Board of Regents Presentation

May 4, 2006

Richard H. Wells, Chancellor

University of Wisconsin Oshkosh

#### Is there a "Brain DRAIN"?

- Wisconsin consistently ranks
  - in the top 10 states in high school graduation rate of ninth graders, and
  - 5<sup>th</sup> in the percentage of high school graduates who immediately enroll in a four-year college or the UW Colleges, but
  - only 35<sup>th</sup> in the percentage of bachelor's degree holders in the adult population.

#### Is there a "Brain DRAIN"?

\* Are Wisconsin citizens with UW degrees leaving the state in droves?

Are Wisconsin university graduation rates well below the national average?

#### Does the evidence support a "Brain DRAIN"?

- \* Fact: 83% of Wisconsin residents who graduate from UW institutions **STAY** in Wisconsin.
- \* Fact: 17% of out-of-state graduates **STAY** in Wisconsin.
- Fact: Overall percentage of those who STAY is higher than National average.
- Fact: Retention rates of Wisconsin universities are
   13<sup>th</sup> highest in nation,
- Fact: Graduation rates of Wisconsin universities are 17<sup>th</sup> highest in nation.

The State's <u>low</u> percentage of bachelor's degree holders cannot be explained by its

- high college graduation rates, and
- high rate of retaining college graduates in the state.

#### Is there a "Brain GAIN" problem?

- \* Wisconsin ranks 43<sup>rd</sup> in the nation in percentage of people with college degrees migrating into the state.
- \* The State's low percentage of bachelor's degree holders is <u>partially</u> explained by the low percentage of such degree holders migrating <u>to</u> Wisconsin.

The "Brain DRAIN" is mostly a myth.

There is a "Brain GAIN" problem, but it accounts only for part of the "gap."

So, how do we account for most of the gap between the high percentage of High School graduates going to college and the low percentage of bachelor's degree holders in Wisconsin's adult population?

### Is there a "Brain DEVELOPMENT" problem?

- \* Fact: Only 24.1% of Wisconsin's adults have a bachelor degree.
- Fact: The national average is 27%.
- Fact: Only 18.8 % of Northeast Wisconsin residents hold bachelor degrees.
- \* Fact: The 18.8% is lower than that of any state except for one.

Is there a "Brain DEVELOPMENT" problem?

- \* Fact: Wisconsin ranks 35<sup>th</sup> in the nation for its low percentage of **bachelor** degree holders.
- \* Fact: Wisconsin ranks 7<sup>th</sup> in the nation for its high percentage of **associate** degree holders.
- \* Fact: Wisconsin needs 70,000 more adults with a bachelor's degree to reach the national average.

#### The "Brain DEVELOPMENT" problem

- Fact: 150,000 NE Wisconsin residents have some college but lack a bachelor's degree.
- \* Fact: 62,000 have an associate degree but lack a bachelor's degree.
- \* Fact: The NE Wisconsin Technical Colleges and the UW Colleges awarded close to 13,000 associate degrees in the past five years.

#### The "Brain DEVELOPMENT" problem

#### **Conclusions:**

- The associate degree is seen as a <u>terminal degree</u>, for a large number of Wisconsin residents, especially in NE Wisconsin.
- \* It appears that a <u>lower</u> percentage of Wisconsin residents desire and achieve bachelor degree status when compared to other states, especially in NE Wisconsin.

# "Brain DEVELOPMENT" is a problem because we envision Wisconsin being nationally admired for its:

- Quality of life,
- Vibrant knowledge-based economy,
- For having a much more highly skilled and educated citizenry, and
- \* For developing ("growing") our own "brains" throughout the lifetime of all Wisconsinites.

UW Oshkosh provides solutions for the problem of "Brain DEVELOPMENT"

- On-Campus Enrollment Growth (2000-05) up 7.1% despite budget cuts
  - Degrees conferred up 8.4%
  - Student Retention Rate up 8.5%
  - \* Number of Students of color up 58%
  - « Older Adult Undergrads up 5.5%.
- Major reinvestment is necessary to help restore quality and to continue providing "Brain DEVELOPMENT" solutions

Enhancement of Educational Quality, Student Access and Success -- Proposal Overview:

- I. Outcomes/Deliverables
- Targeted Programs for Enhanced Education Quality and Student Success
- III. Targeted Programs for Enhanced Student Access
- IV. Funding Investment Required
- v. Grounded in University Strategic and Operational Plans, Processes and Actions
- VI. Questions, Concerns, Advice

#### **Targeted Enrollment Growth Goals (2007-2013)**

- On-Campus FTE Enrollment + 12% (+1200) (from 9,580 to 10,780)
- Degrees conferred +10%
- Student Retention Rate +10%
- Number of Students of Color +75%
   (from 654 to 1,144)
- Older Adult Undergraduate Students +50% (from 1,449 to 2,174).

#### **Targeted Enrollment Growth Goals (2007-2009)**

- On-Campus FTE +2% (+400) and Headcount (+600)
- Degrees Conferred +3%
- Student Retention Rate +3%
- Students of Color +20%
- Older Adult Undergraduate Students +15%

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#### Targeted Programs for Enhanced Educational Quality and Student <u>Success</u> (2007-2009)

Core Services for Students (\$900,000)

Oshkosh Student Compact

First Year Experience

Equity Scorecard/Plan 2008

Core Programs for Faculty (\$250,000)

**Faculty Compact** 

Center for Teaching and Learning

#### Targeted Programs for Enhanced Educational Quality and Student Success (2007-2009)

- Graduation Project (\$400,000)
   Total \$1,550,000
- 25-30% of the projected enrollment growth will result due to these improving "educational quality and student success programs"

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#### Targeted Student Access (2007-2009) to Existing High-Demand Bachelor's Degree Programs (\$2,600,000) such as:

- Biology and Microbiology, Criminal Justice,
- Medical Technology, Psychology, Nursing,
- Environmental Studies,
- Teacher Education (Math and Science), and
- Business
  - Financial Services
  - Supply Chain and Operations Management, and
  - Entrepreneurship emphases.

