



Universities of Wisconsin Strategic Plan Progress Report

Board of Regents, September 18, 2025

Ben Passmore, Associate Vice President for Policy Analysis & Research

Johannes Britz, Senior Vice President for Academic & Student Affairs

Julie Gordon, Interim Vice President for Finance & Administration

Chris Patton, Interim Vice President for University Relations

Jack Jablonski, Associate Vice President for Public Affairs, Communications & Branding



STATUS UPDATE ON THE 2023- 28 STRATEGIC PLAN: Data Overview

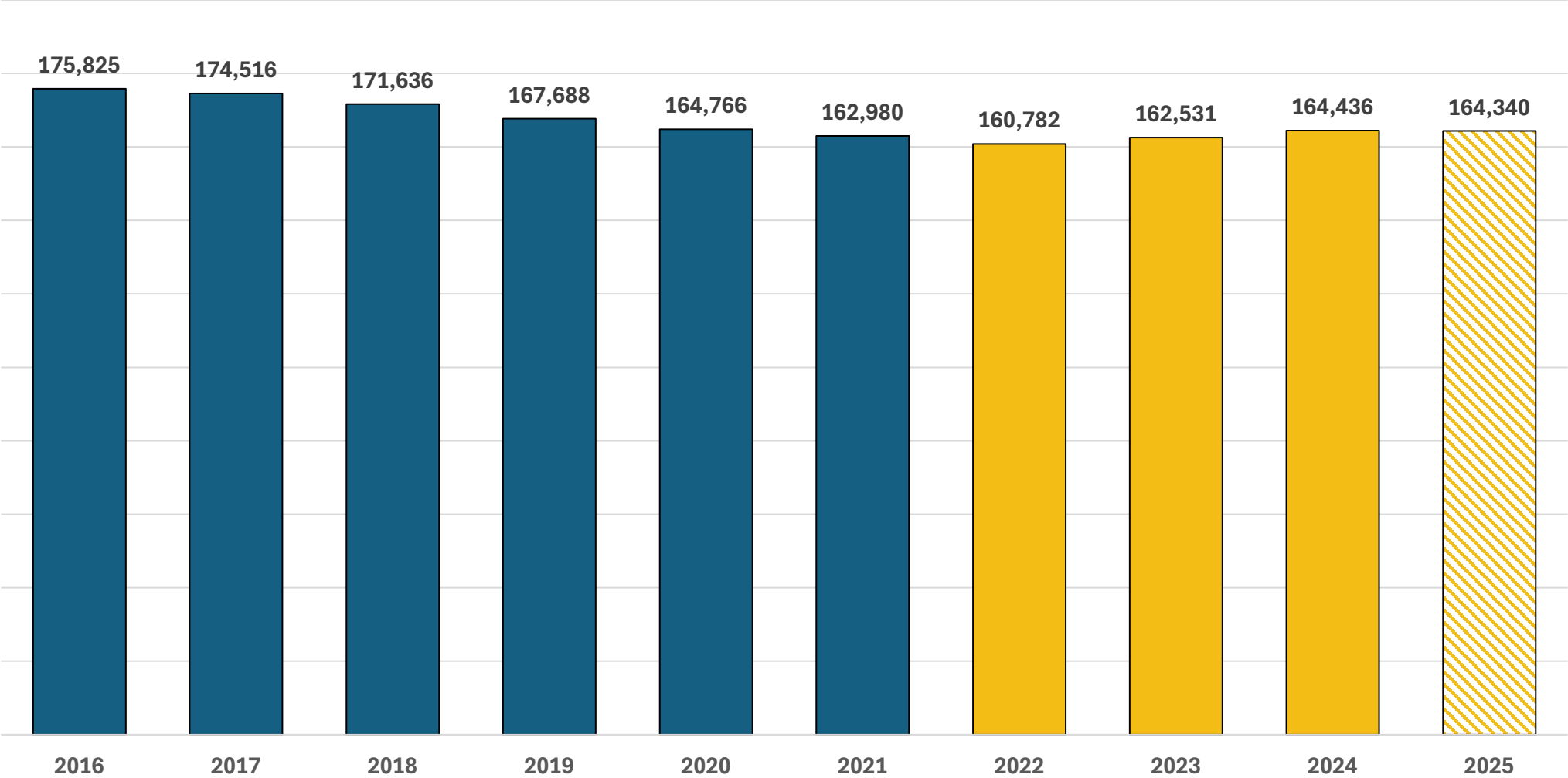
Board of Regents, September 18, 2025

Ben Passmore, Associate Vice President for Policy Analysis and Research



STRATEGY 1 | DATAPOINTS

Total Enrollment
Strategic Plan Fall 2025=Estimate

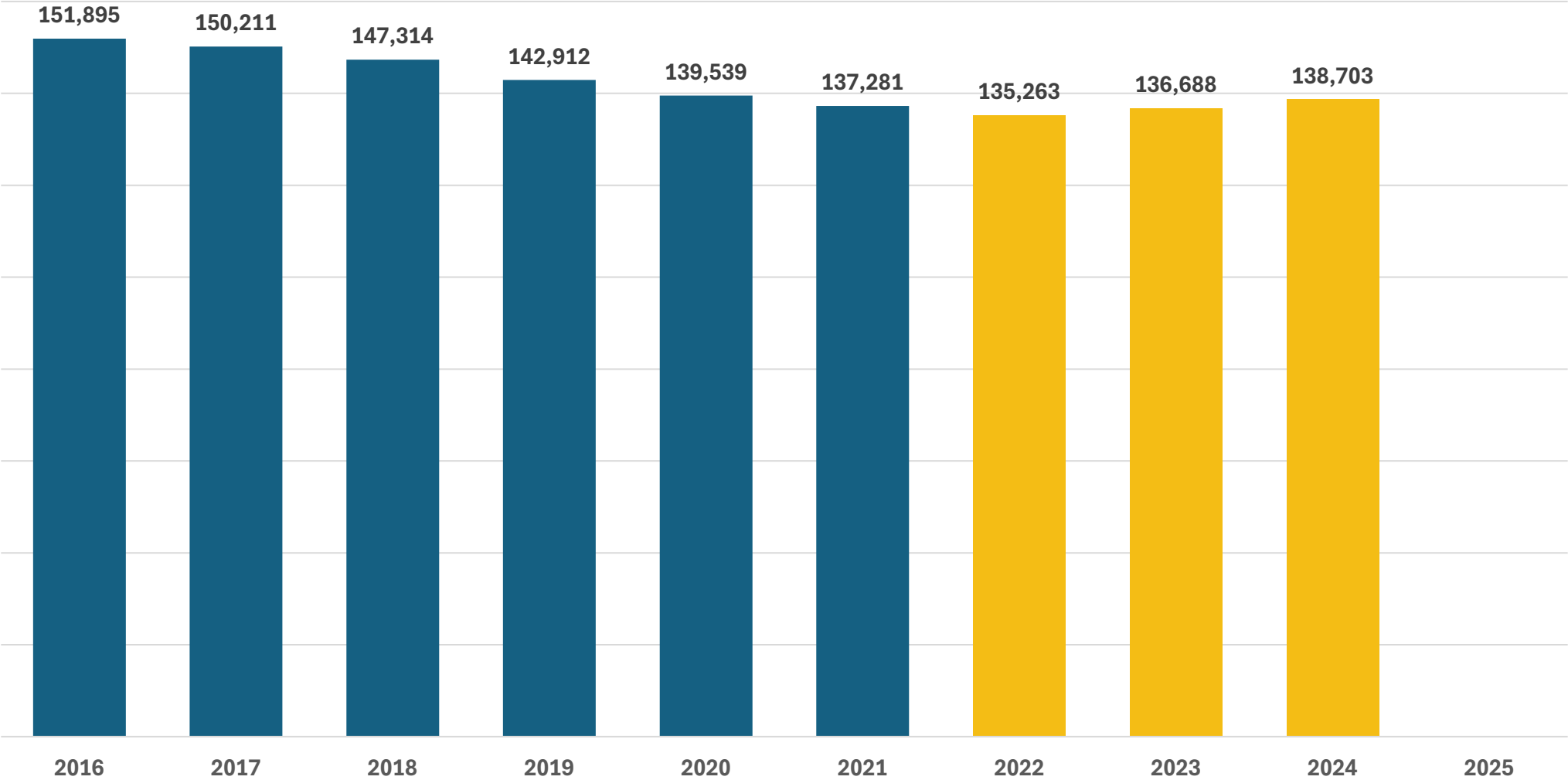




STRATEGY 1 | DATAPOINTS

Undergraduate Enrollment

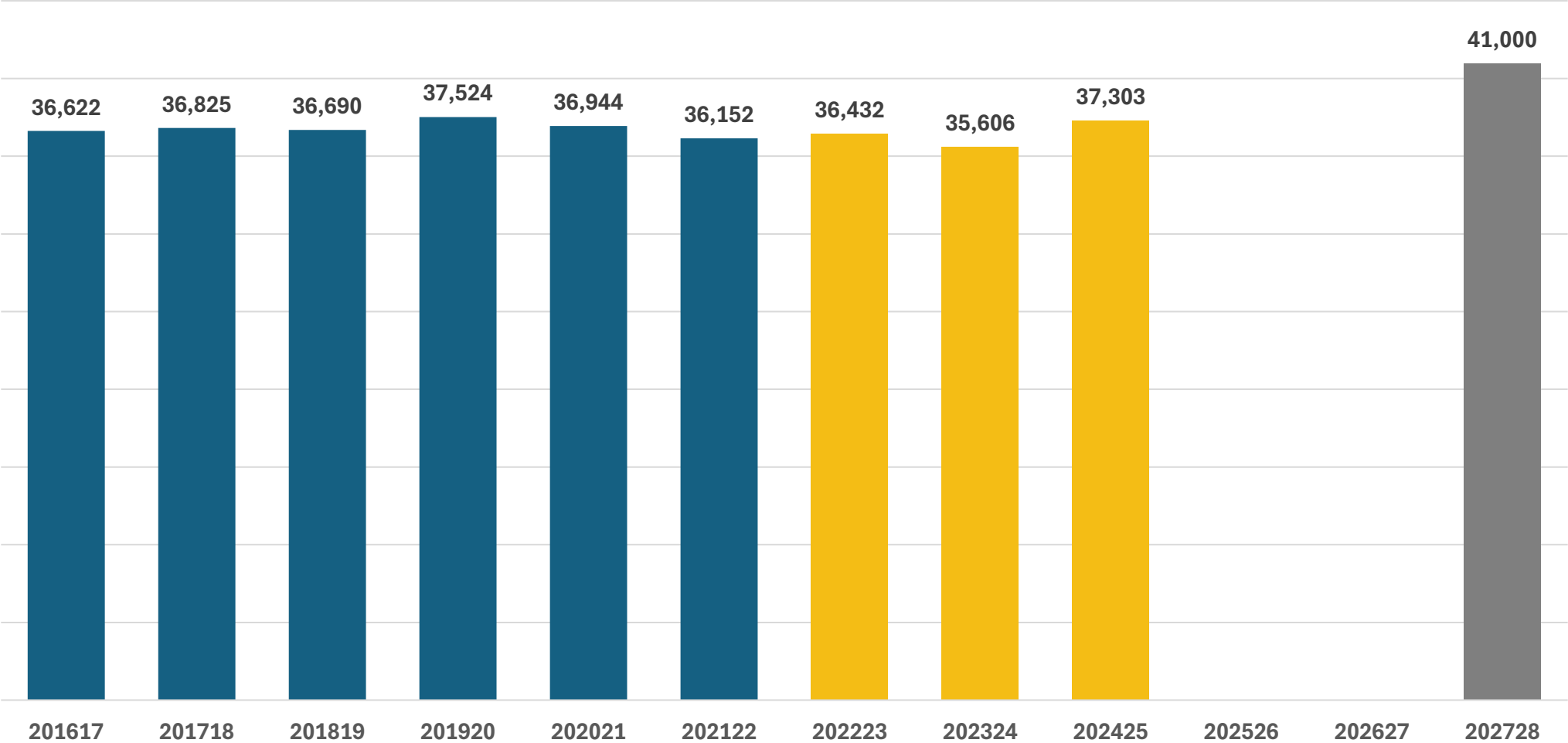
Strategic Plan





STRATEGY 8 | DATAPOINTS

