



UNIVERSITIES OF WISCONSIN STRATEGIC PLAN UPDATE

Johannes Britz, Interim Senior Vice President
Division of Academic & Student Affairs



STRATEGIES 1-5

Enhance the Student Experience and Social Mobility

- S1: Increase access to higher education, improve rates of success for historically underserved students.
- S2: Champion student success across the higher education life cycle.
- S3: Promote excellence in teaching and prioritize the recruitment, development, and retention of high-quality, diverse faculty and staff.

Foster Civic Engagement and Serve the Public Good

- S4: Champion the democratic principles of free expression, academic freedom, and civil discourse.
- S5: Ensure our universities are financially and environmentally sustainable so that they are positioned to fulfill their strategic missions.



STRATEGIES 6-9

Create and Disseminate Knowledge that Contributes to Innovation & a Better Understanding of the Human Condition

- S6: Focus on being a global leader in research, scholarship, and creative activity, as well as knowledge dissemination that benefits society.
- S7: Foster a culture of innovation in support of advancing human knowledge and economic prosperity.

Advance Economic Prosperity

- S8: Provide support for the universities to drive enrollment to meet the needs of the state and the knowledge economy.
- S9: Engage thoughtfully with the employer community to identify and address employer talent, support, and research needs.



ACADEMIC & STUDENT AFFAIRS STRATEGIC INITIATIVES	STRATEGY								
	1	2	3	4	5	6	7	8	9
Strategic Enrollment Planning	•	•				•		•	•
Direct Admissions	•							•	
Dual Enrollment	•	•						•	
Online Growth	•	•					•	•	•
Mental Health	•	•							
Disability / Accessibility	•	•							
Program Array Planning					•			•	•
Internationalization	•	•	•	•	•	•	•	•	•
Research		•	•			•	•		•
Open Educational Resources	•	•			•		•	•	



ACADEMIC & STUDENT AFFAIRS STRATEGIC INITIATIVES	Strategy								
	1	2	3	4	5	6	7	8	9
Civil Discourse			•	•			•		
Innovation							•		•
FAFSA Completion	•							•	
High Impact Practices	•	•	•						•
Workforce Development							•		•
Transfer	•							•	
Affordability	•	•			•				
Advising & Student Support	•	•						•	
Professional Development			•						
Environmental Sustainability					•	•			
Artificial Intelligence			•			•	•		



PRESENTATION FOCUS

- Direct Admission
- Dual Enrollment
- Internationalization
- Program Array Planning Dashboard



DIRECT ADMIT WISCONSIN | IMPLEMENTATION UPDATE

Julie Amon, Associate Vice President for Enrollment & Student Success



WHAT IS DIRECT ADMISSION?



Direct admission sidesteps the typical college admission process



Students are *proactively* guaranteed* a place in college



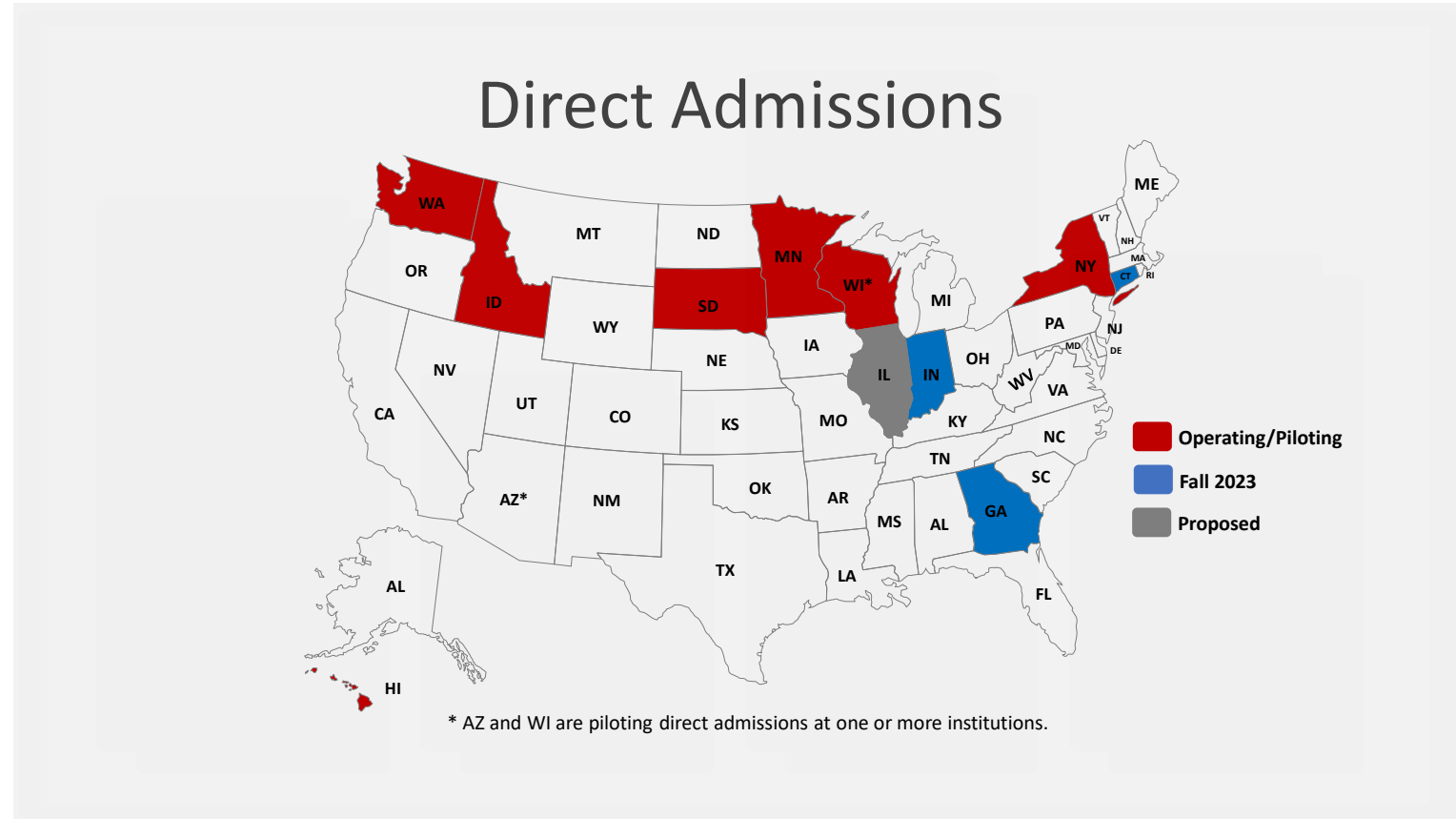
Admission is based on *existing* student-level data (i.e., high school GPA and high school courses)

