

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

I. Items for consideration in Regent Committees

1. Education Committee - Thursday, October 8, 1998
UW-Green Bay
University Union - Phoenix Room B
Green Bay, Wisconsin
1:00 p.m.

- Pilot Distance Education Funding Policies;
[Resolution I.2.a.]

- a. BadgerNet.

Joint Meeting with Business and Finance Committee
All Regents Invited

1:30 p.m.

Administrative items:

- b. Approval of the minutes of the September 10, 1998, meeting of the Education Committee.
- c. Report of the Senior Vice President for Academic Affairs:
- (1) UW Green Bay Presentation: *Professional Development Certificate*;
 - (2) Other.
- d. Authorizations to recruit:
- (1) Campus Dean, UW-Waukesha;
[Resolution I.1.d.(1)]
 - (2) Dean, College of Engineering, UW-Madison;
[Resolution I.1.d.(2)]
 - (3) Director, Division of Information Technology.
[Resolution I.1.d.(3)]

(Over)

Policy discussion items:

- e Business Consortium.
- f New program authorization:
 - (1) B.S., B.A., General Studies, UW-Stevens Point (implementation);
[Resolution I.1.f.(1)]
 - (2) M.S., Project Management, UW-Platteville (initial reading).

Additional items:

- g Additional items that may be presented to the Education Committee with its approval.

Closed session items:

- h Closed session to consider personnel matters, as permitted by s. 19.85(1)(c), Wis. Stats. [Possible agenda items: appointment of named professor, UW-Madison; temporary base salary adjustment, resulting in a salary above the Executive Salary Group Six maximum, UW-Madison.]

Authorization to Recruit: Campus Dean
UW-Waukesha
University of Wisconsin Colleges

EDUCATION COMMITTEE

Resolution:

That, upon recommendation of the Chancellor of the University of Wisconsin Colleges and the President of the University of Wisconsin System, the Chancellor be authorized to recruit for a Campus Dean, UW-Waukesha.



UNIVERSITY OF WISCONSIN COLLEGES

HUMAN RESOURCES
780 REGENT STREET
P.O. Box 8680
MADISON, WI
53708-8680
OFFICE: 608/262-2578
FAX: 608/262-7872

September 15, 1998

TO: David Ward, Senior Vice President
UW System Office of Academic Affairs

FROM: Lyn Reigstad, Director *Lyn Reigstad*

RE: Request to Recruit for Campus Dean

Mary Knudten, Dean of UW-Waukesha, has announced her retirement, effective June 30, 1999. I am enclosing materials to begin the process of recruiting her replacement.

Please contact me at 262-2578 if you have any questions about this request.
Thank you.

xc: Chancellor Bill Messner
Vice Chancellor Marie Wunsch

Request for Authorization to Recruit

Institution: University of Wisconsin Colleges

For Board of Regents Consideration on: October 8-9, 1998

If proposed salary is above Group 6 maximum, Regents' approval is required and this form must be received by the Chancellor's Office three weeks before the date of the Regents' meeting at which the request is to be considered; it should be filed with the Vice President's office ten working days prior to such meeting.

Type of Request [Check appropriate box(es)]

- ☒ 1. Tenure Involved
- ☒ 2. Proposed salary between \$68,000 and Group 6 maximum
- ☐ 3. Proposed salary above Group 6 maximum

1. Official University Title of Position: Campus Dean (Colleges)

2. Division/College/School-Department/Project

Campus Dean and Chief Executive Officer, University of Wisconsin-Waukesha

3. Description of Duties: See attached position summary

4. Recommended Salary Range: \$75,000 - \$85,000

5. Source of Funds: UW-Waukesha Administration Budget, R-39-0050 (Fund 103)

6. New Position ☐ Replacement ☒

If replacement, indicate name and salary of previous person:

MARY KNUDTEN	\$82,825
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7. Brief justification of Salary Range: This salary is necessary to attract a candidate with the experience necessary to administer the largest campus in the University of Wisconsin Colleges.

8. Approved by :

		<i>William F. McMan</i>	<i>9/16/98</i>
(Dean/Director	Date	(Chancellor/Vice Chancellor	Date

9. Authorization to Recruit (approved ☐ denied ☐) by the Regents/Vice President's Office

Signature

Title

Date

University of Wisconsin-Waukesha
A Campus of the University of Wisconsin Colleges

Campus Dean and Chief Executive Officer

The Dean of the University of Wisconsin-Waukesha is the administrative and academic leader of the campus. The dean is directly responsible to the Chancellor and will be subject to an annual performance review. In order to effectively administer the academic and fiscal program, the dean should have appropriate credentials for rank and tenure in an academic department in the institution.