Degrees Conferred
Strategic Plan Goal=202728
AY 202425 Preliminary





DIVISION OF ACADEMIC & STUDENT AFFAIRS | STRATEGIC PLAN UPDATES

Board of Regents
September 18, 2025

Johannes Britz, Senior Vice President

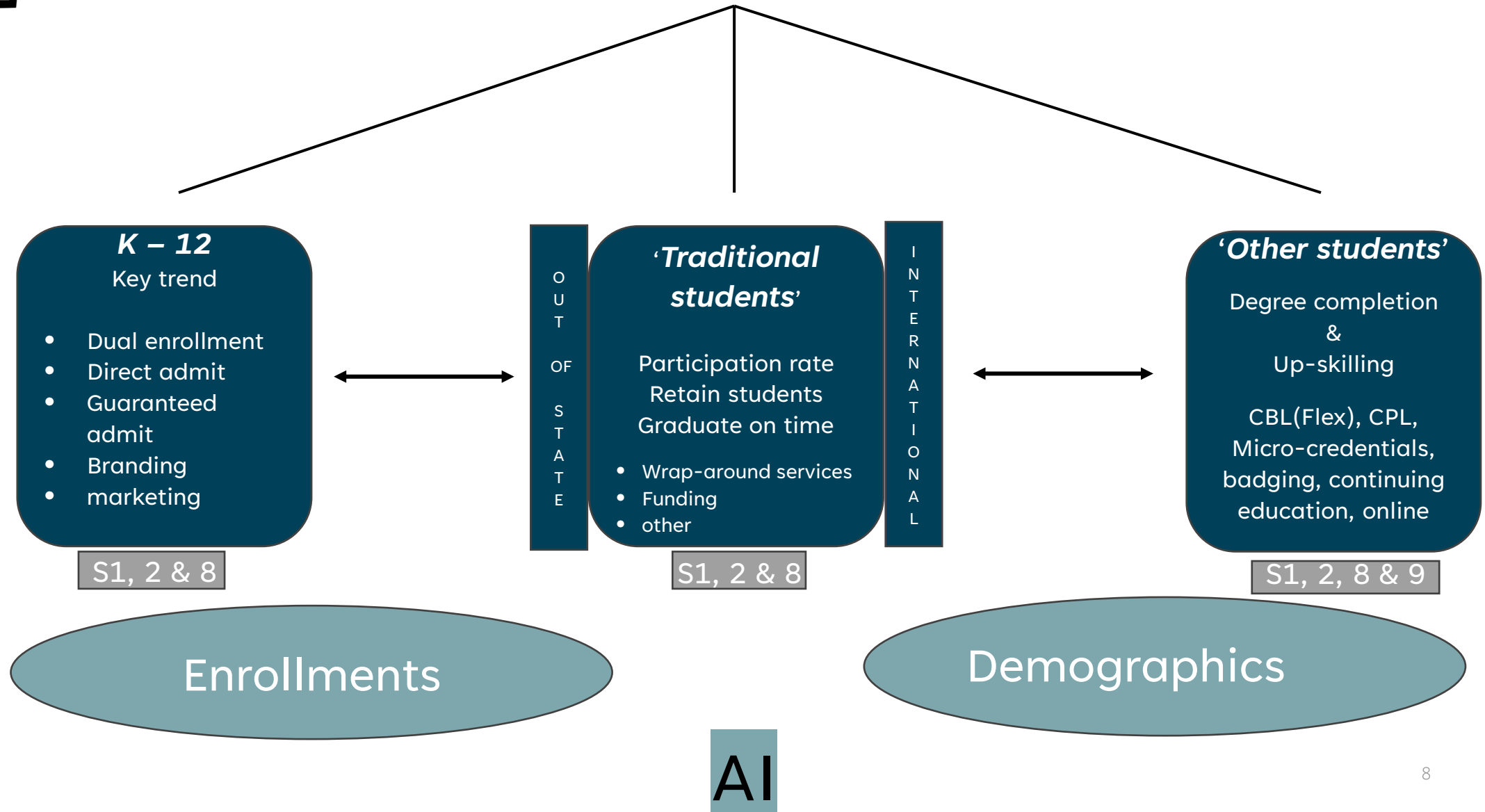


PRESENTATION OVERVIEW

- Strategic Context
- Direct Admit Wisconsin (S1, S2, S8)
- Competency Based Education (S1, S2, S8, S9)



STRATEGIC CONTEXT | 2040





DIRECT ADMIT WISCONSIN

Year 1 (Class of 2025)

312/802 H.S.

