



Student Success and Degree Attainment

University of Wisconsin-River Falls

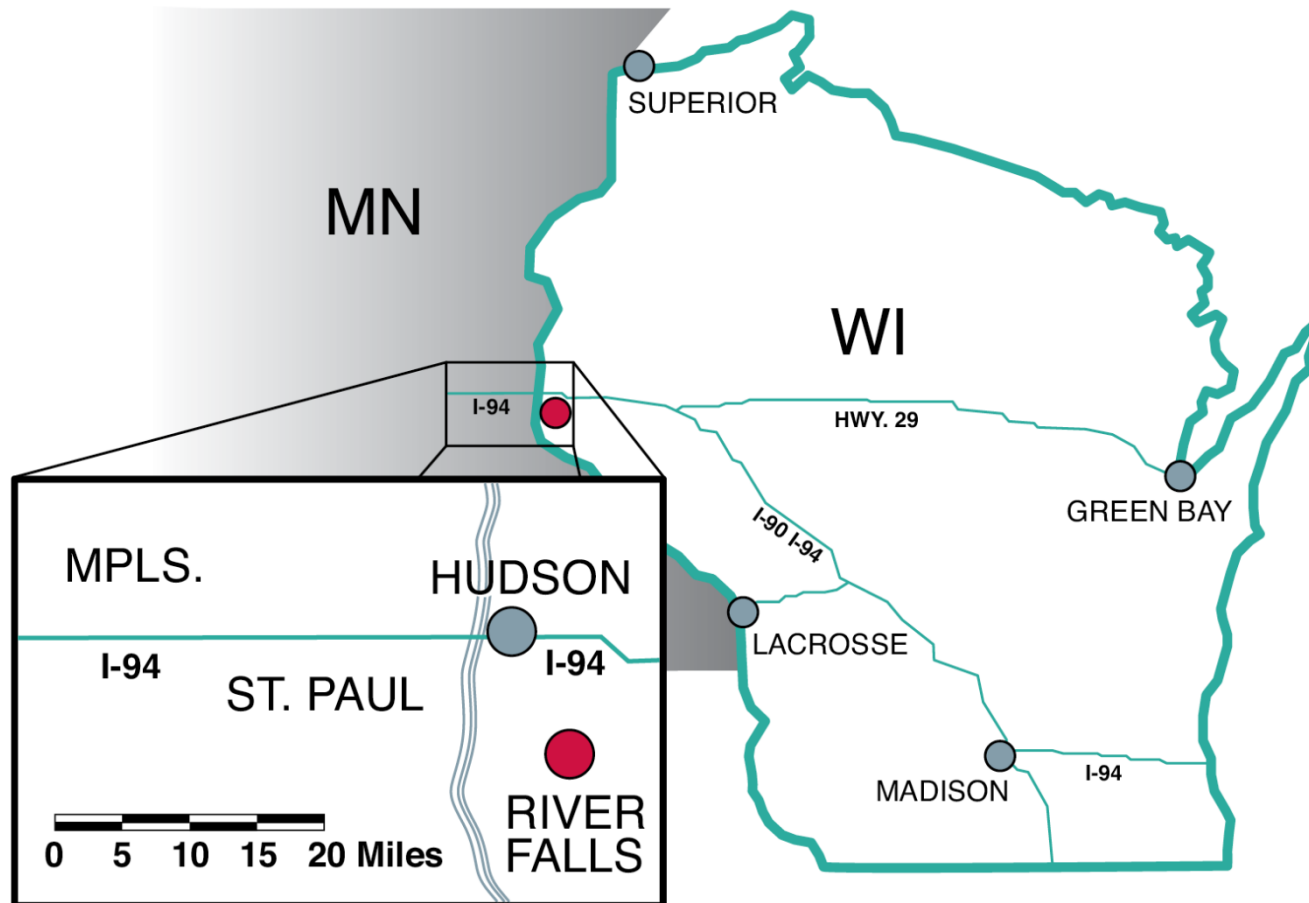


Outline

- 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

UWRF LOCATION

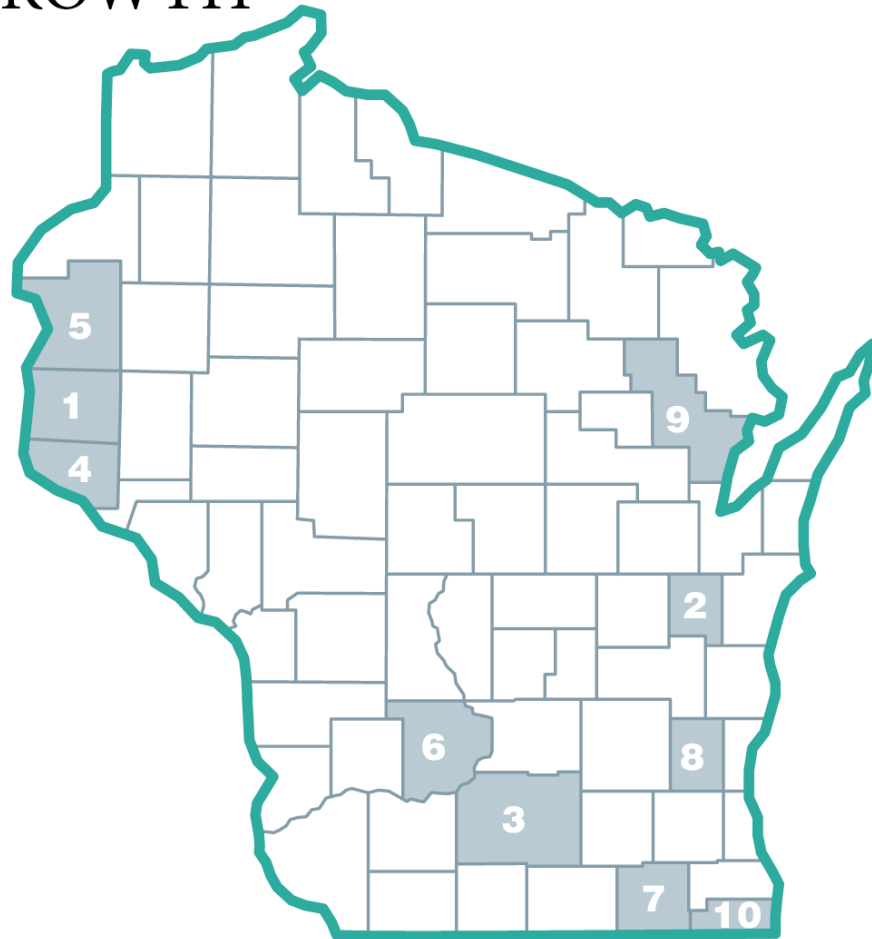


Wisconsin's Future and the St. Croix Valley

(2000-2035 Projections, WI Demographic Services Center, 2008)

