



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





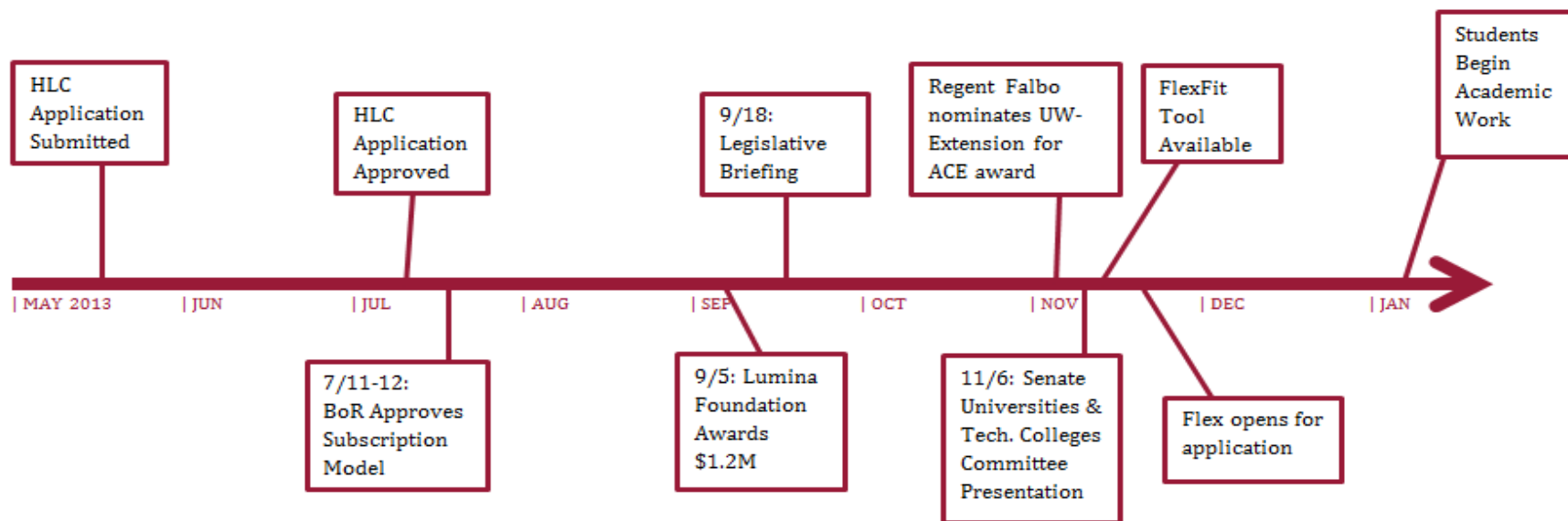
UW flexible option

UNIVERSITY OF WISCONSIN SYSTEM

www.flex.wisconsin.edu

 **UW flexible option**
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Timeline



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



Application Opens

November 18, 2013



Congratulations!

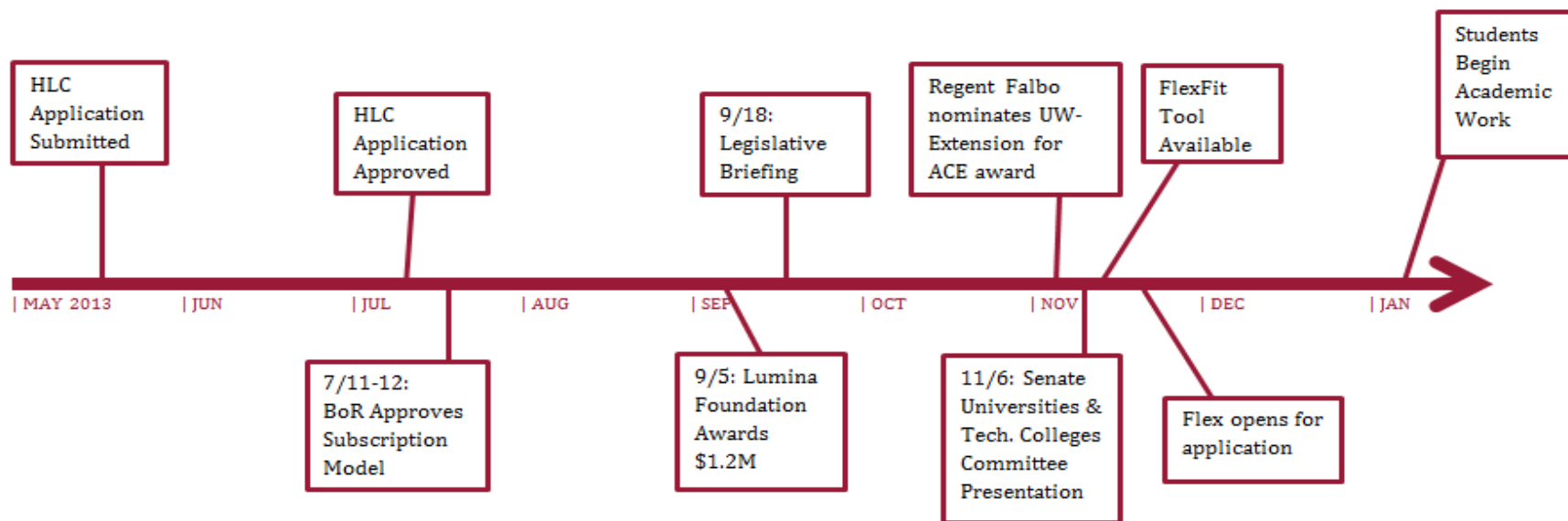
Your application has been submitted to the institution you have selected. An email is being automatically generated and sent to you. Please watch for it. If the email does not arrive within the next few hours, please check your spam or junk mail folder. You may also consider adding users from learn.uwsa.edu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