** This is a conditional guaranteed admission. Students must complete the high school course requirements and GPA with their final high school transcript.*

Adapted from Feb. 9, 2023, UW System Board of Regents Presentation, Dr. Jennifer Delaney and Dr. Taylor Odle



NATIONAL LANDSCAPE



Feb. 9, 2023, UW System Board of Regents Presentation, Dr. Jennifer Delaney and Dr. Taylor Odle



WHAT DOES RESEARCH TELL US?



Increased applications



Increased enrollment



Increased access

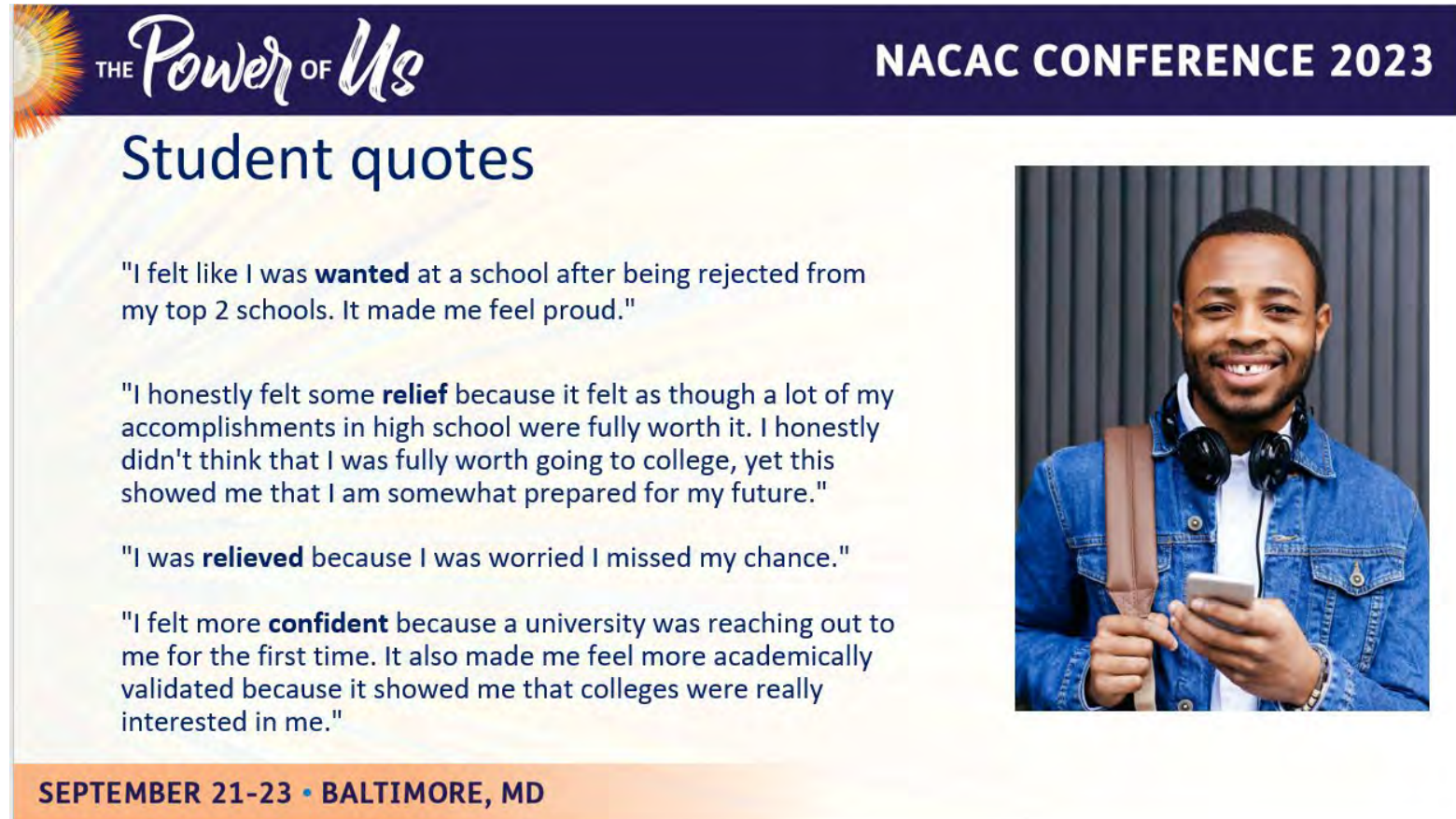


IMPACT OF DIRECT ADMISSIONS

“There were a few [students] who contacted us like, ‘Is this real?’ It was a golden ticket for some of them who didn’t think they’d be sought after for this opportunity,” said Maziarz. “I think they felt really special, especially the students who had not been admitted anywhere else.”