24,276 offers of admission; 10,534 students submitted Direct Admit Forms



Year 2 (Class of 2026)

467/802 H.S. (~58% of all high schools; ~70% of all public)

Nearly 34,000 offers of admission sent in July; 2nd round in Oct. 2025



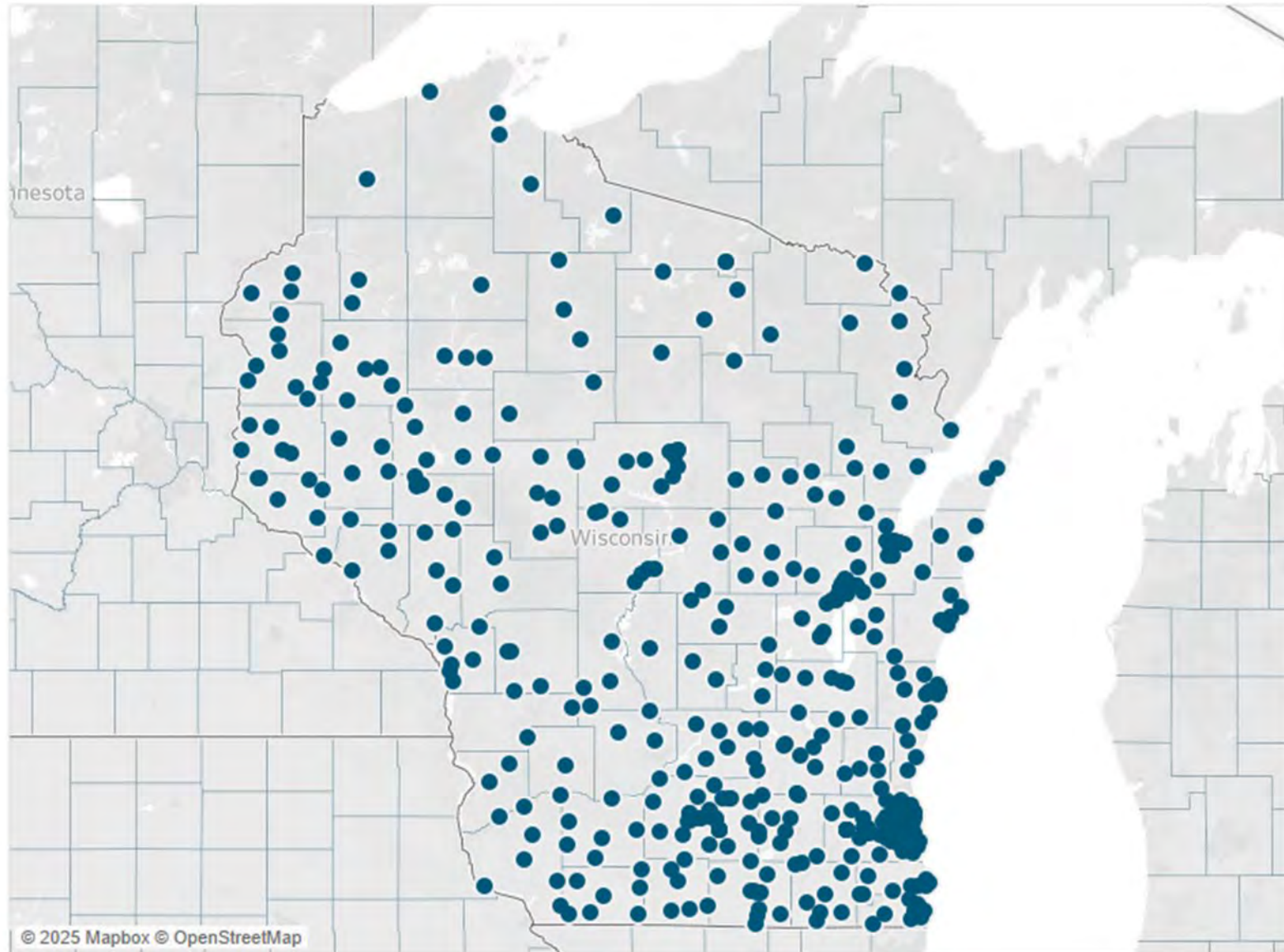
Year 3 (Class of 2027)