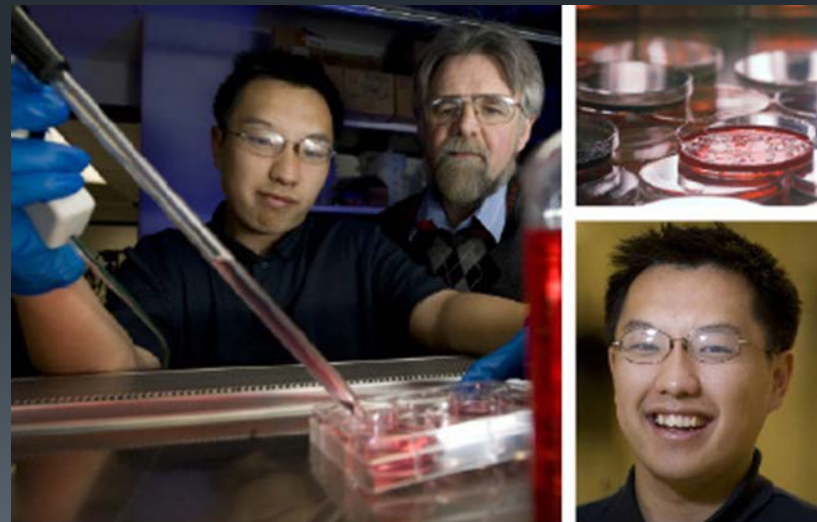
WISCONSIN COUNTIES PROJECTED POPULATION GROWTH

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

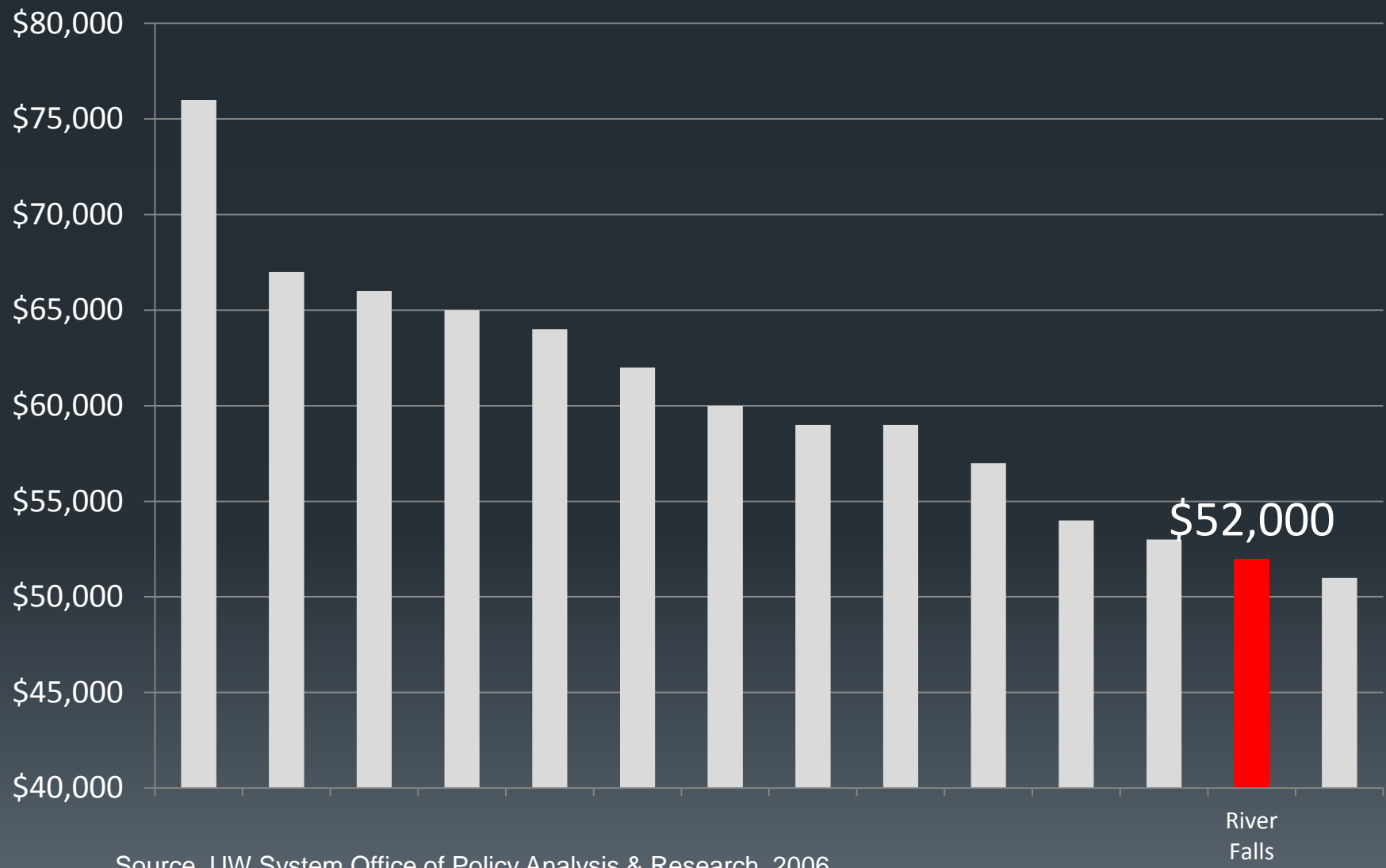
- Enrollment of approximately 6,500
- 37% of undergraduate students live on campus
- Average ACT for fall, 2012 first-time freshmen: 22.5
- 48% of undergraduates are first-generation students
