Student Success and Degree Attainment

University of Wisconsin-River Falls
Outline

- University of Wisconsin-River Falls
  - Context
  - Our Students
- Important Trends and Goals
- Initiatives to Increase Student Success and Degree Attainment
- Key Opportunities and Threats
University of Wisconsin-River Falls: Context
Wisconsin’s Future and the St. Croix Valley
(2000-2035 Projections, WI Demographic Services Center, 2008)

WISCONSIN COUNTIES PROJECTED POPULATION GROWTH

1. Saint Croix 134.4%
2. Calumet 75.5%
3. Dane 53.3%
4. Pierce 47.0%
5. Polk 46.8%
6. Sauk 45.9%
7. Walworth 44.5%
8. Washington 44.0%
9. Oconto 43.1%
10. Kenosha 42.5%
University of Wisconsin River Falls: Our Students

- Enrollment of approximately 6,500
- 37% of undergraduate students live on campus
- Average ACT for fall, 2012 first-time freshmen: 22.5
- 48% of undergraduates are first-generation students
- Many students from families of modest means
## 10 Largest Majors at UW-River Falls

<table>
<thead>
<tr>
<th>Major</th>
<th>Students Enrolled Fall 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Administration</td>
<td>601</td>
</tr>
<tr>
<td>Animal Science</td>
<td>487</td>
</tr>
<tr>
<td>Biology</td>
<td>472</td>
</tr>
<tr>
<td>Elementary Education</td>
<td>443</td>
</tr>
<tr>
<td>Psychology</td>
<td>281</td>
</tr>
<tr>
<td>Marketing Communications</td>
<td>230</td>
</tr>
<tr>
<td>Health and Human Performance</td>
<td>223</td>
</tr>
<tr>
<td>Accounting</td>
<td>178</td>
</tr>
<tr>
<td>Agricultural Business</td>
<td>165</td>
</tr>
<tr>
<td>English</td>
<td>165</td>
</tr>
</tbody>
</table>
Median Family Income – Wisconsin Students in UW System

Source, UW System Office of Policy Analysis & Research, 2006
Important Trends and Goals

UW-River Falls
Undergraduate Degrees Conferred vs. Plan

- Bachelor's Degrees
- Associate Degrees
- Bachelor's Degrees Plan
- Total Undergraduate Degrees Plan
UW-River Falls
4- and 6-Year Graduation Rates vs. Plan
New Freshmen Entering Full-Time in Fall
UW-River Falls
4- and 6-Year Graduation Rates vs. Plan
New Transfers Entering Full-Time in Fall
Initiatives to Increase Student Success and Degree Attainment

1. High-Impact Educational Practices (HIPs)

2. UW-River Falls Hudson Center: Serving New Populations of Learners

3. Falcon Scholars: Targeted Charitable Support for Need-Based Scholarships
High-Impact Educational Practices

- Effective educational practices that, based on growing research, correlate with positive results for students of widely varying background.
The 10 High-Impact Educational Practices

- Undergraduate Research
- Learning Communities
- First-Year Seminars and Experiences
- Common Intellectual Experiences
- Writing-Intensive Courses
- Collaborative Assignments and Projects
- Diversity/Global Learning
- Service Learning, Community-Based Learning
- Internships
- Capstone Courses and Projects
Undergraduate Research

- A University-Wide Strategic Priority

- Key element of 2012-2017 University Strategic Plan
- Major component of 2010 Falcon Promise (differential tuition) plan
- URSCA Center opened in spring, 2013

| National Survey of Student Engagement (Seniors, “have or planned to participate in research with faculty”) |
|---------------------------------------------------------------|----------------|----------------|
|                                                              | UW-River Falls | National | Master’s |
| 2011-2012                                                    | 37%            | 35%       | 30%      |
| UWRF 2014-15 Goal                                            | 42%            | -         | -        |
| UWRF 2015-16 Goal                                            | 44%            | -         | -        |
Living Learning Communities