Recruiting new high schools through Oct. 2025

Continuing to work to increase student participation rate

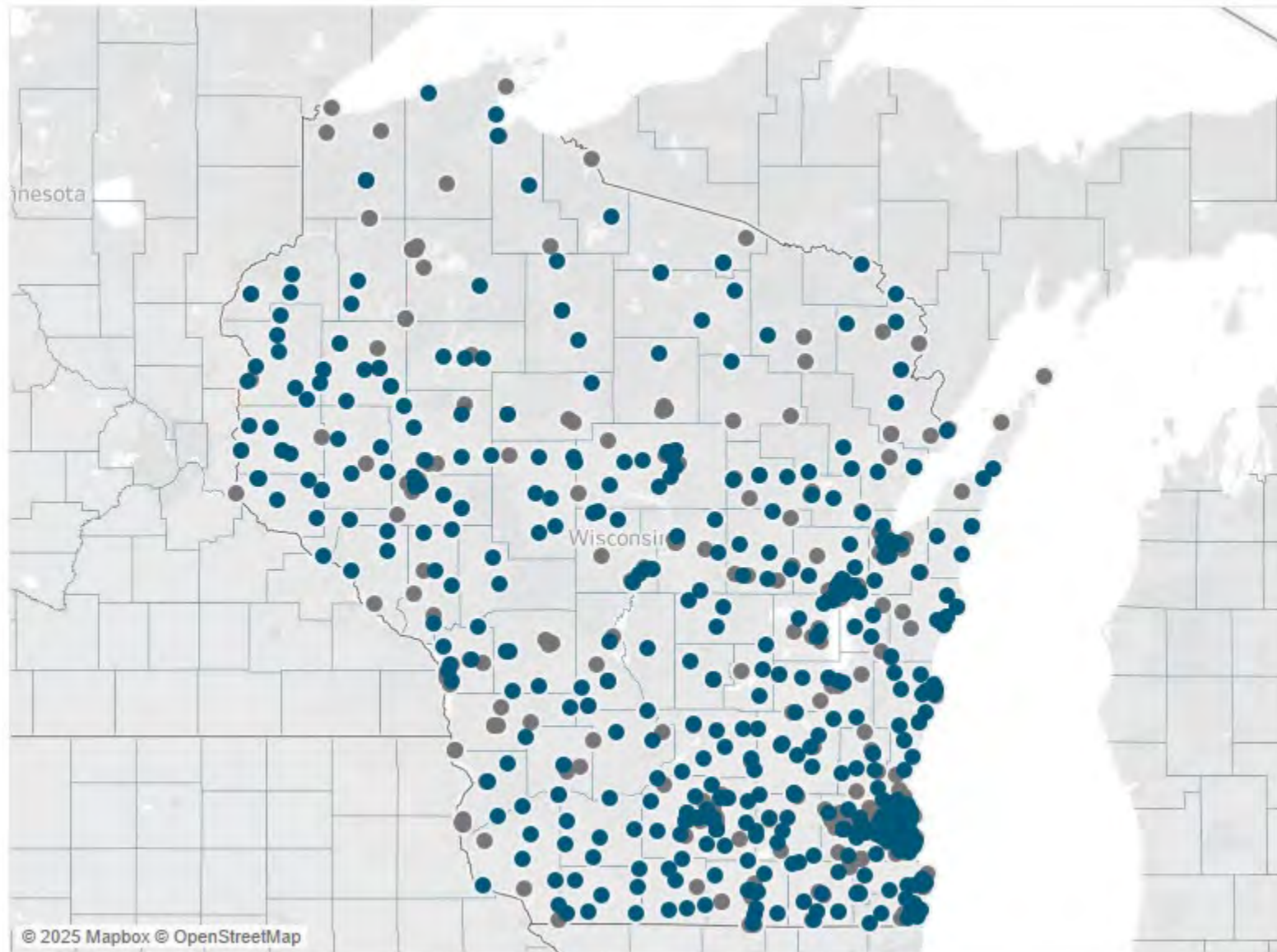


YEAR 2 | PARTICIPATING HIGH SCHOOLS





YEAR 2 | ALL HIGH SCHOOLS



Participating
Not Participating



DIRECT ADMIT WISCONSIN | FUTURE

- Continued Expansion
 - Work to get all Wisconsin high schools on board
 - Work to increase participation rate within Direct Admit high schools
- Continued Improvements
 - Resources for high schools
 - Improved communication and outreach – UWSA and UWs
- Impact on Enrollments
 - Early indicators



COMPETENCY BASED LEARNING | UW FLEXIBLE OPTION

- Strategic Importance:
 - Workforce development, degree completion, students with working experience
- Background to UW Flexible Option
 - UW CBE programs enrolled first students in 2014
 - UW's were initial national leaders in CBE
 - Since then, CBE has scaled at institutions like Western Governors U., Southern New Hampshire U. and Capella U.



UW FLEXIBLE OPTION | PROGRAM ARRAY

- Seven Degree programs
- Five Certificates & Microcredentials



UW FLEXIBLE OPTION | FUTURE

- Enrollments
 - Five percent increase in subscriptions since 2021
- Financial viability
- Future
 - Office of Online and Professional Learning Resources (OPLR) infrastructure
 - Expansion of program offerings
 - Expansion to more UW universities



DIVISION OF FINANCE AND ADMINISTRATION: STRATEGIC PLAN UPDATES

Board of Regents
September 18 , 2025

Julie Gordon, Vice President for Finance & Administration



PRESENTATION OVERVIEW

ASPECTS OF UWs VIABILITY

- Competitive Compensation (S3)
- Monitoring Financial Viability (S5)
- UW Shared Services - Efficiency (S5)

COMPETITIVE COMPENSATION (S3)

CURRENT ACTIONS/ACCOMPLISHMENTS

- General Wage Adjustments
 - 3% July 2025, 2% July 2026
- Market-Based Funds (\$27m annually)
- Chancellor Pay-for-Performance Awards (15% of base compensation)
- Campus Compensation Efforts

FUTURE RELATED OPPORTUNITIES/CHALLENGES

- Per 2024-25 AAUP salary data (adjusted for cost of living), UWs behind peers
- Instructional academic and university staff are not eligible for market-based funds

FINANCIAL VIABILITY (S5)

CURRENT ACTIONS/ACCOMPLISHMENTS –

ahead of schedule but never done

- FY 2026 Annual Operating Budget with
no operating deficits
- Campus Budgetary Actions
- Cash Management Changes

FUTURE RELATED OPPORTUNITIES/CHALLENGES

- Continuing uncertainty with federal funding and international students
- Minnesota-Wisconsin reciprocity
- Workday Reporting

UW SHARED SERVICES (S5)

CURRENT ACTIONS/ACCOMPLISHMENTS

- Targeted efforts to address issues identified within Deloitte report
 - Governance
 - Metrics
 - Customer service system (Ivanti)

FUTURE RELATED OPPORTUNITIES/CHALLENGES

- Continued customer service enhancements
- Identification of additional services and potential structures
 - Fractional employees
- Drive and leverage artificial intelligence