- Many students from families of modest means



10 Largest Majors at UW-River Falls

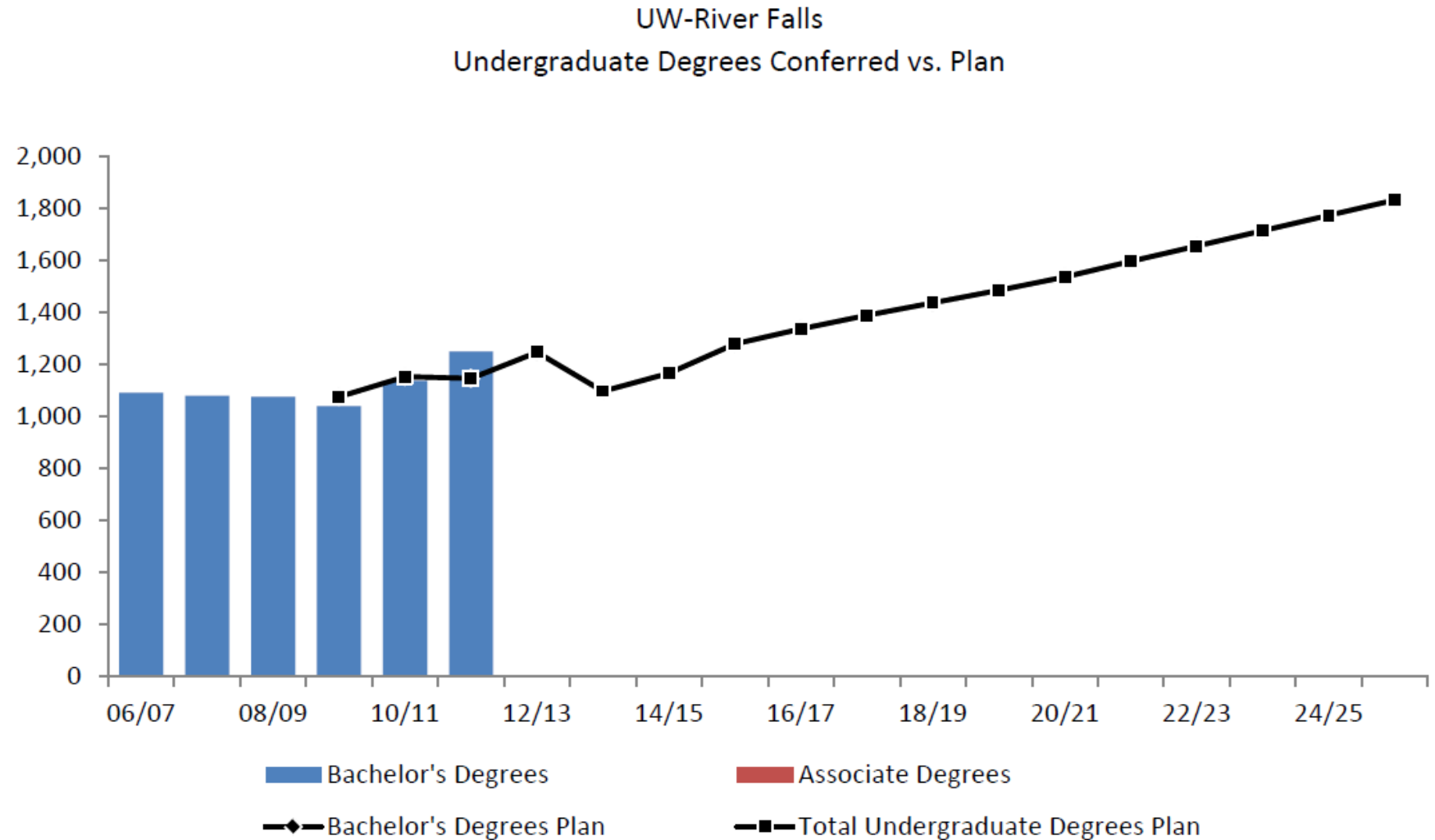
Major	Students Enrolled Fall 2012
Business Administration	601
Animal Science	487
Biology	472
Elementary Education	443
Psychology	281
Marketing Communications	230
Health and Human Performance	223
Accounting	178
Agricultural Business	165
English	165

