



# **UWM's Dual Mission of Research & Access**

**Rita Cheng**

**Provost and Vice Chancellor for Academic  
Affairs**



# The Dual Mission



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– Research

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- Common questions
  - Are they contradictory or too much of a ‘stretch’?

# The Dual Mission

- Research
- Access
- Common questions
  - Are they contradictory or too much of a ‘stretch’?
  - Why do both?



# The Dual Mission

- Answer: BOTH are and have always been, integral parts of UWM's mission



- June 16, 1957: The first UWM commencement.





# UWM Research Mission

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# **UWM Research Mission**

- Offer degree programs at the baccalaureate, master's and doctoral levels.



# UWM Research Mission

- Offer degree programs at the baccalaureate, master's and doctoral levels.
- Conduct organized programs of research.



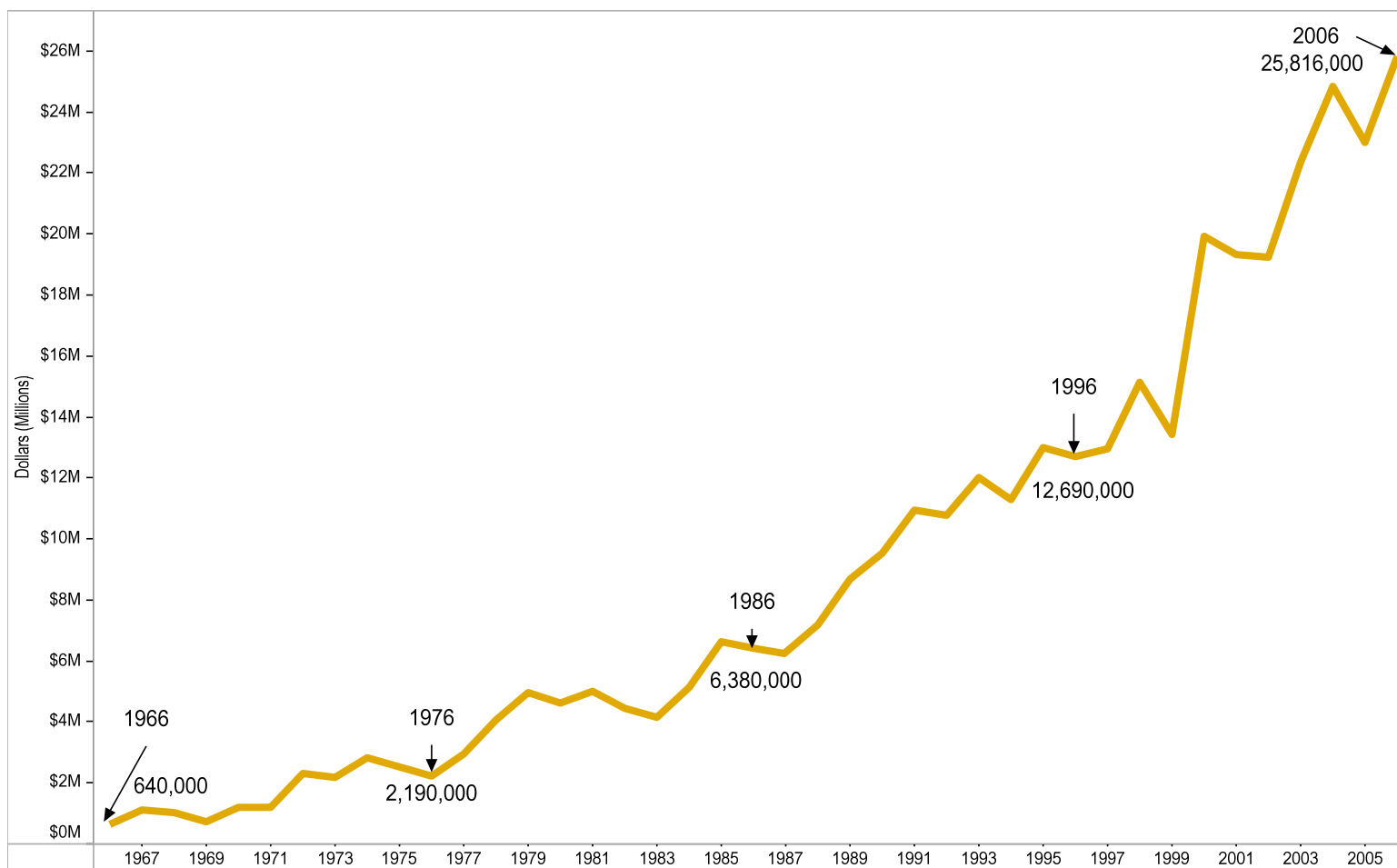
# **UWM Research Mission**

- Offer degree programs at the baccalaureate, master's and doctoral levels.
- Conduct organized programs of research.
- Support activities designed to promote the economic development of the state.