The Dean's primary responsibilities are:

- to recommend the appointment, retention, promotion, tenure and individual merit for UW-Waukesha faculty and staff, following provisions of the Rules of the Board of Regents, the UWC Constitution, and the Chancellor's administrative policies and guidelines;
- to develop, deliver, and assess, in consultation with academic departments and faculty, the instructional program offered at the campus and in collaborative and outreach programs with other institutions;
- to manage the support services program (administration, business affairs, library/media services, public information, student affairs, and other functional areas) and prepare and monitor the campus budgets;
- to provide leadership to the Waukesha campus in affirmative action, Design for Diversity, minority student recruitment, professional development for faculty and staff, and to advocate for the campus to external constituents;
- to act as liaison with community advisory committees, local public school districts, county board, legislators, local media, the local VTAE, and neighboring universities, communicating the goals of the campus to these publics and collaborating for mutual benefit; and
- to participate in the campus' strong tradition of shared governance.

Authorization to Recruit:
Dean, College of Engineering
University of Wisconsin-Madison

EDUCATION COMMITTEE

Resolution:

That, upon recommendation of the Chancellor of the University of Wisconsin-Madison and the President of the University of Wisconsin System, the Chancellor be authorized to recruit for a Dean, College of Engineering, at a salary that exceeds the Executive Salary Group Six maximum.

Request for Authorization to Recruit

Institution: UNIVERSITY OF WISCONSIN-MADISON

(APO use only) For Board of Regents Consideration on: October 9, 1998

Submit this request to the Academic Personnel Office. When proposed salary is above Group 6 maximum* or initiating recruitment for a Provost/Vice Chancellor/Dean, Regents' approval is required. For a new modified Chancellor title, System approval is required. This form must be received by the Academic Personnel Office three weeks before the date of the next Regents' meeting.

Type of Request: Check ☒ appropriate box(es).

- ☒ 1. Proposed salary above Group 6 maximum*
- ☐ 2. Provost/Vice Chancellor/Dean recruitment
- ☐ 3. New modified Chancellor title

1. Official University Title of Position: Dean
2. Division/College/School - Department/Project: College of Engineering

3. Description of Duties:

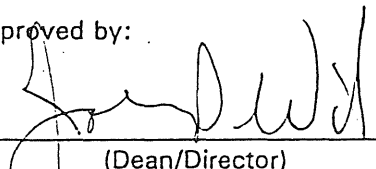
The Dean is the chief executive officer of the College of Engineering. The successful candidate will be responsible for all instructional, research, and outreach programs of the College.

4. Recommended Salary Range & Basis: A\$150,000-200,000
5. Source of Funds: 101
6. New Position ☐ Replacement ☒. If replacement, indicate name and salary of former incumbent:
- | | |
|-----------------------|-------------------|
| <u>John Bollinger</u> | <u>A\$183,350</u> |
| (name) | (salary) |

7. Brief justification of Salary Range:

Required to attract a person with the experience and competence to serve as chief executive of the College. (See attached.)

8. Approved by:

	_____	_____	_____
(Dean/Director)	(date)	(Chancellor/Vice Chancellor)	(date)

9. Authorization to Recruit (Approved / Denied) by the Regents/Vice President's Office on _____

_____	_____
(signature)	(title)

Required to attract a person with the experience and competence to serve as chief executive of the College. The 1997-98 salaries ranged from \$148,008 to \$239,300 with a mean of \$180,412 and a median of \$175,501. To reflect a 4% increase for 1998-99, the adjusted mean would be \$187,628 and the median \$182,521.

Authorization to Recruit: Director
Division of Information Technology
University of Wisconsin-Madison

EDUCATION COMMITTEE

Resolution:

That, upon recommendation of the Chancellor of the University of Wisconsin-Madison and the President of the University of Wisconsin System, the Chancellor be authorized to recruit for a Director, Division of Information Technology, at a salary that exceeds the Executive Salary Group Six maximum.

