Madison Chancellor and the President of the University of Wisconsin System, authority be granted to lease approximately 20,000 square feet of laboratory and office space at 601 Science Drive in Madison, Wisconsin on behalf of the University of Wisconsin Medical School, Department of Physiology.

**UW-Madison: Approval of the Design Report and Authority to Construct a Veterinary Diagnostic Laboratory**

Resolution 8792: That, upon the recommendation of the UW-Madison Chancellor and the President of the University of Wisconsin System, the Design Report be approved and authority be granted to construct a new Wisconsin Veterinary Diagnostic Laboratory at an estimated total project budget of \$25,197,600 (\$22,400,000 General Fund Supported Borrowing, \$2,500,000 Program Revenue Supported Borrowing, \$249,000 GFSB-UW Infrastructure Funds, and \$48,600 Institutional Funds.)

**UW-Madison: Authority to Seek Enumeration and Construction of a Grainger Hall Addition Project and a Dayton Street Housing Project**

Resolution 8793: That, upon the recommendation of the UW-Madison Chancellor and the President of the University of Wisconsin System, authority be granted to:

- (1) seek enumeration in the Spring 2004 legislative session for two projects at UW-Madison:
  - a. Grainger Hall Addition project, estimated at \$40 million (\$30 million Gifts, and \$10 million Existing General Fund Supported Borrowing)
  - b. Dayton Street Housing Development, estimated at \$34.9 million Program Revenue Supported Borrowing – Housing
- (2) seek approval of using fast track design and construction techniques for these projects. This approval would enable the University, with the assistance of the Real Estate Development Corporation (REDCO), to enter into competitive RFP processes for the selection of architect/engineering teams and construction managers at risk for each of the two projects;
- (3) construct both facilities under the terms of land use agreements between the Real Estate Development Corporation (REDCO) and the Board of Regents.

These projects would be used to demonstrate methods of streamlining the project delivery process. The projects would be monitored and evaluated by the University, System Administration, and the Department Administration in the areas of cost, schedule, and quality.

**UW-River Falls: Approval of the Design Report and Authority to Construct a Student Union Project and Related Approvals**

Resolution 8794: That, upon the recommendation of the UW-River Falls Chancellor and the President of the University of Wisconsin System, the design report be approved and authority be granted to:

- (1) construct the New Student Union project,
- (2) increase the project budget by \$147,000 Program Revenue - Cash,
- (3) seek a waiver of s.16.855 under s.13.48(19) to allow selection through an RFP process of a Construction Manager-At-Risk, should it be determined that a LEED rating will be sought for this project,

- (4) seek release of \$250,000 Building Trust Funds - Contingency to demolish the Ames Teacher Education Center.

The estimated total project cost is \$28,400,000 (\$20,350,000 Program Revenue Supported Borrowing, \$7,800,000 Program Revenue - Cash and \$250,000 Building Trust Funds-Contingency).

Adoption of the following resolution was moved by Regent Randall, seconded by Peggy Rosenzweig and carried, with Regents Gottschalk, Mohs and Walsh abstaining from the vote.

**UW-Madison: Repeal Restrictions Requiring UW System Review and Approval of Buildings in the Hilldale Area**

Resolution 8795: That, upon the recommendation of the UW-Madison Chancellor and the President of the University of Wisconsin System, that the Declaration of Covenants, Restrictions and Easements for the Plat of University Hill Farms – Commercial Reserve Addition be repealed.

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**REPORT OF THE BUSINESS AND FINANCE COMMITTEE**

The report of the Business and Finance Committee was presented by Regent Bradley, Chair.

**Trust Funds**

***Investment Policies related to Social Responsibility***

Regent Bradley reported the Business and Finance Committee requested that the Trust Funds staff review the Board of Regents policy on socially responsible investing. In response, Doug Hoerr, Assistant Trust Officer, stated that the UW System has a written policy and participates in an advisory investment committee with other Big 10 institutions and private institutions which actively consider social issues in its investment policies. In comparison to other public and private institutions, Mr. Hoerr continued, we are doing as well or better. On an annual basis, a public investment forum is held. The committee concluded that the Board's policies and procedures adequately address socially responsible investing.

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### ***Annual Trust Funds Report***

Mr. Hoerr noted that in addition to performance data on investments, the Annual Report provides detailed information about contributions to the UW System and disbursements as well as internal and external expenses. Gifts for fiscal 2003 were \$10.8 million, down only \$0.8 million from the previous year.