## University of Wisconsin--Milwaukee

### Forty Year History of Extramural Research Funding 1966 - 2006





# UWM Access Mission



# UWM Access Mission

- Further academic and professional opportunities at all levels for women, minority, part-time, and financially or educationally disadvantaged students.



# UWM Access Mission

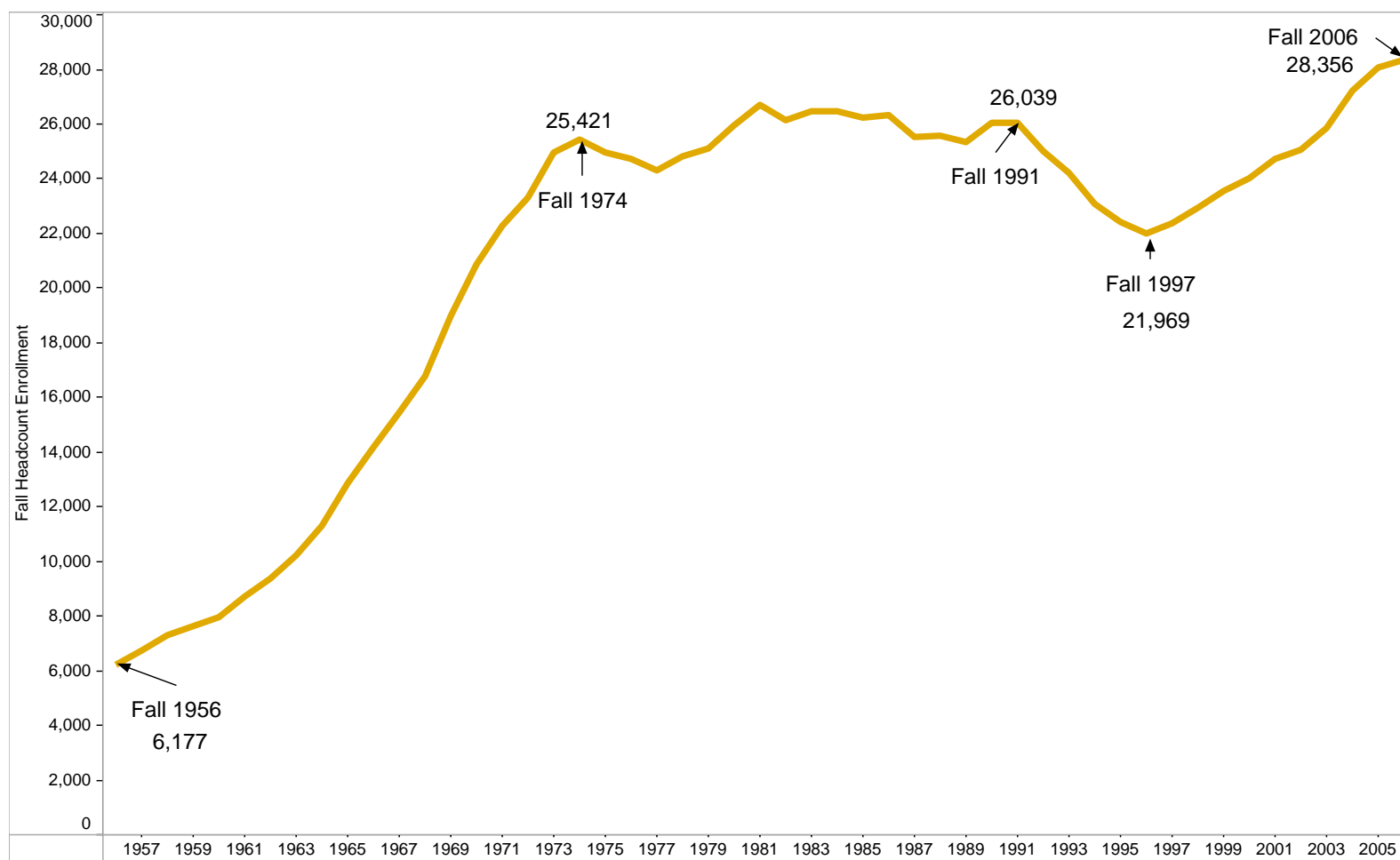
- Further academic and professional opportunities at all levels for women, minority, part-time, and financially or educationally disadvantaged students.
- Meet the diverse needs of Wisconsin's largest metropolitan area





