Northeast Wisconsin Growth
Agenda: The UW Oshkosh Proposal
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
  - **5th** in the percentage of high school graduates who immediately enroll in a four-year college or the UW Colleges, but
  - only **35th** 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 13th highest in nation,
- Fact: Graduation rates of Wisconsin universities are 17th highest in nation.
The State’s low 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 43rd 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 partially explained by the low percentage of such degree holders migrating to 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 terminal degree, for a large number of Wisconsin residents, especially in NE Wisconsin.

- It appears that a lower 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
Northeast Wisconsin Growth Agenda: UW Oshkosh Proposal

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

I. Outcomes/Deliverables
II. 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%
Targeted Programs for Enhanced Educational Quality and Student Success (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”
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 Access 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 faculty positions 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 addition of 50-55 FTE Faculty positions.
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<td>11,354,849</td>
<td>15,046,317</td>
<td>1,200</td>
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2007-13 Total (est.)
Alignment of the GOVERNING IDEAS, Strategic Action Initiatives and Key Operational Plans at University of Wisconsin Oshkosh

Mission
"To Serve People"

Vision
"Engaging people and ideas for common good"

Values
- Knowledge & continuous learning
- Diversity & inclusivity
- Quality & achievement
- Freedom & responsibility
- Engagement & support
- Social awareness & responsiveness

College of Letters & Science Strategic Plan
- Student/Faculty Research Collaboration
- International/Ethnic Studies
- PK-12 Schools Collaboration
- Center for Aquatic Studies
- Promotion of the Liberal Arts

College of Nursing
- Innovative Clinical Internships and Partnerships
- Clinical Internships in Underserved U.S. Communities and International Sites
- Collaboration with UW Colleges and Wisconsin Technical
- Community Clinical Experiences for Cultural Competency
- Assessment Strategies

College of Business Administration Strategic Plan
- Academic Program and Student Outcome Assessment Plan
- Advancement and Relationship Development Plan
- Enrollment and Student Support Plan
- Facilities Master Plan
- Finance and Budgeting Plan
- Human Resources Support and Development Plan
- Information Technology Plan

College of Education & Human Services Strategic Plan
- Polk Library
- Informational Research Methods Lab

Key Operational Plans/Process
- Polk Library
- Informational Research Methods Lab

Strategic Directions
- Develop a community of lifelong learners & collaborative scholars
- Enhance teaching excellence
- Foster research and creative expression
- Expand outreach and partnerships
- Promote representative leadership and resource stewardship

Strategic Plans of Other Units

College of Business Administration
- Applications in BBA and MBA programs
- Project-Consulting Courses for Undergraduates
- Student-Owned and Operated Business
- Global MBA Degree
- Center for Family Business Research and Services
- Quality of Students
- Excellence for Undergraduate and Graduate Students
- New Venture Center

College of Education and Human Services
- PI 34 New Teacher Licensure Initiatives
- Student Portfolio Assessment Process
- Alternative Licensure Programs for Teachers
- Collaboration with COLS
- Diversity with English Language Learners and Native American Students

Strategic Action Initiatives
University-Wide
- General Education Program
- Student Compact
- Faculty Compact
- Key Operational Plans
- Cross-Collaboration
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 aspirations and readiness of much larger percentage of K-12 students,
  - Graduate, transfer and international students and students of color.
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UW Oshkosh Proposal

_University of Wisconsin Oshkosh_

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