-Jordanna Maziarz, Director of Undergraduate Admissions at Montclair State University

Common App Experiments with Direct Admissions, Sees More Equity | Diverse: Issues In Higher Education (diverseeducation.com)

A banner for the NACAC CONFERENCE 2023. The banner has a dark blue background with a sun icon on the left. The text 'THE Power of Us' is written in a white, cursive font. Below this, the title 'Student quotes' is written in a blue, sans-serif font. There are three quotes from students, each in a white box with a light blue background. To the right of the quotes is a photograph of a young man with a beard, wearing a blue denim jacket and headphones, smiling and holding a smartphone. At the bottom of the banner, the text 'SEPTEMBER 21-23 • BALTIMORE, MD' is written in a white, sans-serif font.

THE *Power of Us*

Student quotes

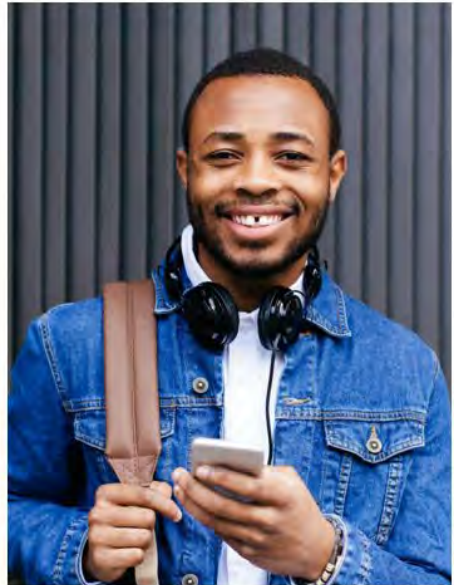
"I felt like I was **wanted** at a school after being rejected from my top 2 schools. It made me feel proud."

"I honestly felt some **relief** because it felt as though a lot of my accomplishments in high school were fully worth it. I honestly didn't think that I was fully worth going to college, yet this showed me that I am somewhat prepared for my future."

"I was **relieved** because I was worried I missed my chance."

"I felt more **confident** because a university was reaching out to me for the first time. It also made me feel more academically validated because it showed me that colleges were really interested in me."

SEPTEMBER 21-23 • BALTIMORE, MD

A photograph of a young man with a beard, wearing a blue denim jacket and headphones, smiling and holding a smartphone.



DIRECT ADMIT WISCONSIN

Progress Update



DIRECT ADMIT WISCONSIN

- Collaborative effort between UW and Wisconsin K-12 school districts
- Begins in Fall 2024 with rising seniors (class '25)
- Students matched with UW universities-based direct admissions criteria (GPA and academic coursework)
- Personalized letters from UWSA notifying students to which UW universities they are directly admitted
- Streamlined enrollment process
 - No application
 - No application fees
 - Transcript sharing



DIRECT ADMIT WISCONSIN | PARTICIPATING UW UNIVERSITIES

UW-Green Bay

UW-Milwaukee

UW-Oshkosh

UW-Parkside

UW-Platteville

UW-River Falls

UW-Stevens Point

UW-Stout

UW-Superior

UW-Whitewater

NOTE: Some universities may participate with main and/or branch campuses.



DIRECT ADMIT WISCONSIN | PARTICIPATING HIGH SCHOOLS



Phase 1

- Partnering with two large student information system (SIS) vendors
 - [Infinite Campus](#) schools
 - Skyward schools

Phase 2

- Explore working with other SIS vendors (i.e., Power School)
- Explore low-technology solution



HOW MANY WI HIGH SCHOOLS ARE ELIGIBLE FOR PHASE 1?

All public, private and charter Wisconsin high schools using Infinite Campus or Skyward are eligible to participate.

- High schools using Infinite Campus or Skyward = 490 out of 833 (58.8%) total high schools in WI
- Out of 589 **public** high schools in WI, 480 are Infinite Campus or Skyward users = **81.5% of public high schools**

Data gathered from the Department of Public Instruction, non-confidential records request and [WISEdash Data Files by Topic](#). Data also gathered from [Infinite Campus](#) and [Skyward](#).



HOW DOES DIRECT ADMIT WISCONSIN MATCH STUDENTS?

University Requirements

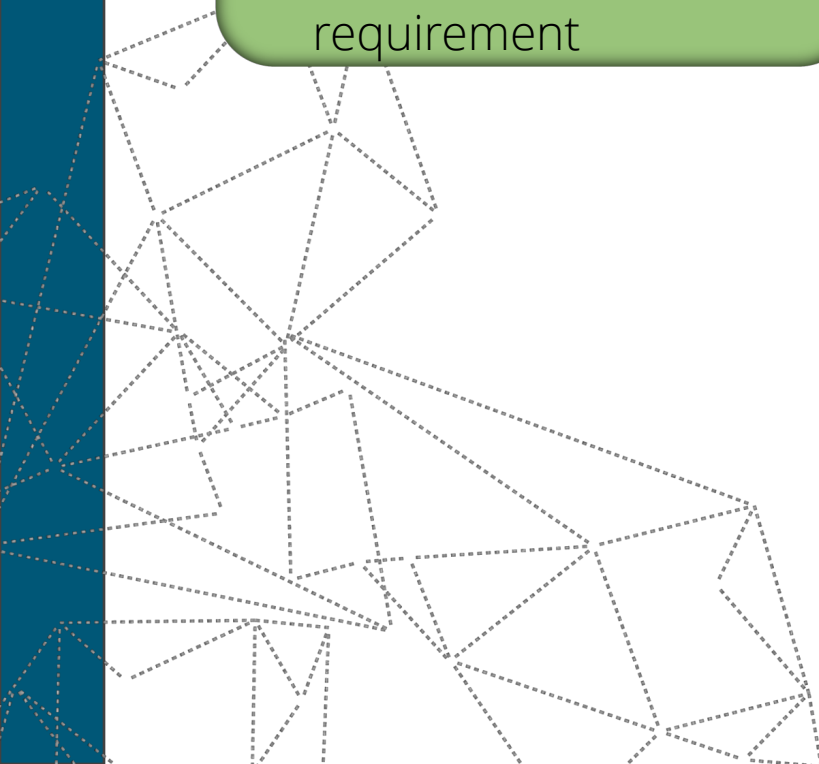
- GPA
- Completed Academic Units requirement
- Graduation requirement

Student-level High School Data

- Student end of junior year GPA
- Student on track for graduation progress

High School Student Information System

MY UW MATCHES!