## University of Wisconsin--Milwaukee

### Fifty Year History of Enrollment 1956 - 2006





# Why are both so vital today?



# **Why are both so vital today?**

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# Why are both so vital today?

- Economic Development of Southeastern Wisconsin
  - Research—tech spinoffs, commercialization, partnering with private industry
  - Access—preparing educated workforce



RESEARCH



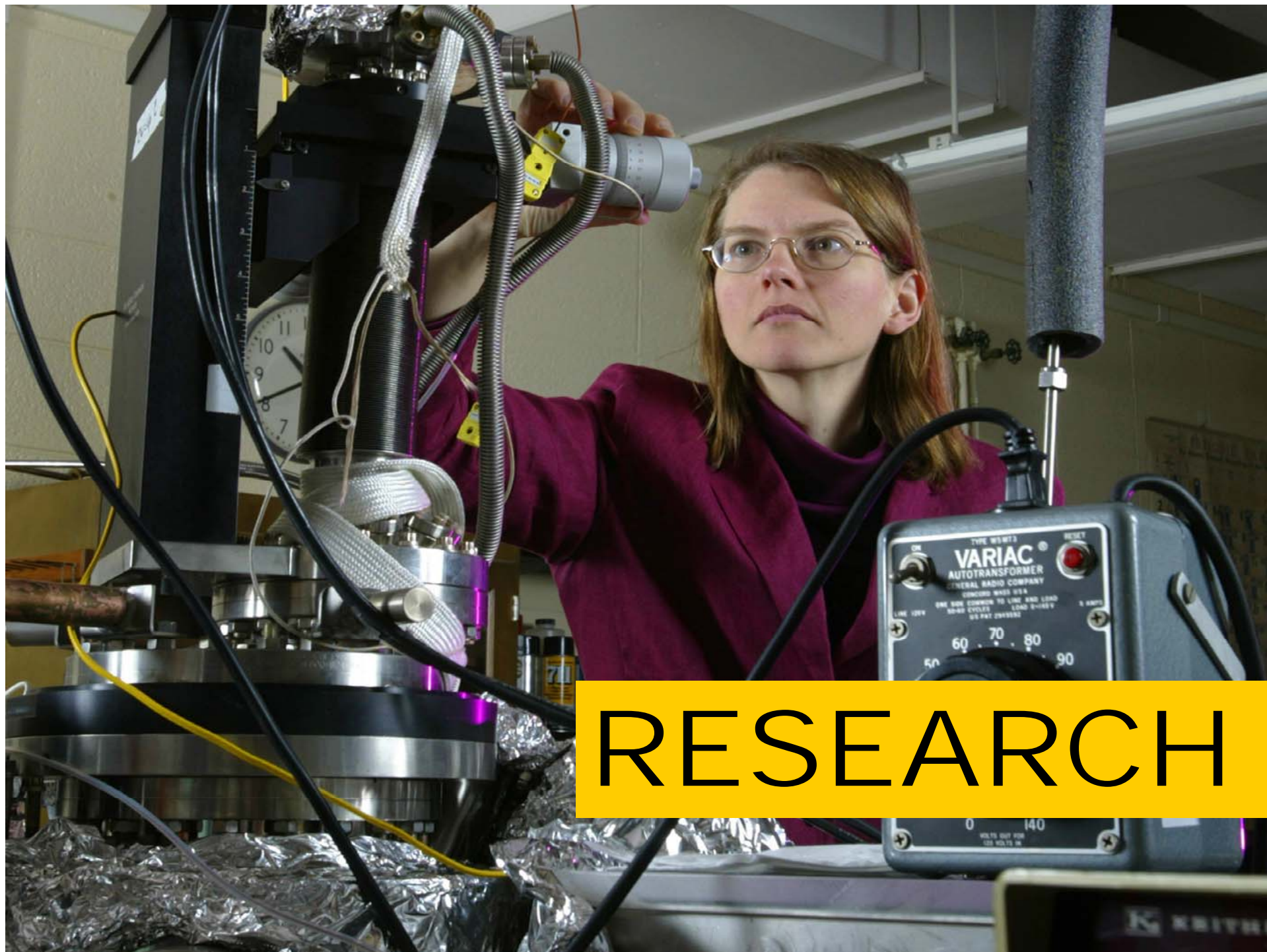
Milwaukee  
**Mathematics**  
Partnership