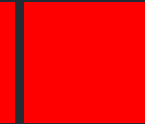
Median Family Income – Wisconsin Students in UW System



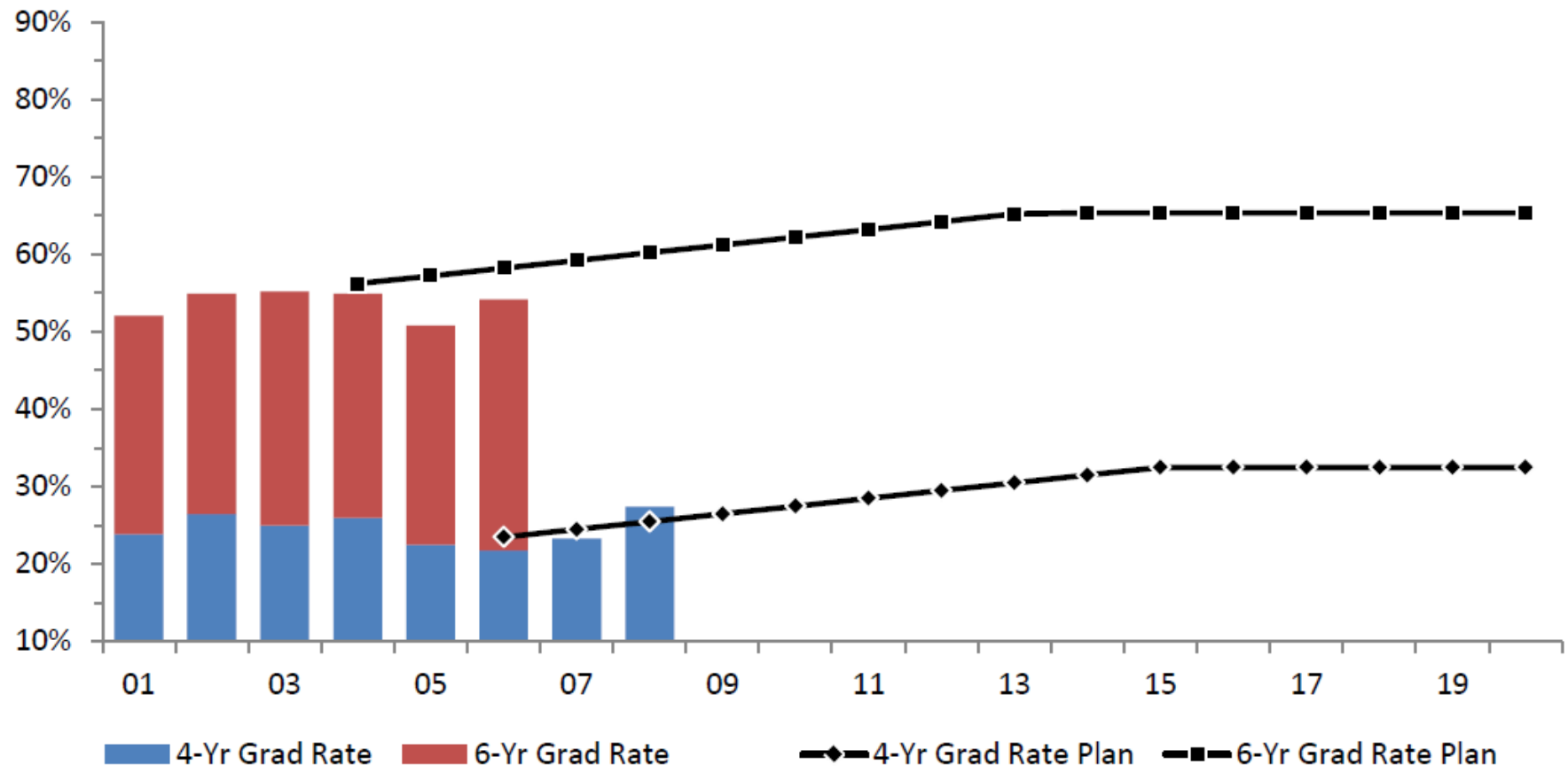
Source, UW System Office of Policy Analysis & Research, 2006