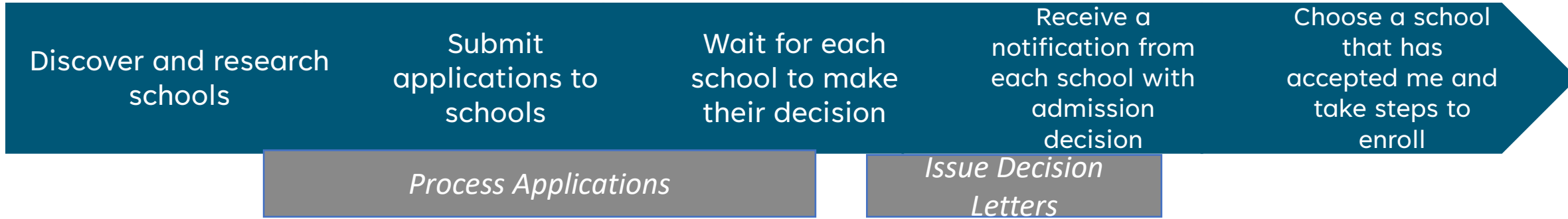


TRADITIONAL ADMISSIONS VS. DIRECT ADMIT WISCONSIN



Throughout HS Senior Year

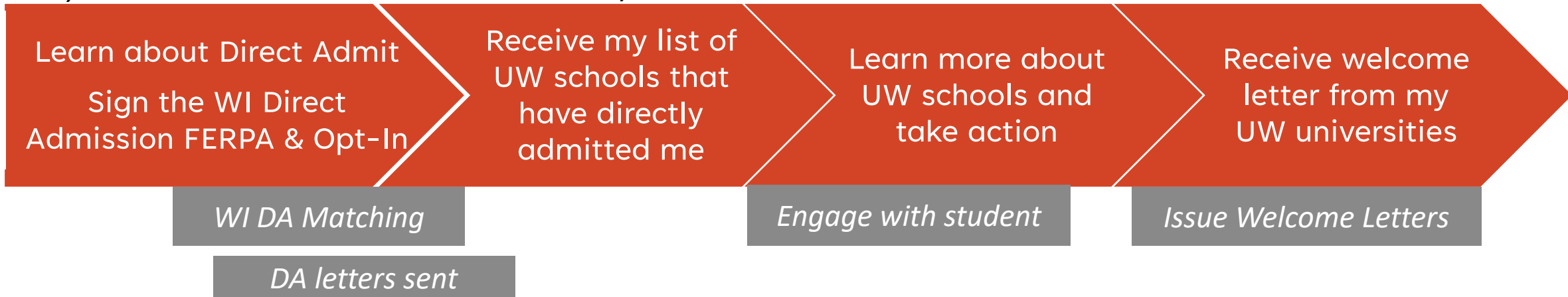
Traditional



Early Fall HS Junior Year

Late Summer - Early Fall HS Senior Year

WI DA





IMPLEMENTATION TEAM KEY MILESTONES | FALL 2023

Sept

- UW universities opt-in
- Partner with Infinite Campus and Skyward
- Present at Fall Counselor Workshops
- Identify and implement technical aspects