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### Targeted Student Access (2007-2009) to New, Future High-Demand Bachelor's Degree Programs, such as:

- Bachelor of Applied Studies (Cost Recovery)
- Bachelor of Fire and Emergency Response Management (Cost Recovery)
- Others??

### Increased Student <u>Access</u> to High-Demand Bachelor's Degree Programs (2007-2009)

 70-75% of projected enrollment growth would result due to additional students enrolled in high-demand degree programs

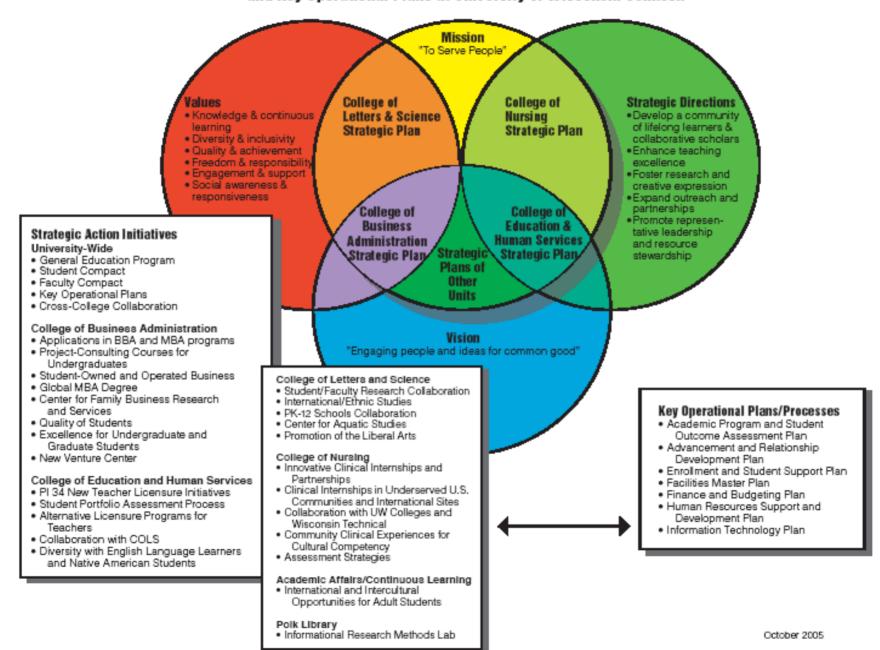
#### **Increased investment funding would support:**

- Additional <u>faculty positions</u> for
  - General education course sections for students,
  - Prerequisite course sections for students, and
  - Course sections for students in high-demand majors.
- Full funding for three consecutive biennia would result in the <u>addition</u> of 50-55 FTE Faculty positions.

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Biennium	Total Base Budget Increase	Biennial "Math" Total Funding Increase	Additional Students Served	
			FTE	Headcount
2007-09	4,154,849	5,506,317	400	600
2009-11 (est.)	3,600,000	4,770,000	400	600
2011-13 (est.)	3,600,000	4,770,000	400	600
2007-13 Total (est.)	11,354,849	15,046,317	1,200	1,800

#### Alignment of the GOVERNING IDEAS, Strategic Action Initiatives and Key Operational Plans at University of Wisconsin Oshkosh



### Grounded in the University's Strategic and Operational Plans, Processes and Actions

Enrollment and Student Support Plan: Sources of Enrollment Growth

- New degree programs
- New degree completion options
- Undergraduate and graduate certificates
- Increased online and off-site delivery of programs
- Increased marketing aimed at:
  - Older adult students, especially with some college,
  - Raising <u>aspirations</u> and <u>readiness</u> of much larger percentage of K-12 students,
  - Graduate, transfer and international students and students of color.

### Grounded in the University's Strategic and Operational Plans, Processes and Actions

Advancement/Development Plan: Integrated marketing Plan Charge:

- Achieve desired size and mix of the student body
- Support comprehensive capital campaign
- Focus and improve the University's image/brand/reputation
- Enhance public awareness, appreciation and accessibility.

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Questions

Concerns

Advice

### Northeast Wisconsin Growth Agenda: Reference List

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- Northeast Wisconsin Economic Opportunity Study (2004). Sponsored by Fox Valley Workforce Development Board and the Bay Area Workforce Development Board. Study consultants: Harlan Kiesow/Elizabeth Runge of the East Central Wisconsin Regional Planning commission, David Muench/Steve Deller of University of Wisconsin Extension and Dennis Winters/David Ward of NorthStar Economics, Inc.
- Expanding Access to Baccalaureate Education in Wisconsin (2005). Report of the Joint UWS/WTCS Committee on Baccalaureate Expansion submitted to President Kevin P. Reilly, UW System and President Daniel Clancy, Wisconsin Technical College System.
- National Center for Public Policy and Higher Education (2004) policy alert. Data provided by David Blough, (4/28/2006), Office of Policy Analysis and Research, UW System.
- US Census Bureau: Census 2000 and American Community Survey. Provided by Sharon Wilhelm (4/17/2006).
- Post Baccalaureate Experiences University of Wisconsin Graduates, Employment, Salaries and Migration Patterns (2001). Office of Policy Analysis and Research *Bulletin*.