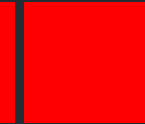
Important Trends and Goals



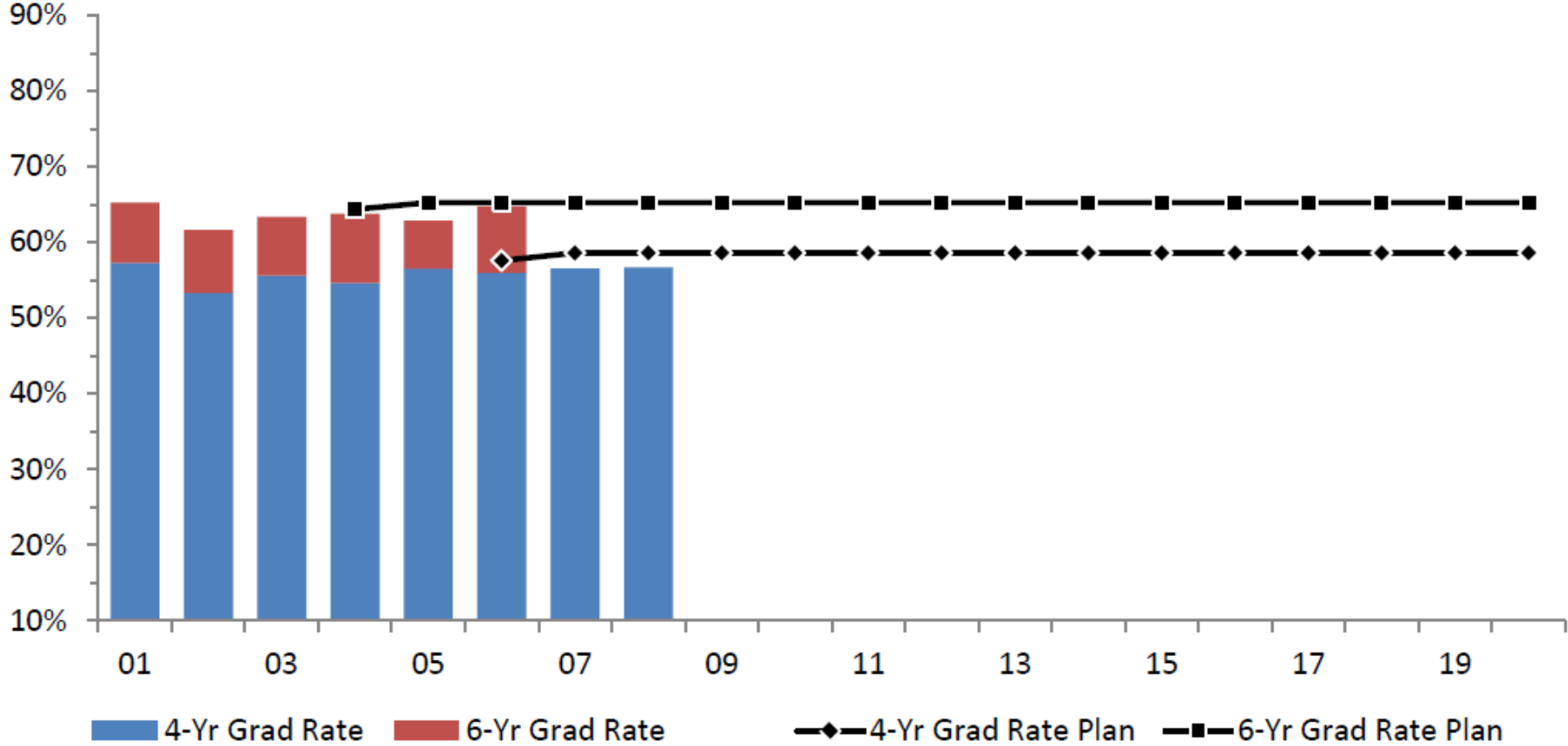


UW-River Falls 4- and 6-Year Graduation Rates vs. Plan New Freshmen Entering Full-Time in Fall