*Sharing in Leadership for Student Success*



# RESEARCH





RESEARCH





# Research

## – Research Growth Initiative

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- Research Growth Initiative
  - 44 awards for projects implemented in 2006-07

# Research

- Research Growth Initiative
  - 44 awards for projects implemented in 2006-07
  - 42 awards for projects to be implemented in 2007-08



# Research

– Goals:

# Research

- Goals:
  - Increase grant applications

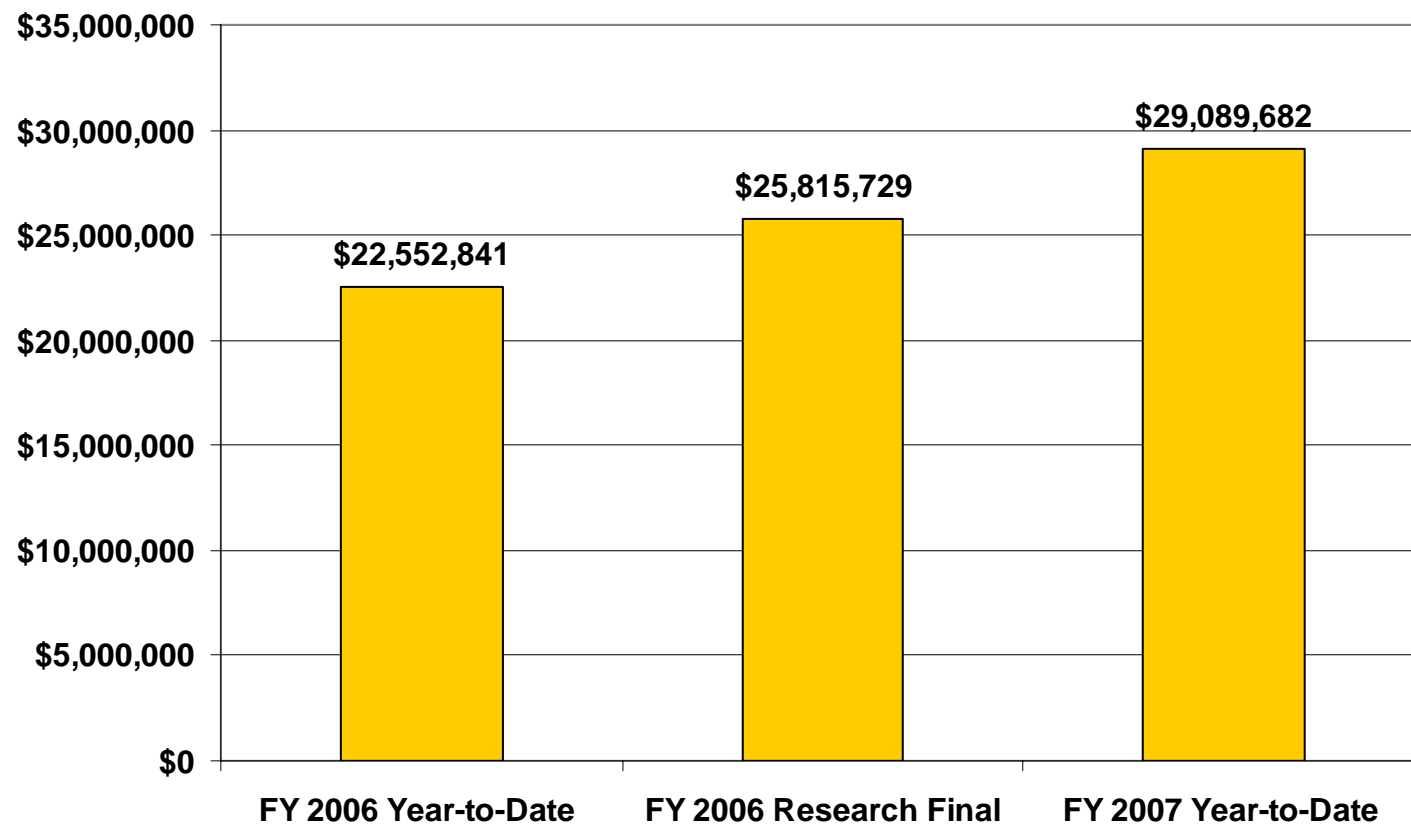
# Research

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# Research

- Goals:
  - Increase grant applications
  - Increase grant awards
- Early indicators of success