Division of University Relations Strategic Plan Updates

Board of Regents
September 18, 2025

Chris Patton, Vice President
Division of University Relations



ADVOCATING OPPORTUNITIES FOR ALL OF WISCONSIN



STRATEGIES

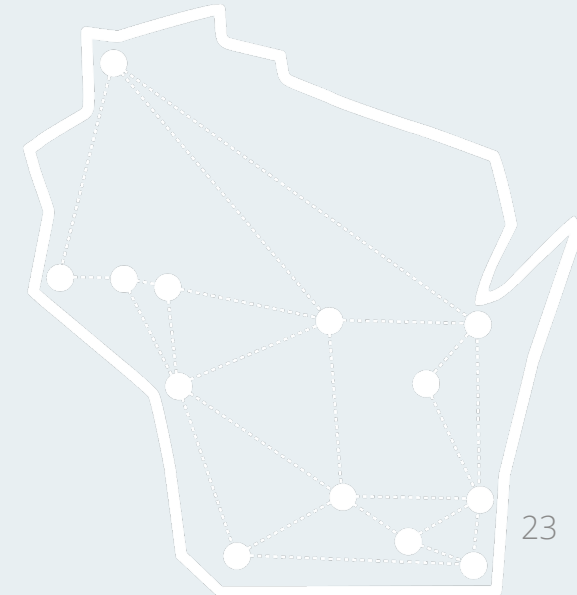
- We will increase access to higher education and improve rates of success for historically underserved students (S1)
- Coordinate with the universities to provide state-of-the-art facilities and digital platforms for student learning and academic excellence (S4)
- We will ensure our universities are financially and environmentally sustainable so that they are positioned to fulfill their strategic missions (S5)

ACTIONS

- Advocated for passage of the FY25-27 operating and capital budgets resulting in largest operating budget increase in over two decades
- Updated Tribal Consultation Workplan aimed at increasing pathways to college for prospective Native students
- Oversee 10 currently authorized charter schools and 3 schools in the planning stage
- Federal workgroup established to advise and address changing federal landscape

LOOKING FORWARD

- Advocating for programs and supports that help ensure a higher education is affordable and accessible for Wisconsin families
- Continue implementation of Tribal workplan
- Increase collaboration with charter school operators to expand UW opportunities for additional students





HELPING INNOVATORS & IDEAS SUCCEED



STRATEGIES

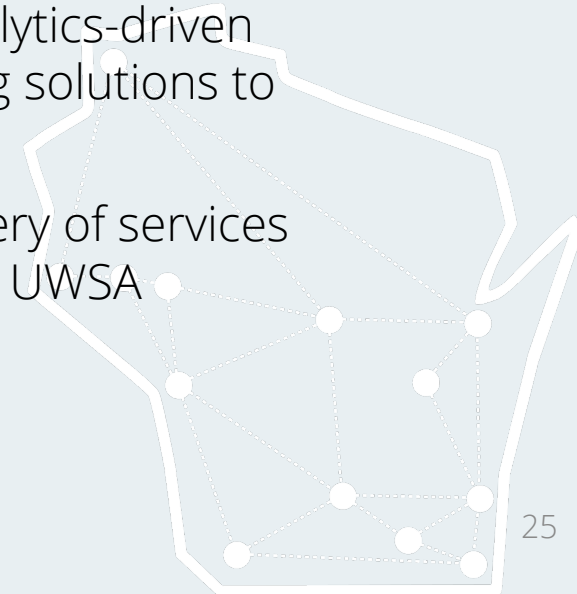
- Assist the universities in expanding high impact practices (S2)
- Build strong partnerships with external stakeholders (S5)
- Understand present and future workforce needs for WI and how our universities can provide a strong talent pipeline (S9)
- Expand access for entrepreneurs and business to consulting & education resources and networking (S9)

ACTIONS

- Provided 6,000 hours of student- led business services to 607 small business
- Provided training and consulting to over 18,000 entrepreneurs leading to the formation of 325 new businesses and attracting over \$180M in capital to grow
- Surveyed over 1,000 employers in the biotech sector to ensure UW/employer engagement and curriculum aligned with in-demand occupations
- Collaborating with industry associations to address regional workforce needs

LOOKING FORWARD

- Developing additional high impact practice opportunities that meet small business needs
- Utilize Your Economy Data to educate higher education leaders and entrepreneurs around small business growth opportunities
- Enhancing employer feedback loops through digital and analytics-driven platforms and speeding solutions to delivery
- Ensuring efficient delivery of services across Universities and UWSA





PROMOTING CIVIC ENGAGEMENT AND PUBLIC SERVICE



STRATEGIES

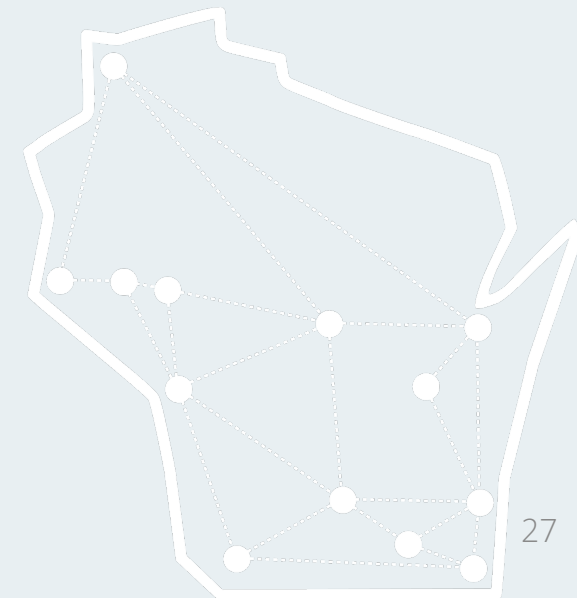
- Develop resources for our universities to utilize, preserve and promote free expression, academic freedom, and civil discourse (S4)
- Measure student understanding of the First Amendment and principles of civil discourse (S4)
- Coordinate with the universities to respond to state and local challenges with research and policy support (S6)