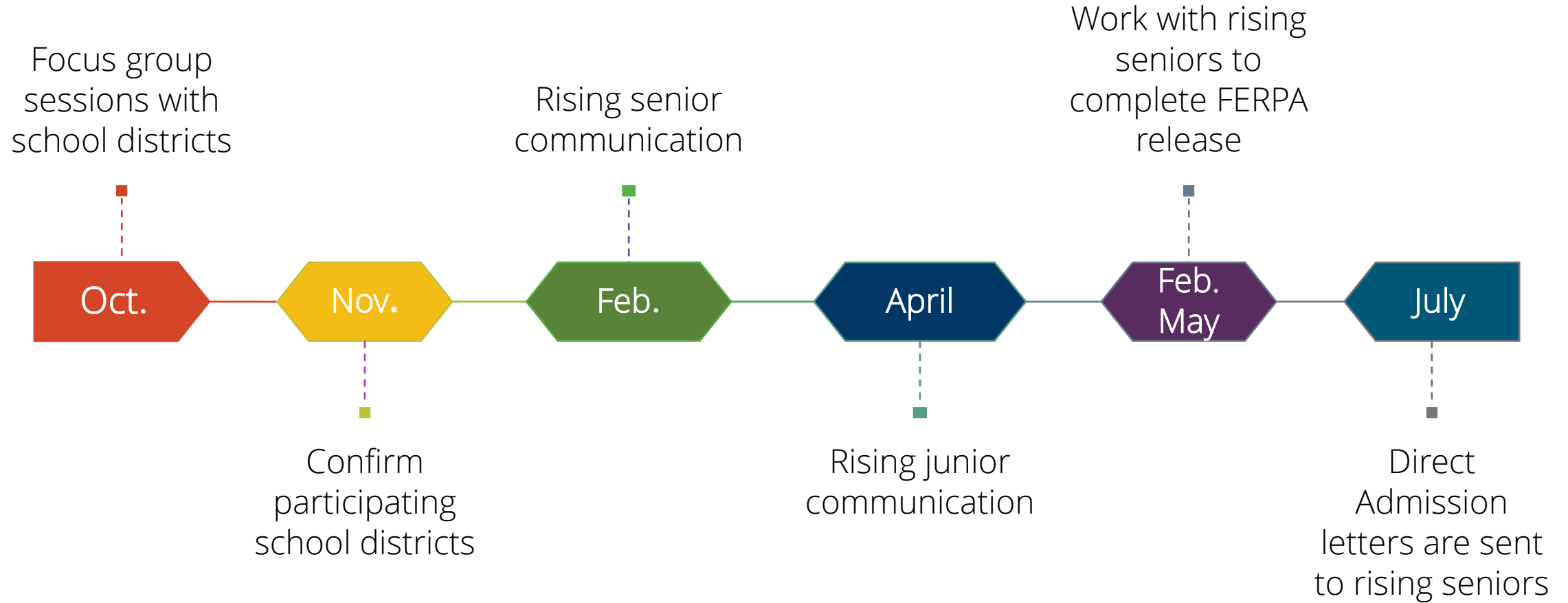
Oct

- High school focus group sessions and district outreach
- Media and marketing
- Develop student and family outreach

Nov-Dec

- Wisconsin School Counselor Association (WSCA) Conference – outreach
- School districts' deadline to opt-in
- Complete data-sharing agreements and/or MOUs
- District staff SIS training

DIRECT ADMIT WISCONSIN TIMELINE | PROPOSED





DUAL ENROLLMENT

Tracy Davidson, Associate Vice President for Academic Affairs



DUAL ENROLLMENT | CHARGE

Universities of Wisconsin President Jay Rothman charged Senior Vice President for Academic and Student Affairs Dr. Johannes Britz to work both internally with our campuses and with external partners to consider the role and structure of our dual enrollment practices in the context of:

- 1) expanding access to higher education,
- 2) increasing participation rates among Wisconsin students, especially underrepresented groups, and
- 3) increasing the number of students who take a UW dual enrollment course and subsequently matriculate at a UW institution.



DUAL ENROLLMENT | TASK FORCE LEADS

Executive Sponsors

- Andrew Leavitt, Chancellor, UW Oshkosh
- Johannes Britz, Senior Vice President for Academic & Student Affairs, Universities of Wisconsin
- Maria Cuzzo, Provost and Vice Chancellor for Academic Affairs, UW-Superior
- Rob Ducoffe, Provost and Vice Chancellor for Academic & Student Affairs, UW-Parkside

Co-Leads

- Tracy Davidson, Office of Academic Affairs, Universities of Wisconsin
- John Achter, Office of Enrollment and Student Success, Universities of Wisconsin
- Julie Amon, Office of Enrollment and Student Success, Universities of Wisconsin



DUAL ENROLLMENT | TASK FORCE MEMBERS

Department of Public Instruction

- Karin Smith, Consultant for Dual Enrollment
- Sara Knueve, Policy Advisor, Division for Academic Excellence

Cooperative Educational Service Agency

- Colleen Tim, Agency Administrator, CESA 7

UWSA

- Barbara Bales, Director, PK-20 Strategic Initiatives and Educational Innovation, Office of Academic Affairs
- Deej Lundgren, Director for State Relations, Office of Government Relations
- Ben Passmore, Associate Vice President, Office of Policy Analysis & Research
- Aaron Seligman, Senior Advisor, Division of Academic & Student Affairs



DUAL ENROLLMENT | UW UNIVERSITIES TASK FORCE MEMBERS

- Dave Clark, Vice Provost for Student Success and Co-Lead for Division of Enrollment Management, UW-Milwaukee
- John Dobyms, Operational and Outreach Director, Cooperative Academic Partnership Program, UW Oshkosh
- Nelu Ghenciu, Professor/Chair, Mathematics, Statistics & Computer Science, UW-Stout (UW Faculty Shared Governance Chair)
- Denise Hancock, Administrative Program Manager, Center for Professional Studies, UW-Parkside
- Beth Hein, Executive Director of Educational Pathways, UW-Stout
- Carolyn Keller, Associate Provost in Academic Affairs, Associate Professor of Social Sciences, UW-Platteville
- Patrick Neuenfeldt, Associate Director for Dual Enrollment Services, UW-Green Bay
- Jamie Schneider, Professor of Chemistry and Assistant Dean, College of Arts and Sciences, UW-River Falls
- Megan Strehlow, Assistant Vice Chancellor, Student Access and Success, UW-Green Bay
- Jen Szydlik, Professor of Mathematics, UW Oshkosh
- Scott Owczarek, Associate Vice Provost and University Registrar, UW-Madison



DUAL ENROLLMENT | WORKFLOW

Framework

- Recognition of current research and national best practices
- Recognition of the unusual dual enrollment landscape in Wisconsin
- Exploration of policy and statute strengths and barriers
- Centering quality dual enrollment experiences for students

Task Force Meetings and Consultation

- College in High School Alliance (CHSA); National Alliance of Concurrent Enrollment Partnerships (NACEP)

Task Force Report

Next Steps



INTERNATIONALIZATION

Johannes Britz, Interim Senior Vice President, Academic & Student Affairs



INTERNATIONALIZATION WITHIN THE CONTEXT OF THE STRATEGIC PLAN

- Select co-sponsors: Maria Gallo and Betsy Morgan
- Plot the strategic plan against internationalization
- Meet with universities
- Focus on support and coordination
- Develop a strategic framework