UW-River Falls 4- and 6-Year Graduation Rates vs. Plan New Transfers Entering Full-Time in Fall



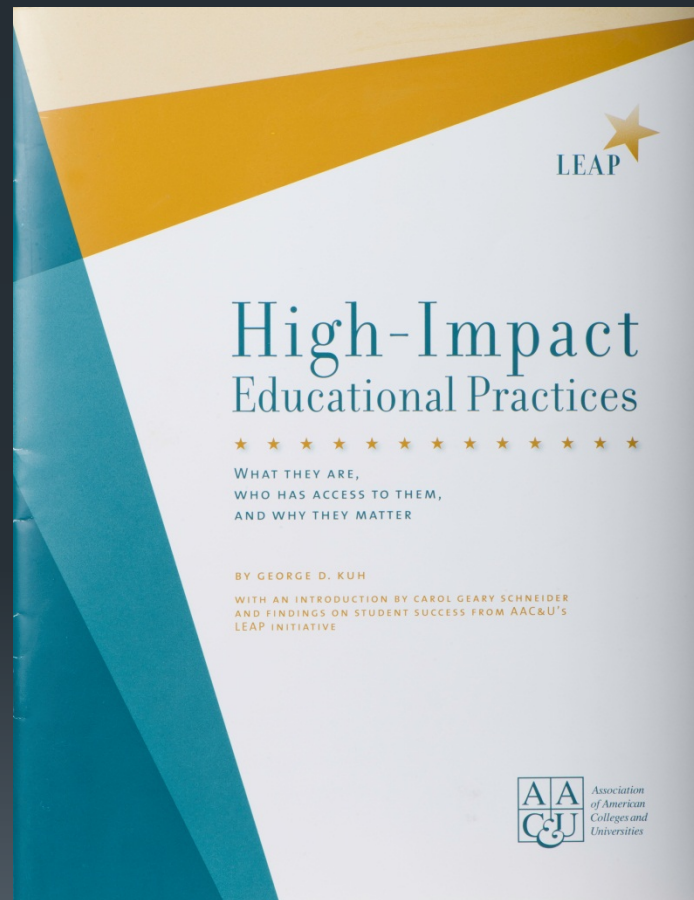


Initiatives to Increase Student Success and Degree Attainment

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

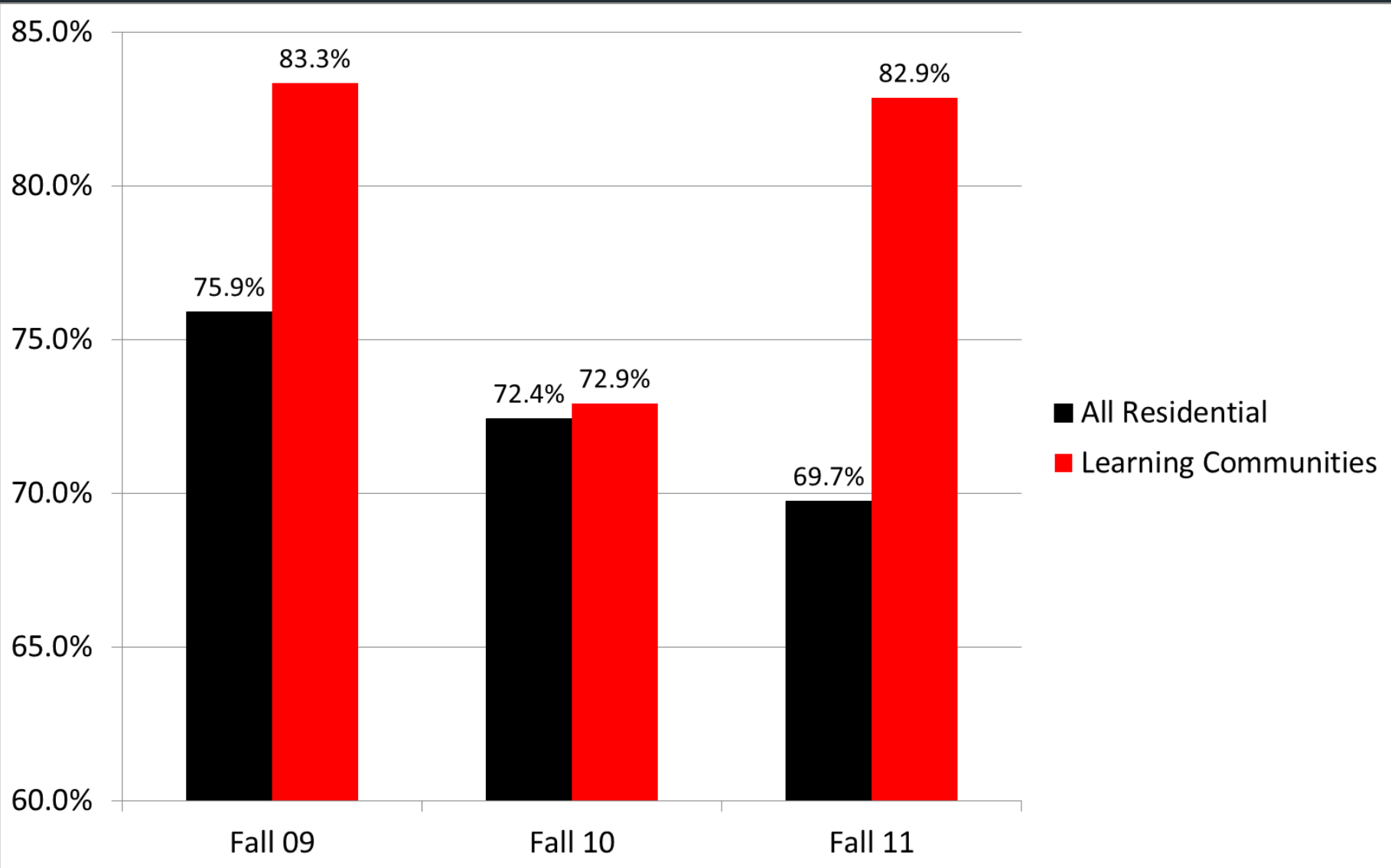
- A community where students who live together also take one or more classes together. There are often activities in the residence hall that connect to what is being covered in students' coursework.