ACTIONS

- Year 2 of Freedom of Expression module completion at new student orientation
- WICCD partners to support campus student free expression & civil dialogue workshops and grants
- WICCD teams network established
- Extended reach to support K-12 & community civic educational opportunities

LOOKING FORWARD

- Developing faculty survey to assess academic freedom, freedom of expression and civil dialogue
- Accelerated focus on civil dialogue to address feedback from student survey results
- Increased opportunities to embed civic engagement across Universities of WI





UNIVERSITIES OF WISCONSIN BRANDING UPDATE

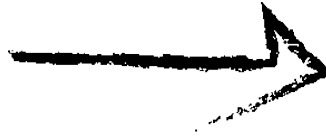
Board of Regents
September 18 , 2025

Jack Jablonski



STRATEGIC OBJECTIVE & CAMPAIGN OVERVIEW

- Strategic Plan 2023–28, Objective S8.2: “Leverage the UW brand through an umbrella marketing campaign to drive enrollments”
- Campaign Phases: Establish, Embrace, Enhance
- Purpose: Elevate participation rate through public perception and increased enrollment opportunities



WHY “UNIVERSITIES OF WISCONSIN”

- Name change (Oct 2023) based on BVK/Baker Tilly research
- Public confusion: UW = UW–Madison only
- “Universities of Wisconsin” highlights 13 distinct universities
- Focus on universities, not bureaucracy



PHASE 1
ESTABLISH
THE BRAND

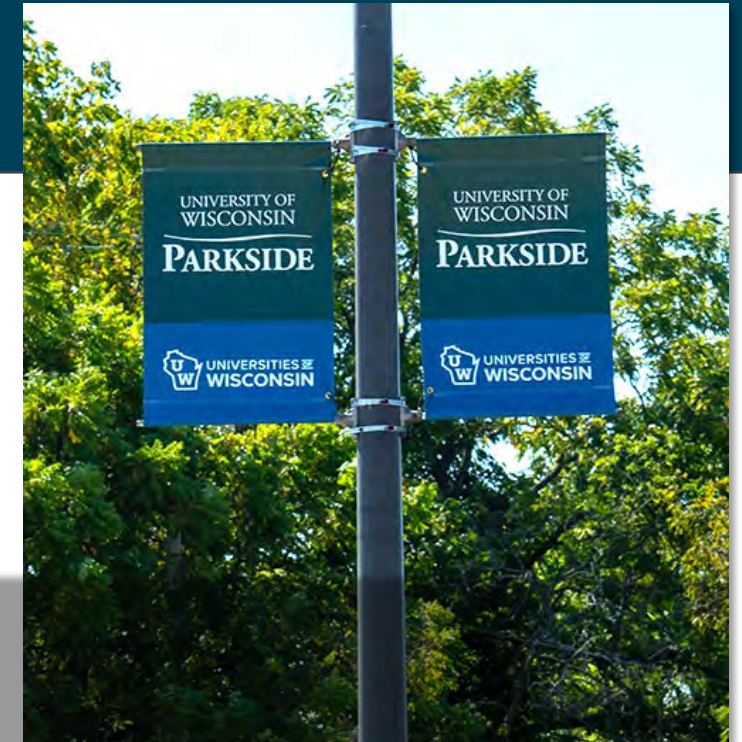
- Shine United campaign launched April 2024
- 64% ad recall; 50% increase in brand awareness
- Engagement: ~ 3x benchmarks
 - 0.38% Display, 2.01% Meta
- Clicks into wisconsin.edu: >360K in 2025
 - 3,000 Appy Now page visits



PHASE 2
EMBRACE
THE BRAND

- All 13 universities now acknowledge UWs on websites (up from original 5)
- Co-branding with our universities
- Direct Admit campaign: Nearly 60K branded mailings for Class of 2025 and 2026
- Admission materials

CO-BRANDED EXAMPLES



BRANDED EXAMPLES



CO-BRANDED EXAMPLES

TUITION AND FEES

Below are estimates and projections based on 2025-2026 rates.

TUITION AND FEES

Full-time (annual)**

Undergraduate
 In-state/full time: \$8,658
 Out-of-state/full time: \$18,275
 Midwest Resident*: \$12,321
 Minnesota Reciprocity: \$10,611

Graduate
 In-state/full time: \$10,668
 Out-of-state/full time: \$21,826
 Midwest Resident*: \$15,336
 Minnesota Reciprocity: \$14,548

*Including Illinois
 **Excludes Summer and Winter sessions

OTHER COSTS

Housing Costs (annual)	Double	Single
Ranger Hall	\$5,096	\$5,958
University Apartments	\$5,517	\$6,252
Pike River Suites	\$5,497	\$6,223

Dining Plan Costs (per semester)
 Plans range from \$1,700 to \$4,500. The most popular plan is the On Campus - Parkside Plus plan.

Estimated Book Costs
 Book costs, which vary based on major or program and enrollment level, are estimated to be about \$700 annually.

SPECIAL COURSE FEES

Online	\$35/credit in addition to tuition
PACC	\$110/credit
AAS	\$320/credit
BUSO UGRD**	\$471/credit
HIMT UGRD	\$460/credit
SMGT UGRD	\$450/credit
FLEX BSBA	\$2250/subscription period

**Degrees seeking BUSO student enrolled in specific BUSO courses. Please check the course catalog for this information. If not enrolled in the BUSO courses, students are charged traditional tuition.