INTERNATIONALIZATION STRATEGIC FRAMEWORK

Increase International Enrollment and Outbound

- Goals
- Action steps

Cultural Competency

- Goals
- Action steps

Workforce Development

- Goals
- Action steps

Global Branding

- Goals
- Action steps

Hessen Agreement / Others

- Goals
- Action steps



HESSEN AGREEMENT

Incentive Grants

- Co-teaching
- Grant collaboration
- Study abroad/outbound

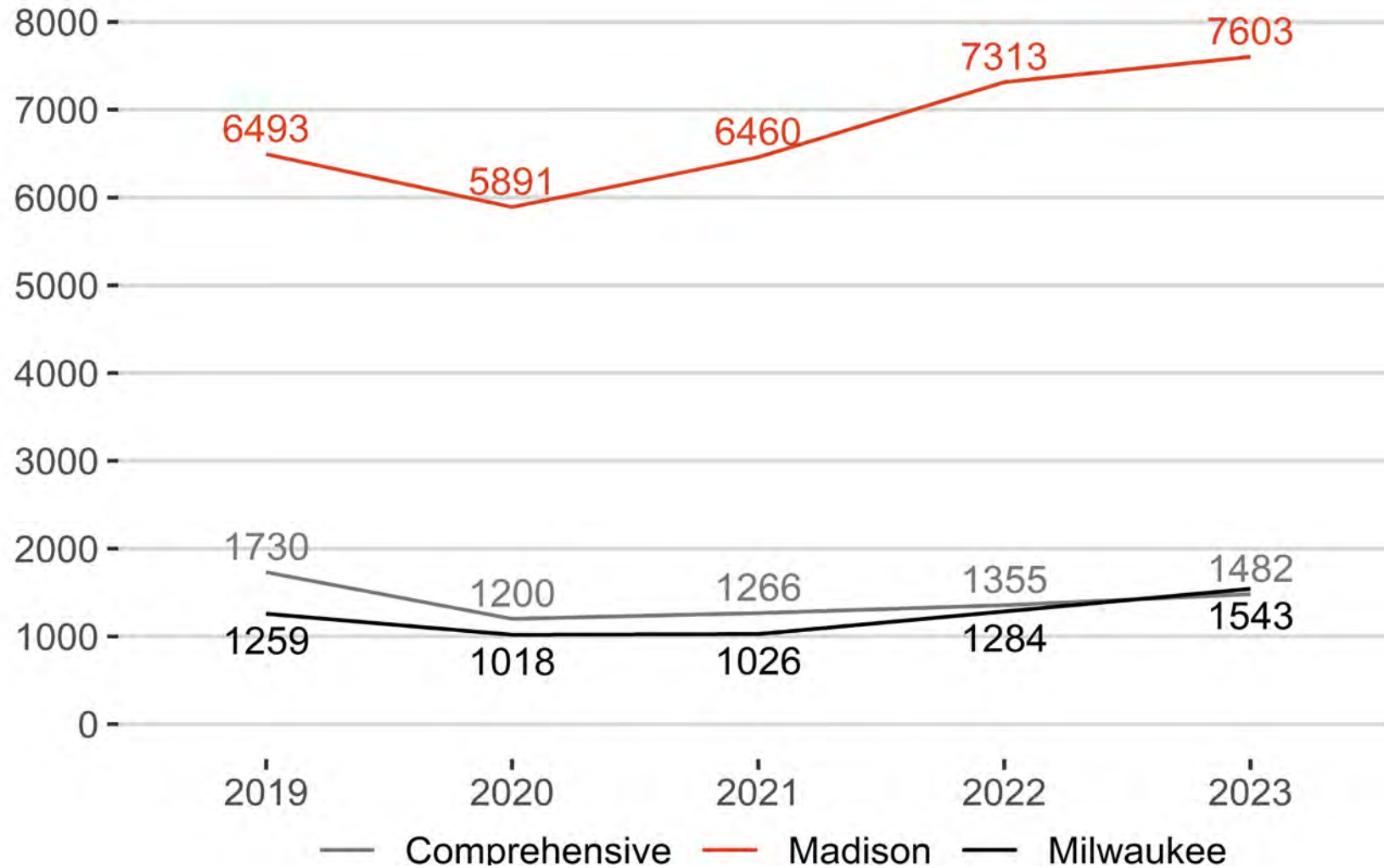


INTERNATIONAL ENROLLMENT

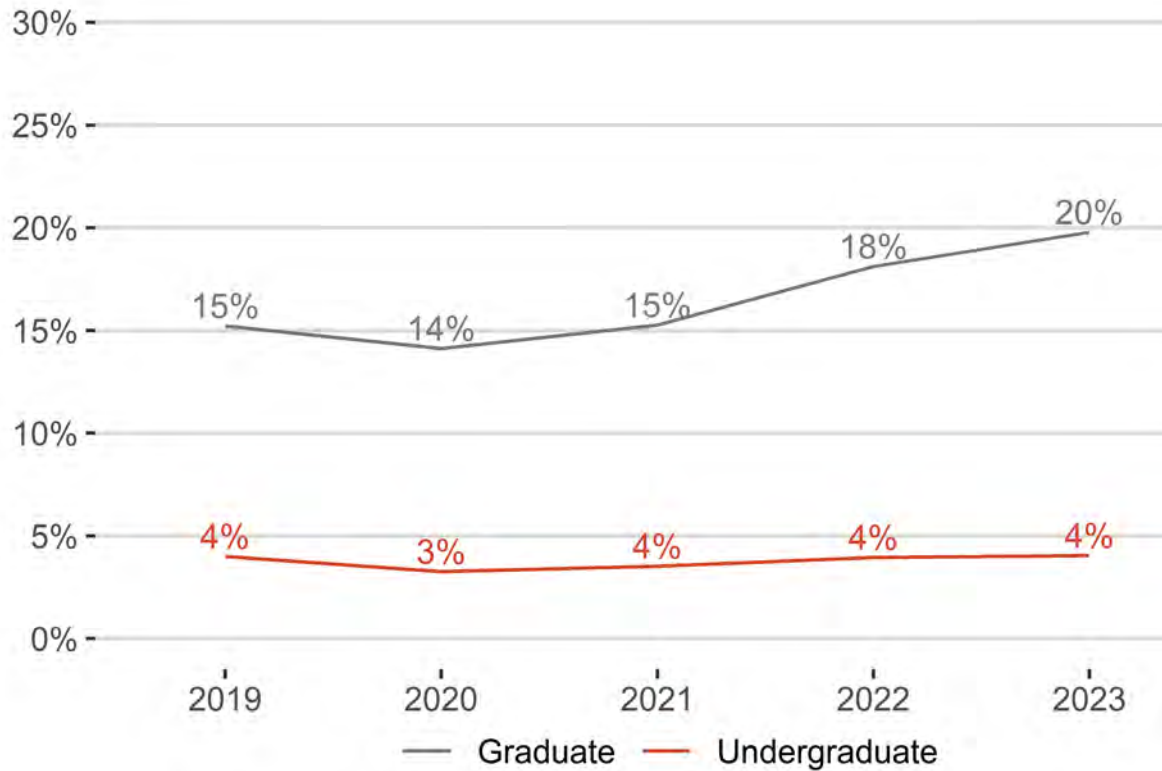
- International student enrollments rebounded post-Covid
 - UW-Madison (+1800) and UW-Milwaukee (+500) fully recovered;
 - Comprehensives (-200) decreased from Fall 2020; they have increased from 2022 (+100)
 - New freshmen international enrollment has increased significantly (37%) post-Covid
- Graduate international student enrollments have increased
 - Flat at 4% of undergraduate students; 20% of graduate students
- Significant differences at individual UW universities
 - 10% of undergraduates; 29% of graduates at UW-Madison
 - 9% of undergraduates at UW-Superior
 - 16% of graduate students at UW-Platteville
- Universities of Wisconsin international student enrollments lower (%) than in IL, MI, MN
- International new freshmen yield has fallen
 - UW 4-year universities excluding Madison, 12 percentage point drop due to increasing applications