Request for Authorization to Recruit

Institution: UNIVERSITY OF WISCONSIN-MADISON

(APO use only) For Board of Regents Consideration on: October 9, 1998

Submit this request to the Academic Personnel Office. When proposed salary is above Group 6 maximum* or initiating recruitment for a Provost/Vice Chancellor/Dean, Regents' approval is required. For a new modified Chancellor title, System approval is required. This form must be received by the Academic Personnel Office three weeks before the date of the next Regents' meeting.

Type of Request: Check ☒ appropriate box(es).

- ☒ 1. Proposed salary above Group 6 maximum*
- ☐ 2. Provost/Vice Chancellor/Dean recruitment
- ☐ 3. New modified Chancellor title

1. Official University Title of Position: Director

2. Division/College/School - Department/Project: Division of Information Technology

3. Description of Duties: Strategic planning in connection with both academic and administrative computing, as well as telecommunications; responsibility for development and management of administrative information systems; responsibility for the maintenance, logical development and expansion of a campus-wide network; negotiations and contracts with external vendors and suppliers; development of policies and procedures for coordination, resource sharing, and long-range planning in connection with all academic computing activities in the individual school/colleges and continue development in conjunction with the libraries, of distance education.

4. Recommended Salary Range & Basis: A\$128,000-190,000

5. Source of Funds: 101

6. New Position ☐ Replacement ☒. If replacement, indicate name and salary of former incumbent:

Mark Luker

(name)

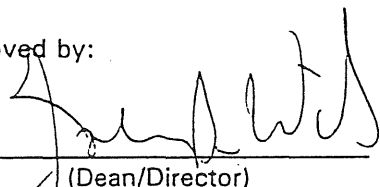
A\$129,700

(salary)

7. Brief justification of Salary Range:

Required to attract a person with the experience and competence to serve as chief executive of a Division. (See attached.)

8. Approved by:



(Dean/Director)

(date)

(Chancellor/Vice Chancellor)

(date)

9. Authorization to Recruit (Approved / Denied) by the Regents/Vice President's Office on _____

(signature)

(title)

Required to attract a person with the experience and competence to serve as chief executive of the Division. The 1997-98 salaries ranged from \$119,800 to \$170,004 with a mean of \$149,396 and a median of \$153,750. To reflect a 4% increase for 1998-99, the adjusted mean would be \$155,372 and the median \$159,900. A 50% range based on the median results in an extraordinary range of \$127,920 - \$191,880.

New Program Authorization (implementation)
B.S./B.A., General Studies
University of Wisconsin-Stevens Point

EDUCATION COMMITTEE

Resolution:

That, upon recommendation of the Chancellor of the University of Wisconsin-Stevens Point and the President of the University of Wisconsin System, the Chancellor be authorized to implement the B.S./B.A. in General Studies.

**NEW PROGRAM AUTHORIZATION
B.S./B.A. GENERAL STUDIES
UW-STEVENSON POINT
(Implementation)**

EXECUTIVE SUMMARY

BACKGROUND

In accordance with the procedures outlined in *University of Wisconsin System Academic Planning and Program Review* (ACIS-1 revised), the new program proposal for a Bachelor of Science/Bachelor of Arts in General Studies is presented to the Board of Regents for initial review. If approved, the program will be subject to a regent-mandated review to begin five years after its implementation. That review will be conducted jointly by the institution and System Administration, and the results will be reported to the board.

UW-Stevens Point will offer the proposed new program through the Collaborative Degree Program (CDP) with UW-Marshfield/Wood County and UW-Marathon County. It will be modeled after the B.S. in Business Administration, which was first offered through the CDP spring semester, 1998. The primary clients for this program will be adults from the Wausau and Marshfield communities. It will also be available to students on the UW-Stevens Point campus. The program will provide a broad-based curriculum adaptable to many professions that require a college education. Nontraditional students, often tied to jobs and families, will have the opportunity to study close to home and to complete a flexible bachelor's degree over an extended time.

REQUESTED ACTION

Approval of resolution I.1.f.(1), authorizing implementation of the B.S./B.A. in General Studies, UW-Stevens Point

DISCUSSION AND RECOMMENDATION

Program Description

The General Studies major is an interdisciplinary, liberal arts-based major which uses instructional and distance education technologies recommended in the *Study of the UW-System in the 21st Century*. It is designed as a degree-completion program for students who have completed an associate degree, or the equivalent, prior to enrolling. The efficiency of distance education technology makes the program feasible and the technology permits the target audience to attend classes in their home communities. Faculty from all participating institutions, representing 19 academic departments, will be involved. The curriculum emphasizes the skills of reading, writing, analysis and critical thinking and will provide a strong foundation for

graduating students in any career or the pursuit of graduate studies. The degree itself will, at the very least, open new avenues of inquiry to all students as they become educated citizens of the world.