**UWM Extramural Research Funding  
FY 2006 Year-to-Date/Final and FY 2007 Year-to-Date**







ACCESS



ACCESS



ACCESS





# Access



# Access

- Access to Success

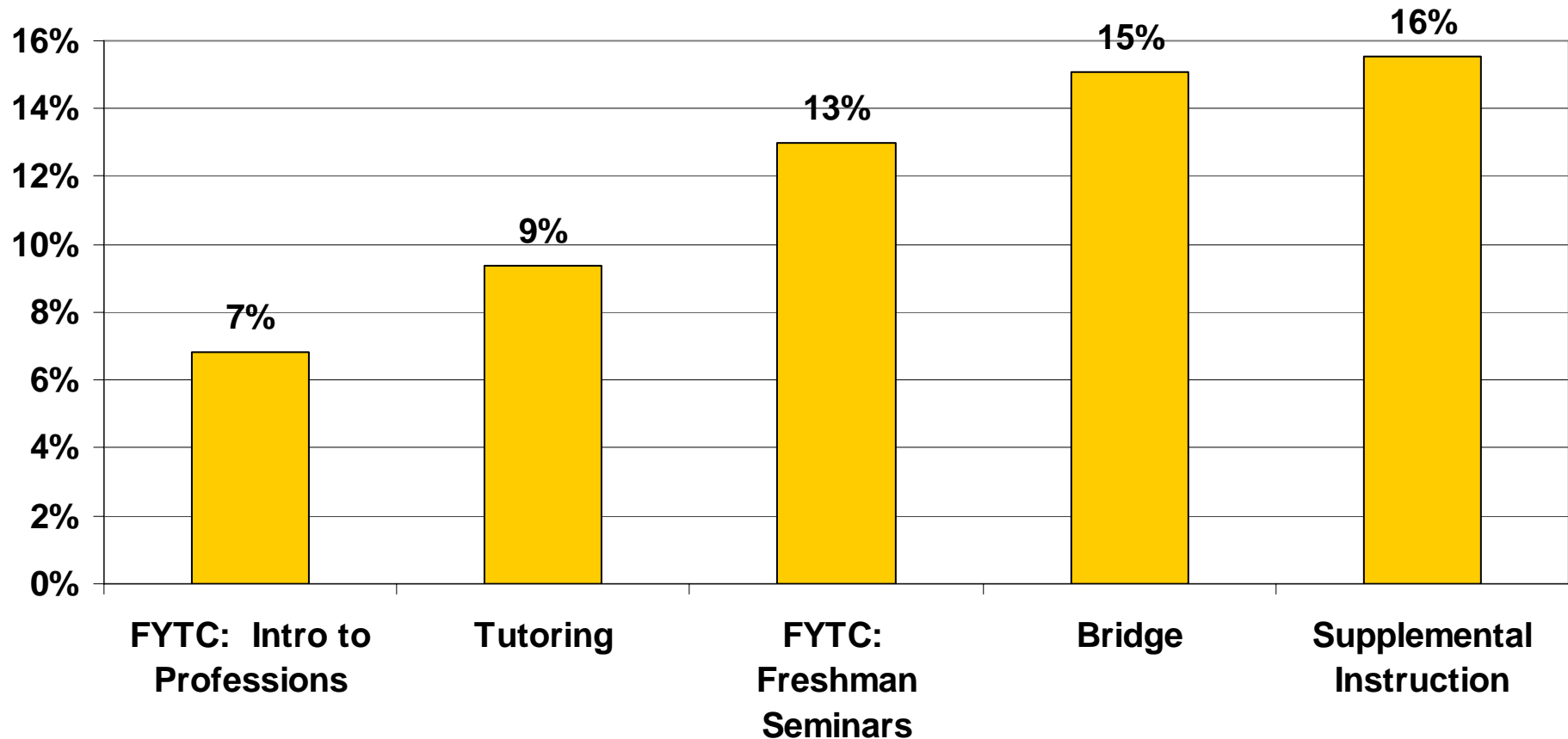
# Access

- Access to Success