Your application submission confirmation number is: **03200506**
Please print this page or record this number for your records.



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Timeline



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

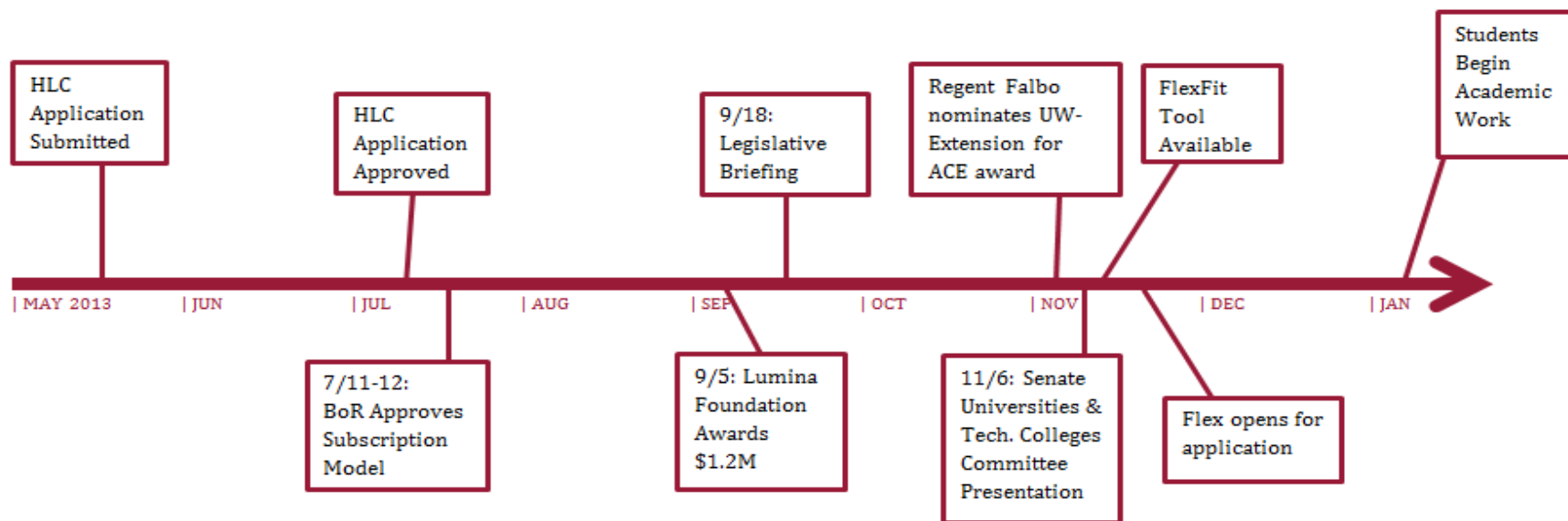
- Admissions, Registration, Student Support
- Financial Aid and Veterans Benefits
- Student Information System (SIS)
- Customer Relationship Management System (CRM)