The major requires a minimum of 39 credits. Students may select from two options: (1) Contemporary America, with a social science/humanities emphasis; or (2) Exploring the Contemporary World of Work, with a business/international emphasis. In addition, each student is required to participate in a Senior Capstone Experience. The capstone program may take one of the following forms: independent study (1-3 credits) within one of the participating disciplines in the major; or a project (up to 3 credits) which relates courses taken in the major to the student's life experiences or a community problem. The capstone experience will be coordinated and evaluated by an appropriate faculty member on any of the participating campuses.

Advising will be done by the coordinator of the program and/or by campus advisors trained in the requirements of the new major on each participating UW campus. The advisor and the student will create a program that suits the student's individual needs.

Evaluation from External Consultants

One external consultant commented that this program fulfills "very well the needs of students for whom sound written and oral communication skills, basic computer knowledge and problem solving skills are particularly important." Another reviewer noted that the major provides a "broad-based education which prepare(s) students for an ever-changing workforce." A third reviewer commented on the suitability of this program for "many of the students who begin their work at UW Colleges. These students would be well served by a broad-based education adaptable to many professions that require a college education but not the concentration of the usual major." He noted further that the "general studies degree itself serves students and society well in these days of life-long learning and shifting career paths."

Need

To assess the need for collaborative degree-completion programs, the collaborating campuses contracted with the Wisconsin Survey and Research Laboratory to survey students enrolled at the UW College campuses and employees of selected employers in Marshfield, Wausau, and Stevens Point. A total of 934 respondents, which represented 43 percent of the sample, indicated that they were "very interested" in pursuing a regional bachelor degree program and 922 indicated that they were "very likely" to enroll. Two-thirds of the employee respondents and one-third of student respondents indicated an interest in Business and Computer Science. This led to the establishment of the Collaborative Degree Program in Business Administration, which began offering classes spring semester, 1998. Fifty-eight students enrolled during the first semester.

The remaining respondents expressed a desire to study in liberal arts disciplines ranging from psychology to political science. It is anticipated that many of these respondents will be attracted to the B.S./B.A. in General Studies because of the individualized nature of the program and because it incorporates classes from many disciplines and may be tailored to individual

student needs. The mode of delivery, via distance education technology to the local institutions, may attract a new student audience. This program complements the B.S. in Business Administration by significantly expanding the opportunities for students to pursue additional courses. The offerings of the B.S./B.A. in General Studies also provide a significant opportunity for the collaborating institutions to share instructional resources.

Enrollment Projections

The Collaborative Degree Program was designed specifically to meet the demographic portrait of the Central Wisconsin area. The Collaborative Degree Program Budget, which was submitted as part of the Central Investment Fund (CIF) grant proposal, has projected the following enrollments for the General Studies major:

Academic Year and Summer Session	1998-1999 (Spring)	1999-2000	2000-2001	2001-2002	2002-2003
Courses Offered	4	10	10	13	13
Projected Enrollment	80	130	145	150	150
Projected Graduates	0	0	10	25	50

Relation to Institutional Mission

The development of the B.S./B.A. in General Studies major by UW-Stevens Point and its intended incorporation into the Collaborative Degree Program with UW-Marathon County and UW-Marshfield/Wood County is an excellent example of the university fulfilling part of its mission. UW-Stevens Point aims to "participate in interinstitutional relationships in order to maximize educational opportunity for the people of the state effectively and efficiently through the sharing of resources" (UW-Stevens Point Mission Statement). UW-Stevens Point is also responding to suggestions for exploring collaborative strategies recommended in the *Study of the UW-System in the 21st Century*.

The proposed program maximizes the excellent array of liberal arts courses available on the campuses and will utilize faculty from all three participating campuses. The program builds upon UW-Stevens Point's mission to offer "a core of liberal studies that supports university degrees in the arts, letters, and sciences, as well as specialized professional/technical degrees at the associate and baccalaureate level" (UW-Stevens Point Mission Statement).