  - UWM's comprehensive retention and recruitment initiative

# Access

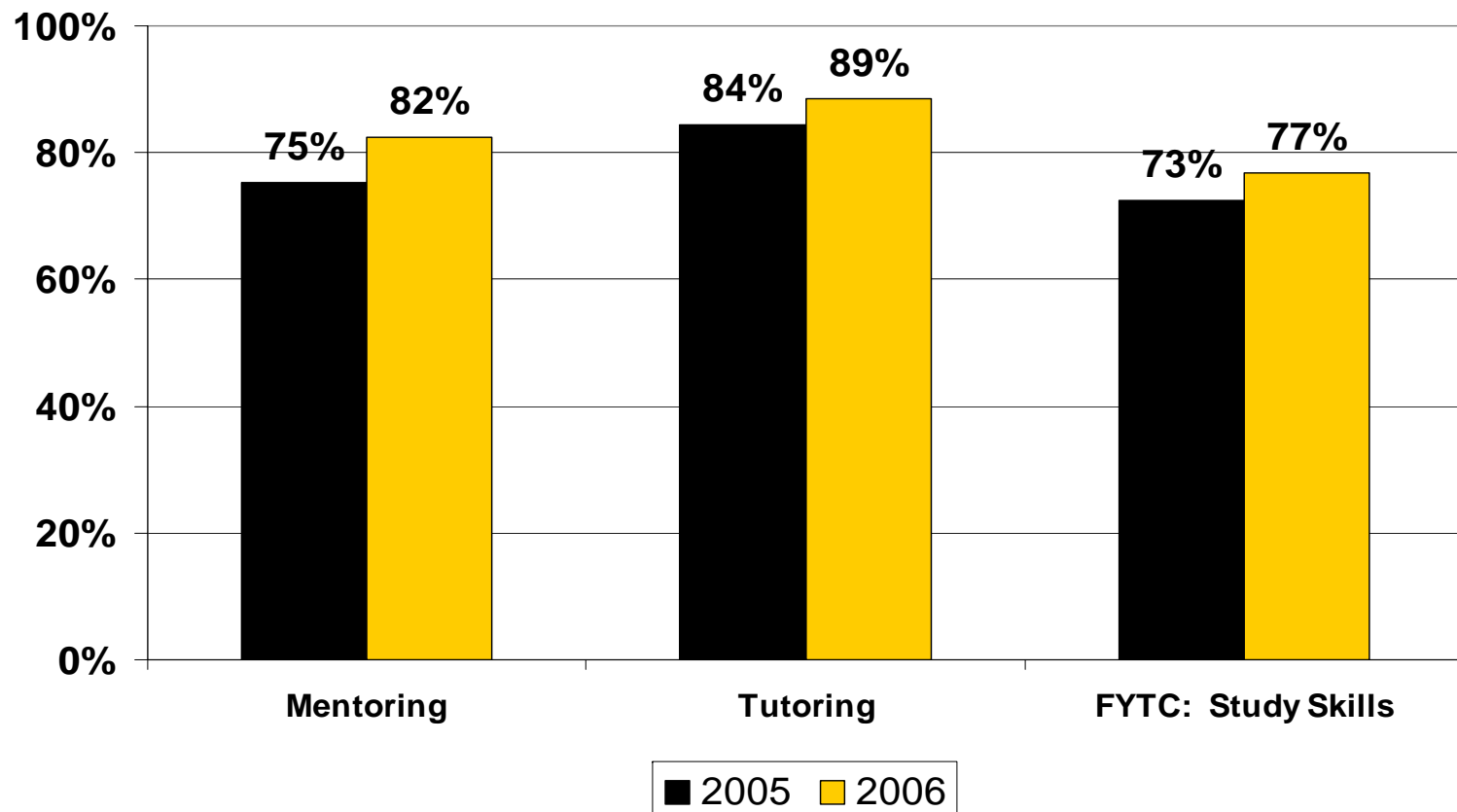
- Access to Success
  - UWM's comprehensive retention and recruitment initiative
  - Now in its second year—early results are promising

