UW-Madison Educational Update

Sarah C. Mangelsdorf
Provost & Vice Chancellor for Academic Affairs

Education Committee
UW System Board of Regents

February 5, 2015
<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Students</td>
<td>6,264</td>
</tr>
<tr>
<td>New Freshmen</td>
<td>6,264</td>
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<tr>
<td>WI/MN</td>
<td>4,469</td>
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<tr>
<td>WI</td>
<td>3,750</td>
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<td>Non-Res</td>
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<tr>
<td>International</td>
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<td>Undergrad Transfers</td>
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<tr>
<td>Graduate</td>
<td>2,084</td>
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<tr>
<td>Professional</td>
<td>654</td>
</tr>
<tr>
<td>Specials (non-degree)</td>
<td>969</td>
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</table>
Fall 2014 Enrollment

Total Enrolled Students
- Undergraduates: 29,302
- Graduate: 9,445
- Professional: 2,000
- Specials (non-degree): 2,459

Total Students: 43,193

% Non-Resident Undergraduates: 26.6%
Total Student Enrollment

- **All Students**: 43,193
- **Undergraduates**: 29,302
- **Graduate/Professional**: 11,904
- **Special/Non-Degree**: 1,987

The graph shows the enrollment trends from 1988 to 2014.
New Freshman Applications

Total Applications

USA-Not WI

Wisconsin

Minority

International
Trends in New Freshmen Retention and Graduation Rates

Retention Rate To Second Year

Year Graduation Rate Measured for Entrance Cohort from 4 or 6 Years Prior

Four- and Six-Year Graduation Rates

6-year graduation rate

4-year graduation rate
Student Athlete Academic Success

- Every one of our teams exceeded national Academic Progress Rate (APR) benchmarks.
- We exceeded national averages for graduation rate of student athletes.
- Student athletes carried an average cumulative GPA of 3.02 at the end of the Spring 2014.
Select Educational Initiatives

- Reducing Time to Degree
- L&S Career Initiative
- Educational Innovation
- Lifelong Learning Web Portal
Reducing Time to Degree

Basic issue:

- Cost of degree is directly correlated with time to degree.

- UW-Madison’s 6-year graduation rate (84%) is better than other major public research universities (78%) and other public schools in the Big Ten.

- The 4-year graduate rate for UW-Madison (57%) is about the same for those same peers (57%), but lower than the average of Big Ten publics (58.4%).

- We are improving, but our peers are also improving on these metrics.
Reducing Time to Degree

Study:
- Linear regression data analysis
- Comparing with other higher education institutions
- Observations from our UW advisors and advising leaders.

Findings:
- Strong Predictors of longer time to degree:
  - Stop out, fail courses, and part-time attendance
  - STEM majors
  - Programs in Education or Nursing
Reducing Time to Degree

Findings (continued)

- Moderate Predictors of longer time to degree:
  - Delayed time to declaration of the first major
  - Attempting and/or completing multiple majors
  - Major change in degree program
  - Study abroad
  - Business major
  - Financial Need
  - Wisconsin resident, and male students

- Targeted minority and first generation (*but only as a result of other factors*)
Reducing Time to Degree

Options for Action

- More firmly enforce prerequisites for courses.
- Require major declaration prior to the 5th semester of residence as a matter of campus policy.
- Heighten expectation for 4-year graduation for most students.
- Limit multiple majors.
- Limit multiple admission attempts.
- Early intervention based on warning signs.
- Examine programs with longer time to degree.
- Increase full time credit load.
- Strengthen financial aid.
The College of Letters & Science commits to helping our students:

- engage in career preparation beginning in their second year,
- articulate academic skills to potential employers,
- develop professional networks that lead to internships and job opportunities, and
- build connections between passionate, supportive Badger alumni and our students.

We aspire to help every one of our +16,000 L&S students—not just the extra-motivated or well-connected few—chart his or her path to success.
L&S Career Initiative

We will...

- **Launch** an innovative second year career course to develop our students into creative and engaged “career entrepreneurs.”

- **Connect** our students to our vast, resourceful, and engaged body of alumni.

- **Deepen** the Wisconsin Experience by building a “home base” for local employers to engage students in a new Career Kickstart residential program.

- **Transform** career services by improving career advising quality and accessibility while ramping up department support and employer engagement.

- **Be Accountable** by setting up surveys to benchmark student progress and success.
L&S Career Initiative

Key Developments

- “Taking Initiative” – the new L&S Second Year Career Course launched with 250 students, 20 career mentors, and 15 alumni volunteers this semester. It will be offered each semester with increased enrollments, reaching thousands/semester.

- L&S received a $150,000 Great Lakes Higher Education Corp. grant to help low-income students accept unpaid internships.

- Alumni serving on +14 L&S Boards of Visitors are energized and many are working with faculty and staff to develop new internship and career connections for students.

- Several Wisconsin companies are eager to join the Career Initiative as early corporate sponsors.
Educational Innovation Initiative
2014 – 2017

MISSION

- To transform teaching, learning and engagement to inspire students and empower communities.

VISION

- To be a world leader in preparing our students and communities to meet the challenges of the 21st century and beyond by developing an innovative, student-centered learning environment within an engaged public research university.
Innovative learning approaches

- Engaged 125 faculty and staff in blended and online instruction, reaching 4900 students in 54 courses.

- Launched 44 EI funded projects in 53 departments, including redesigned courses, new pedagogy for improved learning, and active learning experiences.

- Explored mobile learning, learning analytics, and self-paced modular learning applications, engaging 60 faculty, staff, and students.
Expanded audiences

- Reached more than 135,600 learners throughout the world via four pilot massive open online courses (MOOCs) and are engaging Wisconsin in new online and local learning experiences through six MOOCs in 2015.

- Serving new students through 24 professional master’s degrees and 17 capstone certificates.

- Summer session opportunities expanded three percent last year, offering 1049 courses for over 13,014 students, and continued growth ahead.
Educational Innovation Initiative 2014 – 2017

Building capacity and spaces

- Providing instructional design and technology support for innovations, including blended learning training and fellowships.
- Repurposing existing and designing new state-of-the-art learning spaces.
Lifelong Learning Web Portal

Marketing UW-Madison’s flexible and online degree and certificate programs
Helping adults advance their careers

- One-stop gateway for non-traditional students
- 40+ degrees and graduate-level capstone certificates
- Online evening, hybrid, and compressed formats
- Non-credit certificates to be added in Phase II
- Adult career advising featured
Web portal key features

Responsive design for phones & tablets

Success stories from graduates & employers

Essential program information at a glance

How-to advice for career changers

Information request forms on every page
Marketing tactics

- Web launch supported by targeted marketing campaign
- Leads generated are shared via new cross-departmental CRM