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### **Committee Business**

#### ***2002-03 Annual Financial Report***

Doug Hendrix, Associate Vice President for Financial Administration, stated that the UW System received an unqualified opinion on the statements from the Audit Bureau. Highlighting the section of the report on "Management Discussion and Analysis", Mr. Hendrix noted this would be a good resource in understanding the statements.

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#### ***Quarterly Gifts, Grants, and Contracts***

Vice President Debbie Durcan presented the report for the six month period ending December of 31, 2003. Totals gifts, grants, and contracts were \$637 million, an increase of \$58.7 million from the comparable period for the previous fiscal year. Federal awards increased \$69.3 million and non-federal awards decreased \$10.6 million.

Regent Walsh noted that President Bush's proposed federal budget contains a significant amount of money for Homeland Security and he requested staff provide the committee with information regarding UW System's policy on defense and classified research.

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### **Report of the Vice President**

Vice President Durcan stated that there is no additional information regarding the Legislative Audit Bureau Administrative Audit.

Ms. Durcan indicated that she and campus business officers will continue to explore alternative approaches in managing auxiliary operations to be more responsive to students and to taxpayers.

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Regent Bradley presented Resolution 8796 to the Board of Regents as a consent agenda item. The motion was seconded by Regent Randall and carried unanimously.

**Mandatory Refundable Fee Adjustment United Council of UW Student Governments**

Resolution 8796: That, upon the recommendation of the President of the United Council of UW Student Governments, mandatory refundable fees be adjusted from \$1.35 to \$2.00 per student per academic term beginning in the fall semester of 2004.

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**REPORT OF THE EDUCATION COMMITTEE**

The Education Committee's report was presented by Regent Burmaster, Vice Chair.

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**Rename the College of Health, Physical Education, Recreation and Teacher Education at UW-La Crosse**

Regent Burmaster reported that UW-La Crosse is changing the name of their College of Health, Physical Education, Recreation and Teacher Education, to: *The College of Education, Exercise Science, Health and Recreation*. The name change is motivated by a desire to highlight the prominence of teacher education within the college and the institution as a whole. The change has been endorsed by the Chancellor, appropriate departments, faculty governance, and the Education Committee.

**Report of the Senior Vice President for Academic Affairs**

***Update on Plan 2008 and Diversity Work***

Senior Vice President Marrett reported on Plan 2008 regarding student success and diversity, and the needs of each student to live meaningfully in a complex, diverse world. A full report, combined with the statutorily required Minority and Disadvantaged Student Report, will be available in April.

Ms. Marrett expressed the importance of a more comprehensive and collective determination of progress made as a System. Emphasizing the challenge of reaffirming and renewing our commitment to diversity, Dr. Marrett noted, was the next step.

Following are some of the upward trends reflected in Plan 2008 Phase I:

- UW System pre-college participation is up 134% since 1997-98; a phenomenal increase!
- Enrollment of students of color throughout the System has increased 16% since 1998, representing an increase from 8% to 9% of total enrollment.
- Degrees conferred to students of color have increased 7% since 1997-98. It should be noted, however, that the first cohort of graduates under Plan 2008 won't graduate until 2005 using the 6-year graduation rate.
- The number of employees of color in the UW System has increased 38% since 1997-98; we now have 859 faculty of color, compared to 622 six years ago.

Vice President Marrett reiterated her concern that numbers tell only a part of the story and analysis needs to be refined against a larger context.

Forming an advisory group both internally in the Office of Academic Affairs and externally with a systemwide group will be the next step. These groups will analyze more comprehensively lessons learned from Phase I of Plan 2008, develop key outcomes with assessment built in for Phase II, and prepare guidelines for Phase II.

UW System is working towards a broader understanding of diversity. The challenge, as we move into Phase II, is to view diversity as an endeavor to be integrated into every level of the institution, beginning with its mission.

Regent Olivieri requested that the diversity goals and data be included in the Accountability report. Tess Arenas, Assistant Vice President, replied that it is still too early to analyze and interpret results. Longitudinal assessment is underway, but many pre-college program participants have not yet graduated from high school. And it's possible that pre-college participation may not translate into enrollment increases of students of color in the UW System, as they may enroll elsewhere.

#### ***Update on Advisory Group on Credit Transfer***

Dick Telfer, UW-Whitewater Provost, and chair of the Advisory Group, pointed out that a draft set of guidelines, principles for implementation, and a set of implementation strategies have been developed and are being reviewed at all UW institutions. A final report will be sent to Senior Vice President Marrett.