**Access to Success One Year Retention Rate Increases:  
Participants versus Non-Participants  
2005-06 Cohort**

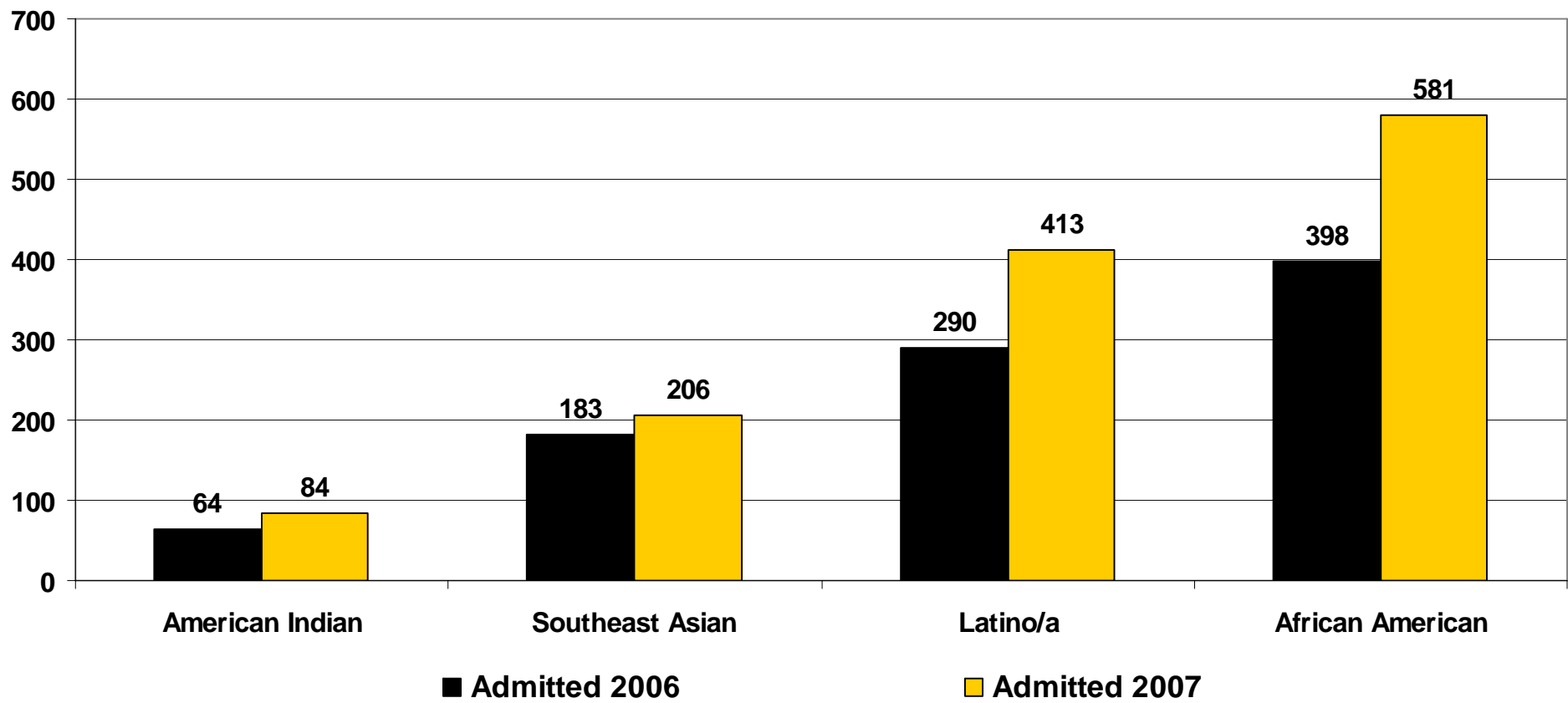




**Access to Success Participant Satisfactory Performance  
by Select Interventions  
2005 and 2006 New Freshmen Cohorts**



**UWM Admits to Date  
Targeted Populations  
2006 v 2007**



# **Access to Success Participation Increases, 2005-2006**

<b>Freshman Mentoring Network</b>	<b>173%</b>
<b>Undergraduate Research Opportunity Program</b>	<b>150%</b>
<b>Math Course Re-design</b>	<b>100%</b>
<b>Supplemental Instruction</b>	<b>48%</b>
<b>Summer Bridge Program</b>	<b>24%</b>