INTERNATIONAL ENROLLMENT BY UW



INTERNATIONAL ENROLLMENT BY LEVEL

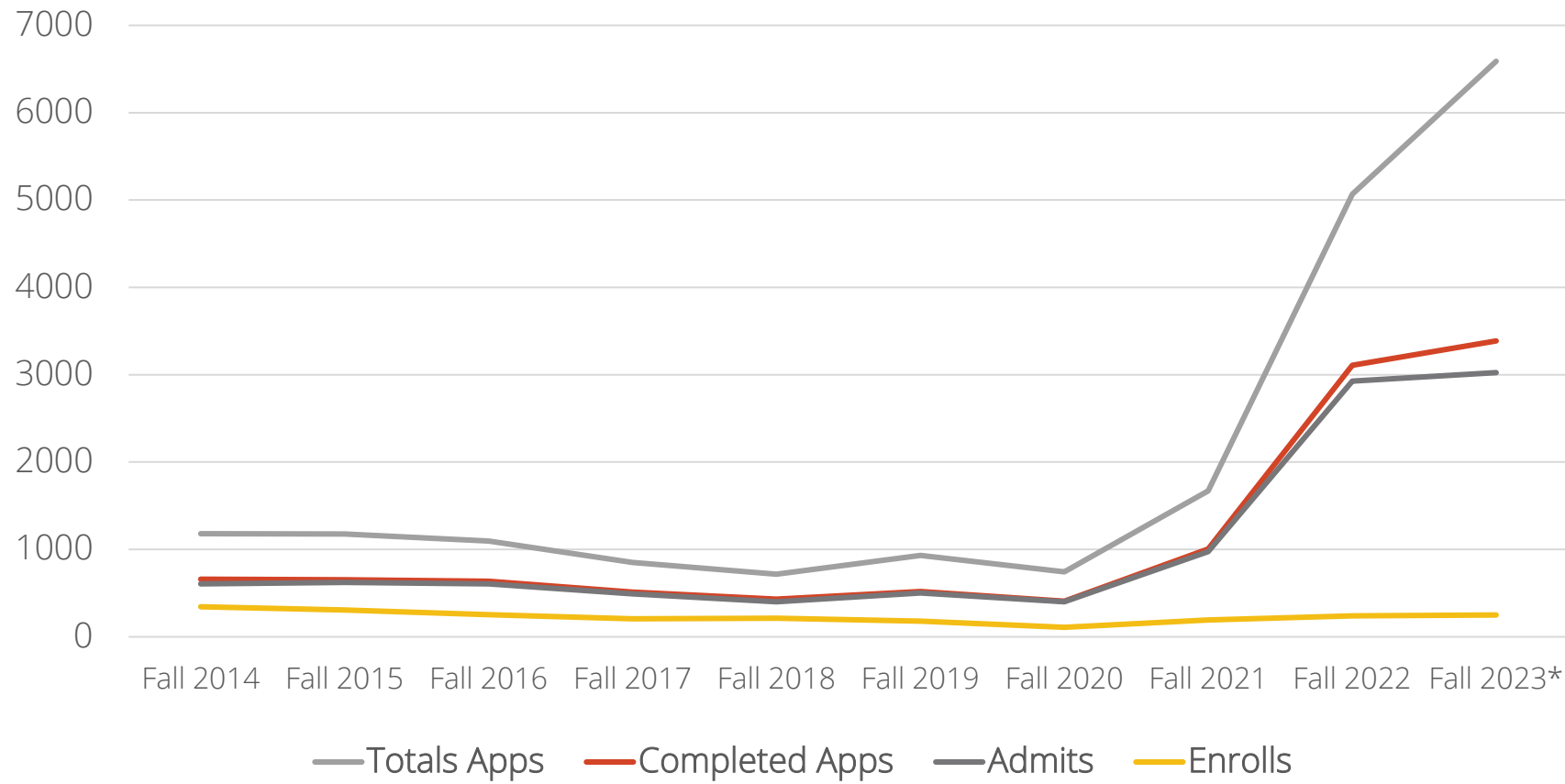


Fall 2023	Undergraduate	Graduate
Madison	3897 (10%)	3706 (29%)
Milwaukee	401 (2%)	1142 (26%)
Eau Claire	190 (2%)	25 (4%)
Green Bay	113 (1%)	21 (4%)
La Crosse	64 (1%)	17 (2%)
Oshkosh	195 (2%)	9 (1%)
Parkside	87 (3%)	46 (6%)
Platteville	44 (1%)	68 (16%)
River Falls	53 (1%)	1 (0%)
Stevens Point	33 (0%)	5 (1%)
Stout	203 (3%)	49 (6%)
Superior	183 (9%)	2 (0%)
Whitewater	54 (1%)	20 (1%)

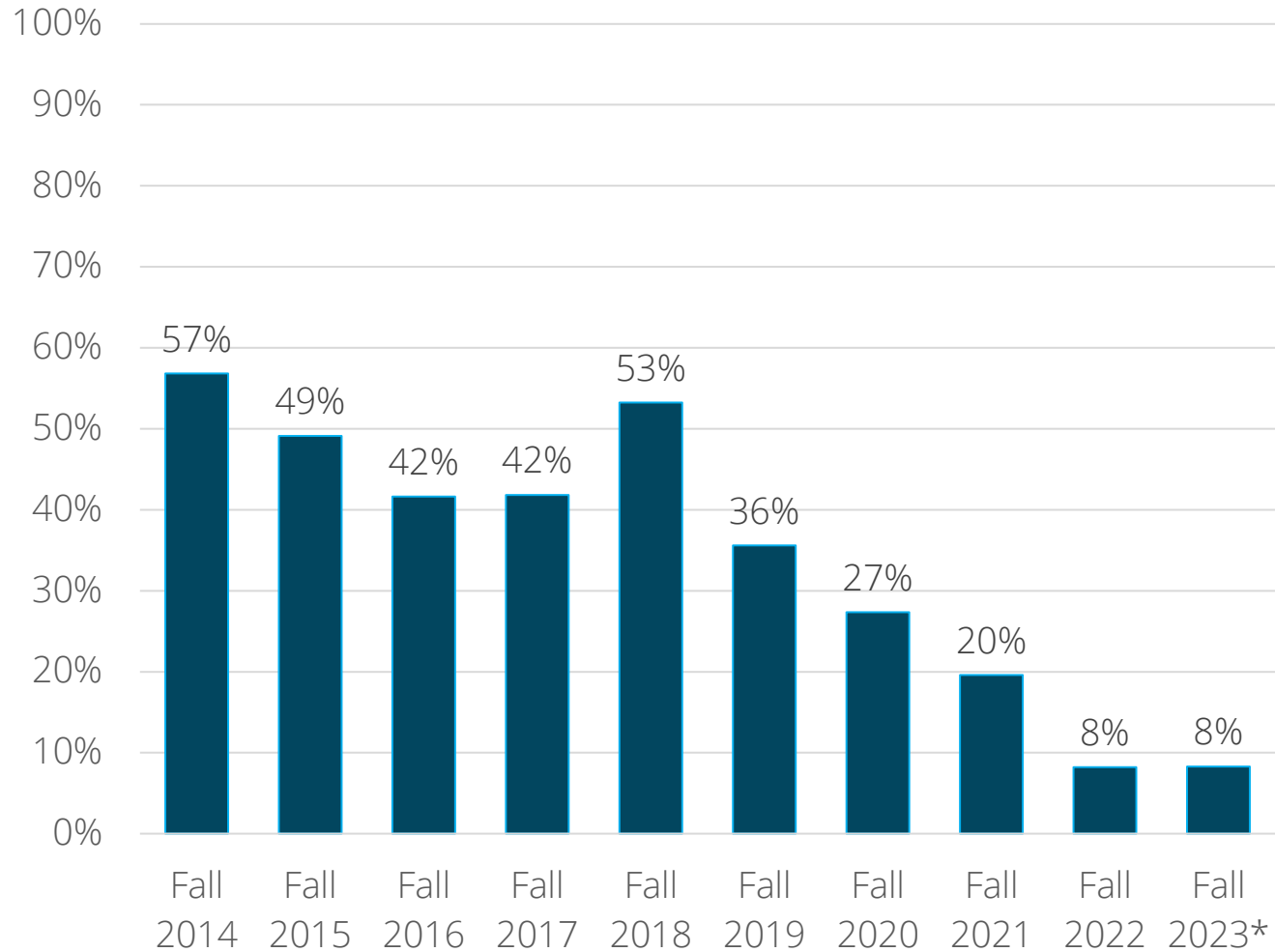
INTERNATIONAL NEW FRESHMAN APPLICATIONS, ADMISSIONS & ENROLLMENT



UW 4-YEARS LESS MADISON FALL 2014-FALL 2023*



INTERNATIONAL NEW FRESHMAN YIELD UW 4-YEARS LESS MADISON FALL 2014-FALL 2023





ACADEMIC PROGRAM PLANNING

Ben Passmore, Associate Vice President for Policy Analysis & Research



ACADEMIC PROGRAM PLANNING DASHBOARD

- More granular and up-to-date information on the state of the academic program “queue”
- More effective alignment to emerging state needs
- More effective management of the UW Academic Program offerings

wisconsin.edu/opar-frontier/uws-academic-program-changes/



QUESTIONS

Johannes Britz, jbritz@uwsa.edu