UWM’s Dual Mission of Research & Access

Rita Cheng
Provost and Vice Chancellor for Academic Affairs
The Dual Mission
The Dual Mission

- Research
The Dual Mission

– Research
– Access
The Dual Mission

- Research
- Access
- 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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– Offer degree programs at the baccalaureate, master’s and doctoral levels.
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– 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

[Graph showing the increase in extramural research funding from 1966 to 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

Fall Headcount Enrollment


Fall 1956 6,177
Fall 1974 25,421
Fall 1991 26,039
Fall 1997 21,969
Fall 2006 28,356
Why are both so vital today?
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– Economic Development of Southeastern Wisconsin
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  • Research—tech spinoffs, commercialization, partnering with private industry
Why are both so vital today?

– Economic Development of Southeastern Wisconsin

  • Research—tech spinoffs, commercialization, partnering with private industry
  • Access—preparing educated workforce
Research

- Research Growth Initiative
Research

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  - 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

-- Goals:

• Increase grant applications
• Increase grant awards
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

- FY 2006 Year-to-Date: $22,552,841
- FY 2006 Research Final: $25,815,729
- FY 2007 Year-to-Date: $29,089,682
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

- FYTC: Intro to Professions: 7%
- Tutoring: 9%
- FYTC: Freshman Seminars: 13%
- Bridge: 15%
- Supplemental Instruction: 16%
Access to Success Participant Satisfactory Performance by Select Interventions 2005 and 2006 New Freshmen Cohorts

- Mentoring: 75% (2005), 82% (2006)
- Tutoring: 84% (2005), 89% (2006)
- FYTC: Study Skills: 73% (2005), 77% (2006)
UWM Admits to Date
Targeted Populations
2006 v 2007

<table>
<thead>
<tr>
<th>Population</th>
<th>Admitted 2006</th>
<th>Admitted 2007</th>
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<tbody>
<tr>
<td>American Indian</td>
<td>64</td>
<td>84</td>
</tr>
<tr>
<td>Southeast Asian</td>
<td>183</td>
<td>206</td>
</tr>
<tr>
<td>Latino/a</td>
<td>290</td>
<td>413</td>
</tr>
<tr>
<td>African American</td>
<td>398</td>
<td>581</td>
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Access to Success
 Participation Increases, 2005-2006

<table>
<thead>
<tr>
<th>Program</th>
<th>Increase</th>
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<tbody>
<tr>
<td>Freshman Mentoring Network</td>
<td>173%</td>
</tr>
<tr>
<td>Undergraduate Research Opportunity Program</td>
<td>150%</td>
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<tr>
<td>Math Course Re-design</td>
<td>100%</td>
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<tr>
<td>Supplemental Instruction</td>
<td>48%</td>
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<tr>
<td>Summer Bridge Program</td>
<td>24%</td>
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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

Dual Mission of Research & Access

Academic planning Kickoff Retreat

May

Develop planning committee structure, collect data, conduct preliminary analysis

June-August

Engage campus in creation of Academic Plan

Fall-Winter 2007

Fold into Master Planning process

Academic Plan and Master Plan finalized

Spring 2008

Academic & Master Planning
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