Provost Telfer noted that a broad-based committee is being formed to expand the number of baccalaureate degree holders in Wisconsin. The formation of this committee was stipulated in Part VI of the resolution approved in December.

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### ***2005-07 Sabbatical Guidelines***

The Education Committee reviews biennial Sabbatical Guidelines for the UW System every two years. Regent Olivieri emphasized the importance of approved sabbaticals adhering to the biennial guidelines.

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Regent Burmaster presented the following resolution as a consent agenda item to the Board of Regents. Regent Pruitt seconded the motion and it carried unanimously.

#### **UW-La Crosse: Rename the College of Health, Physical Education, Recreation & Teacher Education**

Resolution 8797:           That, upon recommendation of the Chancellor of the University of Wisconsin-La Crosse and the President of the University of Wisconsin System, the name of the University of Wisconsin-La Crosse College of Health, Physical Education, Recreation & Teacher Education be changed to the College of Education, Exercise Science, Health, and Recreation.

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### ***PLAN 2008***

Commenting with regard to Plan 2008, Regent Randall noted the correlation between the state's economic health and how people of color fare in the state. Pointing out that 89,000 Milwaukee residents are without a high school diploma or a GED, he said the number is growing by 2,000 each year, largely because 40% of the paroled prisoners return to Milwaukee, many without a high school diploma and most of them people of color. In addition, the dropout rate in Milwaukee Public Schools stands at 40%.

Noting that those without a high school diploma will earn much less than others in their lifetimes, he pointed out that a study by the Private Industry Council showed that 80% of jobs being created in the southeastern region of the state will require at least two years of college. The sad reality, he said, is that Wisconsin is on the bottom rung of states in finding opportunities to obtain high school diplomas for people of color who are incarcerated or drop out of high school.

Part of the responsibility, he commented, rests with teacher education programs and how they can be improved. In that regard he noted that the UW prepares more than 50% of the state's teachers and UW-Milwaukee prepares a comparable percentage of those who teach in the city's public schools.

In conclusion, he emphasized the importance of dealing with the problem in a comprehensive and coordinated way through Plan 2008, economic development efforts, and any other means possible to improve the situation.

Regent President Marcovich noted that a significant goal of Plan 2008 is to promote the increase of high school graduation rates. He expressed hope that efforts in that area could be redoubled. In that regard, Regent Randall said that he felt heartened by the strengthening of PK-16 councils around the state.

Regent Davis said that she looks forward to reporting in April on correlation between data from the Department of Public Instruction and data from Plan 2008 on increasing the stream of graduates, particularly students of color. Regent Burmaster added that data would be enhanced with new requirements of the No Child Left Behind law.

With respect to budget implications, Regent Davis commented that, even though it is too soon to have data on the impact of pre-college programs on college graduation, those programs have an immediate value in terms of their positive impact on high school graduation and exposure to a college environment. In that regard, the Working Group on Research and Public Service is considering a recommendation to accelerate and replicate such successful programs.

Regent Mohs indicated that Senior Vice President Marrett, in discussing Plan 2008, had asked the Education Committee to emphasize the question, "What are we trying to do?" Referring to the Supreme Court decisions in the Michigan cases, he commented that, while the court's split decisions did not tell everything about the matter, the national discussion that took place as part of the Michigan cases was profound, extensive and extremely useful. In that regard, public attitudes are different now than they were a few years ago, and he was pleased with the challenge that Dr. Marrett had posed with her question.

Senior Vice President Marrett added that the challenge now rests in talking about diversity as important for everyone, not just segments of the population, and in devising a coherent set of initiatives. For example, the deans of education are working with each other and the Milwaukee Public Schools to see what kind of initiative could be advanced. In addition, she indicated that attention needs to be paid to making advanced placement courses available in all parts of the state to all segments of the population. She expressed the hope that all working groups will think of what is critical in order to nurture talent and have all people benefit from understanding the meaning of diversity and complexity.

In response to a question by Regent Bradley, Regent Richlen explained that, while each campus reports on their Plan 2008 activities and successes, they do not report on initiatives that they would like to have funded to reach their goals. Noting that there were many good ideas, but not enough money to implement them, she said that more funding for Plan 2008 would be in the interest of students.

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### **Financial Aid**

Regent Walsh said he was struck by the remarks of Jeremiah Timm about the financial impact of tuition on people's lives and by the fact that tuition increases are hurting people who need opportunities the most. Noting Chancellor Wiley's comment



Judith A. Temby, Secretary