University of Wisconsin
Flexible Option Update

UW System Board of Regents
December 6, 2013
Since we last gave you updates on UW Flexible Option...

- Building our organizational model
- Working on branding and our marketing plan
- Building stakeholder relationships
UW flexible option
UNIVERSITY OF WISCONSIN SYSTEM

www.flex.wisconsin.edu
Timeline

- HLC Application Submitted
- HLC Application Approved
- 7/11-12: BoR Approves Subscription Model
- 9/5: Lumina Foundation Awards $1.2M
- 9/10: Legislative Briefing
- Regent Falbo nominates UW-Extension for ACE award
- FlexFit Tool Available
- 11/6: Senate Universities & Tech. Colleges Committee Presentation
- Flex opens for application
- Students Begin Academic Work
UW Flex forum in State Capitol

September 18, 2013

- Bi-Partisan attendance
- Over thirty five offices represented including Governor’s office
Informational Hearing: Senate Committee on Universities and Technical Colleges

November 6, 2013
UW Flexible Option Launches
November 18, 2013
Congratulations!

Your application has been submitted to the institution you have selected. An email is being automatically generated and sent to you. Please watch for it. If the email does not arrive within the next few hours, please check your spam or junk mail folder. You may also consider adding users from bark.unews.aed to your address book so that emails from us are automatically permitted in the future.

Your application submission confirmation number is: 03200596
Please print this page or record this number for your records.
HLC Application Submitted

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Flex opens for application

Students Begin Academic Work
The National Landscape

• President Obama and the White House
• U.S. Department of Education
• Accreditors
• Large Foundations
  – Lumina
  – Bill and Melinda Gates
  – Carnegie
Current Programs

• UW Colleges
  – Associate of Arts and Science
    – Fulfills basic studies requirements for more than 200 college majors across UW System and transfers to any UW institution

• UW-Milwaukee
  – RN → BSN
  – Bachelor’s in Biomedical Sciences Diagnostic Imaging
  – Bachelor’s in Information Science and Technology
  – Certificate in Business and Technical Communications
Current Challenges & Opportunities

- Admissions, Registration, Student Support
- Financial Aid and Veterans Benefits
- Student Information System (SIS)
- Customer Relationship Management System (CRM)

www.flex.wisconsin.edu
Personalized Service and Assistance

• Students receive personalized service and assistance from the point of a first contact through their graduation

• Each student works with a “Flex Team”: Outreach Specialist, Admissions Advisor and Academic Success Coach
  ○ Wrap-around support
“Flex Fit” Launches
November 11, 2013

• Two part process
• Based on national models for online and competency based programs
• Over 1,000 initiated in the first week
Assessment Summary

A summary of your assessment has been provided below. For your expanded assessment results you may click each menu item to the left for additional information.

Learning Styles

Your primary learning style is Logical.
Student-Centric Structures

• Redefined structures provide innovative levels of student service and responsiveness
• Model balances high tech with high touch: No compromise to student engagement, support, responsiveness and personalization
Interest & Activity by the numbers

December 2, 2013

• Without targeted marketing
  – 15,524 unique visitors from 75 countries
  – 2,679 started Flex Fit 1
  – 1,754 completed Flex Fit 1
  – 856 began Flex Fit 2
  – 632 completed Flex Fit 2
  – 200 submitted applications

• Most interest in IT
New Institutions
New Programs

Bachelor’s Degree using stackable certificate

AODA certificate non-credit

Project Management certificate

Geographical Information System certificate
Your Questions
Timeline

- **HLC Application Submitted** (MAY 2013)
- **HLC Application Approved** (JUN)
- **7/11-12: BoR Approves Subscription Model** (JUL)
- **9/5: Lumina Foundation Awards $1.2M** (AUG)
- **9/10: Legislative Briefing** (SEP)
- **Regent Falbo nominates UW-Extension for ACE award** (OCT)
- **FlexFit Tool Available** (NOV)
- **11/6: Senate Universities & Tech. Colleges Committee Presentation** (DEC)
- **Flex opens for application** (JAN)
- **Students Begin Academic Work** (JAN)