2012-2013 Living Learning Communities

Theme	Major(s)	Students	Residence Hall
WISTEM	STEM	25	McMillan
Taking Care of Business	Accounting, business administration, computer science and information science, or economics	25	Grimm
TEACH	Elementary or secondary education	25	Crabtree
Connections	Not limited	50	Hathorn
UMatter	Personal wellness and social justice	50	May

1st to 2nd Year Retention Rate: Impact of Living Learning Communities



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



- 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



**Bachelor's Degree
Completion in Business**
NowInHudson.com

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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, MNSCUs):

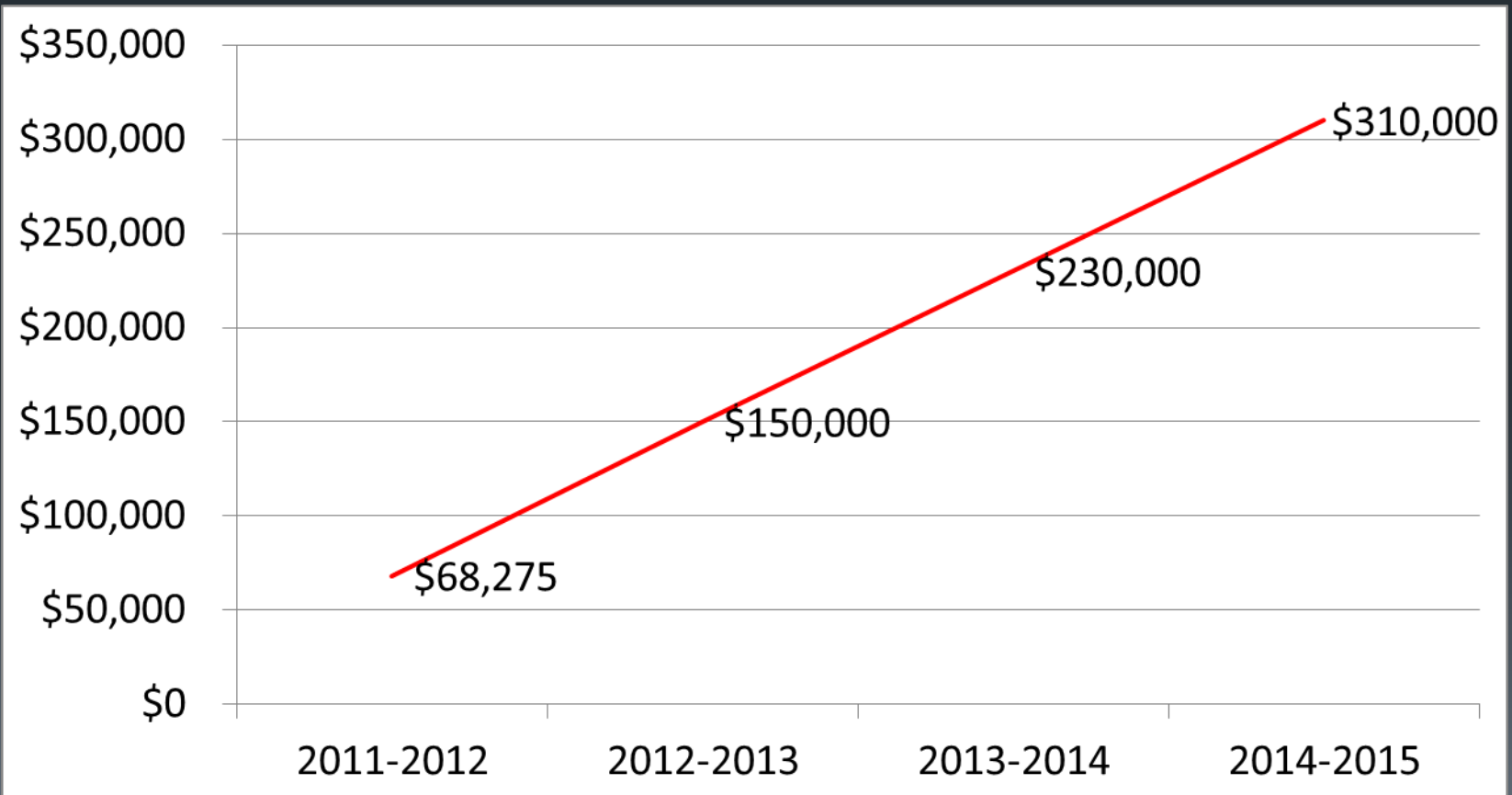
BAS (Computer Science)