# Access to Success, 2007-08



# **Access to Success, 2007-08**

- Create a Student Success Center



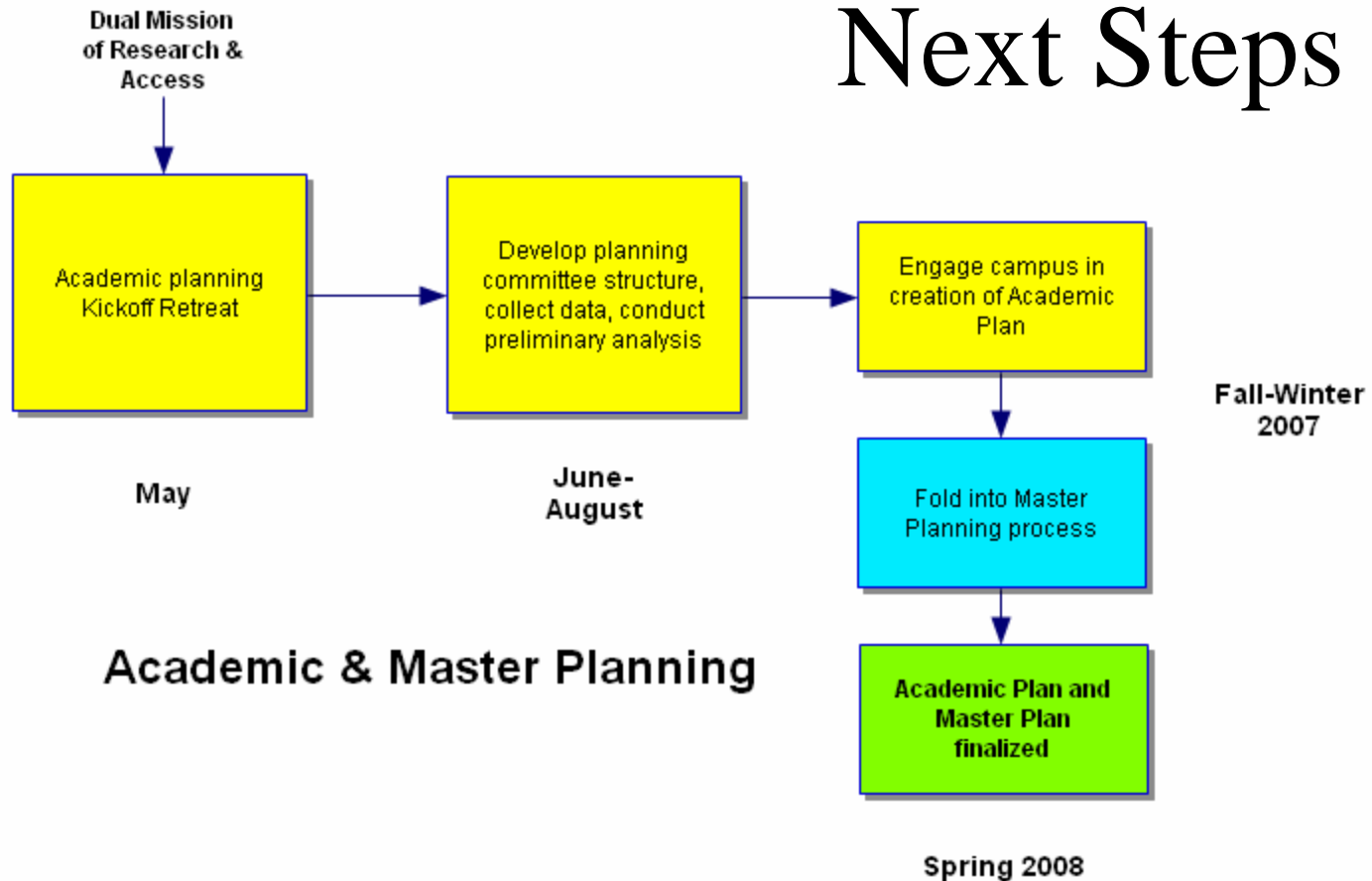
# Access to Success, 2007-08

- Create a Student Success Center
- Expand Learning Communities

# Access to Success, 2007-08

- Create a Student Success Center
- Expand Learning Communities
- Launch new residence hall,  
RiverView

# Next Steps







# The Dual Mission

- To fulfill its mission & potential as an urban research university, UWM must succeed at **both** research & access goals







THE MILWAUKEE REGION  
*A Knowledge Economy*