Be at Parkside.

262-595-2358 | ADMISSIONS@UWP.EDU
 900 WOOD RD., KENOSHA, WI 53144
 UWP.EDU/ADMISSIONS

UNIVERSITY OF WISCONSIN **PARKSIDE**

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 cashiers.office@uwp.edu

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 262-595-2574
 finaid@uwp.edu

Office of Admissions and New Student Services
 262-595-2355
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UNIVERSITY OF WISCONSIN **PARKSIDE**

UNIVERSITIES OF WISCONSIN

UW LA CROSSE

Counselor Update | 2025

Embark on your path.
We'll show you the way.

EMBARK ON YOUR PATH
WE'LL SHOW YOU THE WAY

UNIVERSITIES OF WISCONSIN

UNIVERSITY OF WISCONSIN **UW LA CROSSE**

TRANSFER ADMISSION

UNIVERSITIES OF WISCONSIN

UNIVERSITY OF WISCONSIN **UW LA CROSSE**

BE AN EAGLE

UNIVERSITIES OF WISCONSIN

UNIVERSITY OF WISCONSIN **UW LA CROSSE**

BE AN EAGLE

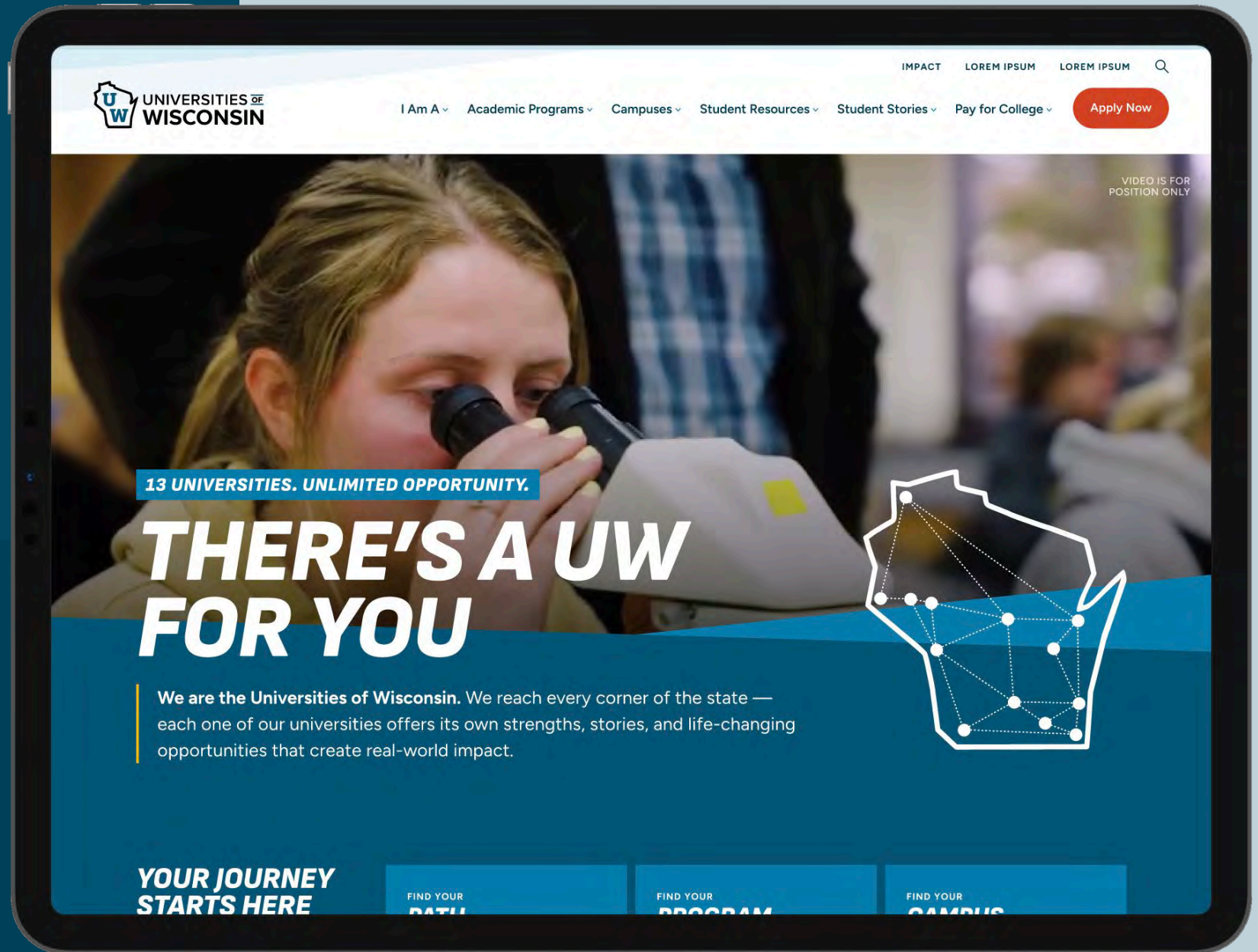
UNIVERSITIES OF WISCONSIN



PHASE 3
ENHANCE
THE BRAND

- Launching improved [wisconsin.edu](https://www.wisconsin.edu) site in early 2026
- Streamlined content: reducing content by over 50% to prioritize what matters most
- Improved navigation, tools, and language
- Students to the right path – faster.

UPDATED WEBSITE



LOOKING AHEAD



- The UWs brand adds value, credibility, and recruitment power
- Intentional collaboration with universities
- New tools and services (including AI)