AAS Computer Support Specialist	AAS Network Specialist	AAS Web Analyst/ Programmer
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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)



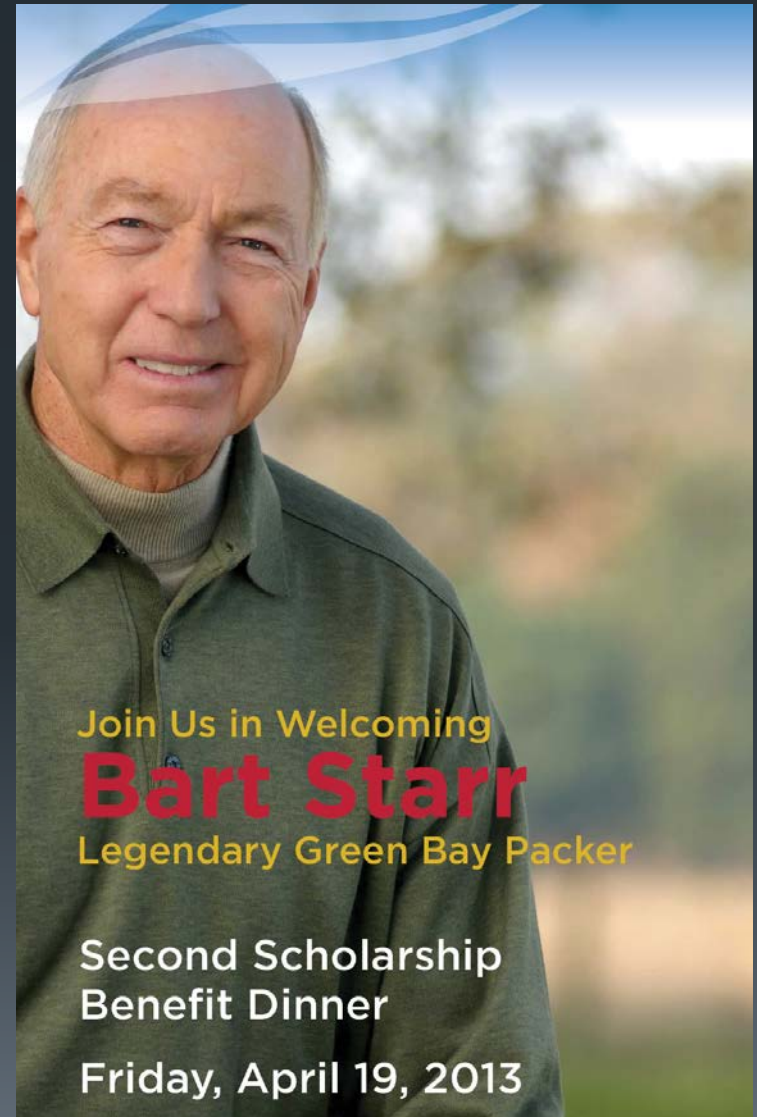
- Fundraising Goal: \$800,000 by 2016
- Progress to Date: \$645,795

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



Opportunities	Threats
<ul style="list-style-type: none">▪ Location: St. Croix Valley is a vibrant region vital to Wisconsin's future▪ Further expansion of serving adult learners (location, delivery)▪ Global focus including study abroad and international student recruitment	<ul style="list-style-type: none">▪ Highly competitive and declining traditional student market▪ Retention of student body vulnerable to downturn in economy and financial aid▪ Resource challenges to support "intrusive" retention efforts

Global. Innovative. Excellent.



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