- A community where students who live together also take one or more classes together. There are often activities in the residence hall that connect to what is being covered in students’ coursework.
## 2012-2013 Living Learning Communities

<table>
<thead>
<tr>
<th>Theme</th>
<th>Major(s)</th>
<th>Students</th>
<th>Residence Hall</th>
</tr>
</thead>
<tbody>
<tr>
<td>WISTEM</td>
<td>STEM</td>
<td>25</td>
<td>McMillan</td>
</tr>
<tr>
<td>Taking Care of Business</td>
<td>Accounting, business administration, computer science and information science, or economics</td>
<td>25</td>
<td>Grimm</td>
</tr>
<tr>
<td>TEACH</td>
<td>Elementary or secondary education</td>
<td>25</td>
<td>Crabtree</td>
</tr>
<tr>
<td>Connections</td>
<td>Not limited</td>
<td>50</td>
<td>Hathorn</td>
</tr>
<tr>
<td>UMatter</td>
<td>Personal wellness and social justice</td>
<td>50</td>
<td>May</td>
</tr>
</tbody>
</table>
1st to 2nd Year Retention Rate: Impact of Living Learning Communities

- **Fall 09**
  - All Residential: 75.9%
  - Learning Communities: 83.3%

- **Fall 10**
  - All Residential: 72.4%
  - Learning Communities: 72.9%

- **Fall 11**
  - All Residential: 69.7%
  - Learning Communities: 82.9%
Opened in fall, 2010 (leased space) with primary goal of serving adult learners including baccalaureate degree completion
- Master of Business Administration (MBA)—125 students
- Adult Degree Completion/Bachelor of Science in Business Administration—83 students
Bachelor’s Degree Adult Degree Completion Program in Business

- Individualized course and program planning
- “Single adviser” model
- Maximize transfer credits & courses
- Prior Learning Assessment opportunities
- Condensed evening-based courses and online course options
Who is the ADC Program Serving at the Hudson Center?

Kathleen Early, ADC student from New Richmond, Wisconsin
Bachelor of Applied Science Degree

- Will serve adult returning students and students from technical programs at two-year institutions
- Concentrations in Computer Science, Geographic Information Systems, Law Enforcement
- Articulated pathway in collaboration with regional partners (CVTC, WITC, MNSCU’s):

<table>
<thead>
<tr>
<th>BAS (Computer Science)</th>
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<tbody>
<tr>
<td>AAS Computer Support Specialist</td>
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<tr>
<td>AAS Network Specialist</td>
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<tr>
<td>AAS Web Analyst/Programmer</td>
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- Recruitment in progress for fall, 2013
- 2018: Project enrollment of 90 and 35 graduating students
Targeted Charitable Support for Need-Based Scholarships

- Major focus of *Rising to Distinction* Campaign
- Goal: Increase Foundation scholarship dollars awarded having need-based component
Falcon Scholars Challenge

- $1,000/year, four-year scholarships (donated funds)
- $2,000 for study abroad or UGR in junior/senior year (student funds)
- Goal: Support 80 new freshman/year having financial need and high potential for success (320 by 2016)

- Fundraising Goal: $800,000 by 2016
- Progress to Date: $645,795
First Class of Falcon Scholars (Fall 2012)
Annual Scholarship Benefit Event for Falcon Scholars

First Event (2012) raised $183,000 for Falcon Scholars Program
### Student Success and Degree Attainment: Looking to the Future

<table>
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<tr>
<th>Opportunities</th>
<th>Threats</th>
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<tr>
<td>Location: St. Croix Valley is a vibrant region vital to Wisconsin’s future</td>
<td>Highly competitive and declining traditional student market</td>
</tr>
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<td>Further expansion of serving adult learners (location, delivery)</td>
<td>Retention of student body vulnerable to downturn in economy and financial aid</td>
</tr>
<tr>
<td>Global focus including study abroad and international student recruitment</td>
<td>Resource challenges to support “intrusive” retention efforts</td>
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