www.flex.wisconsin.edu



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Timeline



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



? I Need Help

✖ Save and Return Later

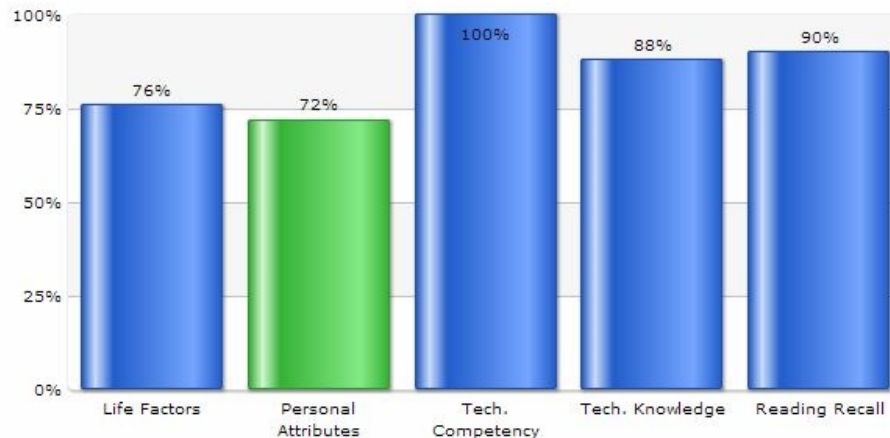
Print / Download Report

Email Report

- Introduction
- Summary**
- Life Factors
- Individual Attributes
- Learning Styles
- Reading Rate & Recall
- Technical Competency
- Technical Knowledge
- Typing Speed Accuracy

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.



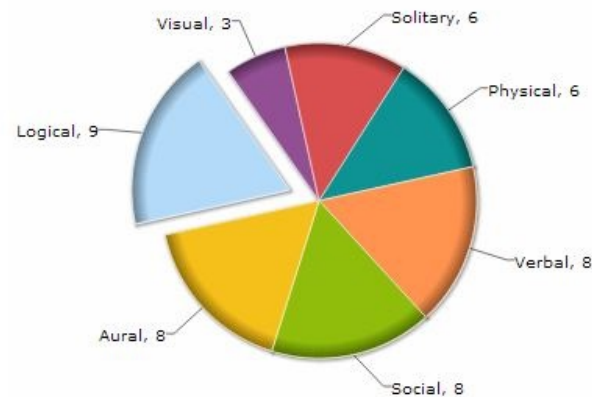
Learning Styles

Color Key

- 4 (Blue) **Strength**
- 3 (Green)
- 2 (Yellow)
- 1 (Red) **Opportunity for Improvement**

↑

i 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

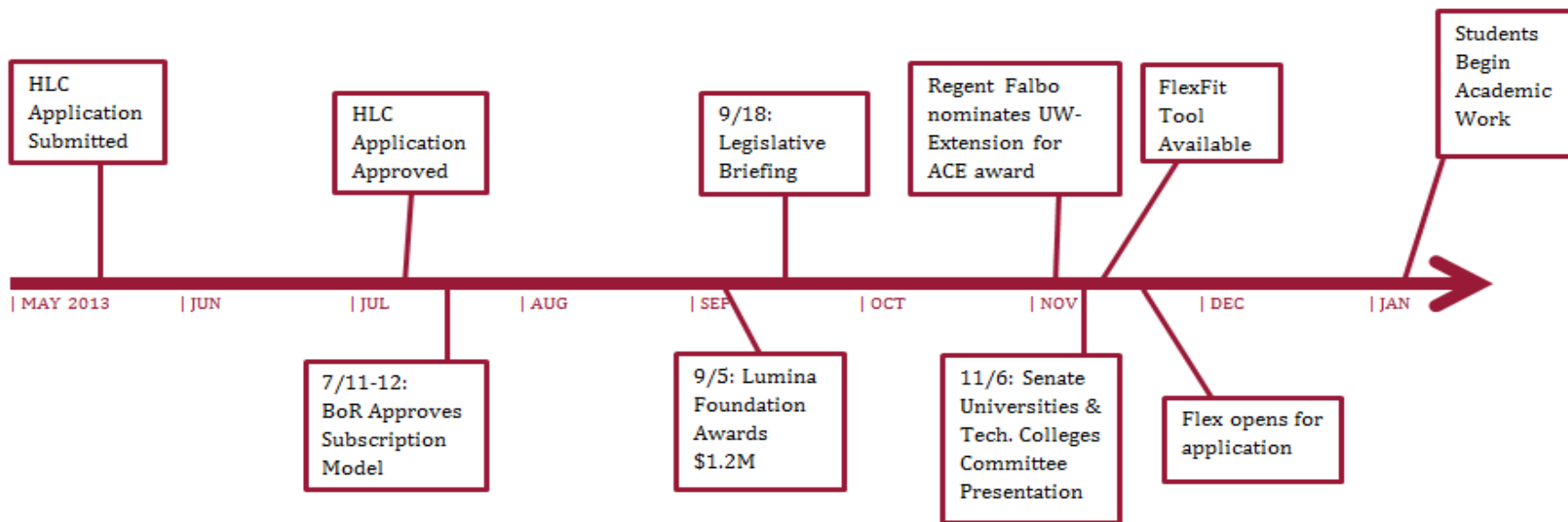
December 2, 2013

- 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

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Timeline



New Institutions

New Programs



Bachelor's Degree using
stackable certificate



AODA certificate
non-credit



Project Management
certificate



Geographical
Information System
certificate

Your Questions



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Timeline