Assessment

A variety of assessment activities will be employed. Students will complete a standardized test of general knowledge, critical thinking and analytical skills within the last 12 credits of their program. The Senior Capstone Experience final report and faculty evaluation will provide additional data. The program coordinator will conduct periodic surveys, formal and informal, of students and graduates to provide information for any restructuring or redesign of the program.

Comparable Programs In Wisconsin

UW-Green Bay offers a General Studies Major through its Extended Degree Program. It is designed to serve Wisconsin residents, age 25 and over, who are employed more than half-time or who have family responsibilities precluding attendance at regularly scheduled on-campus classes. UW-Oshkosh offers a Bachelor of Liberal Studies Degree Program, which is also designed especially for the working adult. The classes meet on weekends every semester, with much of the work done on the student's own time rather than in the classroom.

Although the target audiences are similar, i.e. the adult learner, there are some significant differences between the proposed program and the other two programs. The first, and major, difference is the collaborative nature of the UW-Stevens Point B.S./B.A. in General Studies: three UW institutions have worked together to provide a service to a population of learners who are considered placebound in the central Wisconsin area. Second, this major also will be available to traditional students on the UW-Stevens Point campus. Third, the courses that make up the GS major are a part of the regular curricular offerings at UW-Stevens Point. Finally, students will attend regularly scheduled classes on one of the participating campuses.

Comparable Programs Outside Wisconsin

The adult learner is the focus of many comparable liberal studies programs offered in other states. For example, the Bachelor of Liberal Studies at the University of Evansville (Indiana) is an accelerated degree program that permits the mid-career adult to finish a degree in a three-year time frame. The Associate Dean of the College of Arts and Sciences at Southern Illinois University was one of the consultants for our proposed major and provided insight into their Bachelor of Liberal Studies degree, which has been in place for several years. That degree, which is quite similar to this program, offers individualized programs of study with an interdisciplinary focus.

Resource Needs

Funding for the first two years will be available from a recent Central Investment Fund (CIF) grant that is currently in its second year. Revenue collected from tuition and fees will supplement the budget. The viability of the program will be evaluated continuously over the CIF grant period. It is expected that the program will be self-sufficient at the end of that time. If not, the program will be discontinued.

Cost per credit hour for a three-credit course, which includes an additional \$105.00 fee, is \$131.25. The \$105.00 fee covers the additional costs associated with administering the Collaborative Degree Program at three separate locations, the use of technology to deliver courses to each location, and the additional costs of instruction to support the program.

The CIF grant will provide \$1000.00 per year for library purchases at both UW-Marathon County and UW-Marshfield/Wood County.

Classroom facilities are adequate.

COSTS	First year	Second year	TOTAL: First Two Years	TOTAL: Second Two Years
Personnel	\$ 96,153	\$ 143,892	\$ 240,045	\$ 287,784
Supplies, library, travel	\$ 19,399	\$ 26,415	\$ 45,814	\$ 52,830
Capital equipment	\$ 3,000	\$ 5,000	\$ 8,000	\$ 10,000
Support of distance delivery	\$ 28,500	\$ 46,500	\$ 75,000	\$ 93,000
TOTAL REVENUE	\$ 147,052	\$ 221,807	\$ 368,859	\$ 443,614
Reallocation	\$ 0	\$ 0	\$ 0	\$ 0
CIF Grant*	\$ 52,492	\$ 48,447	\$ 100,939	\$ 0
Tuition & Fee Income**	\$ 94,560	\$ 173,360	\$ 267,920	\$ 449,160
TOTAL	\$ 147,052	\$ 221,807	\$ 368,859	\$ 449,160
Carryover				\$ 5,546

*The Central Investment Fund grant supports the Collaborative Degree Program. This budget reflects only the General Studies portion of that program and indicates that \$100,939 of the CIF grant is earmarked for its support.

**The tuition and fees numbers assume that the program will be self-sustaining by the end of the 4th year of operation.

RECOMMENDATION

The University of Wisconsin System Administration recommends approval of this program.

RELATED REGENT POLICIES

University of Wisconsin System Academic Planning and Program Review (November 10, 1995), Academic Informational Series #1 (ACIS-1 revised).



University of Wisconsin-Stevens Point

Office of Provost and Vice Chancellor

Stevens Point, WI 54481-3897 (715) 346-46

FAX (715) 346-41

Date: September 24, 1998

To: David Ward, Senior Vice President, Academic Affairs
University of Wisconsin System Administration

From: Bill Meyer, Provost and Vice Chancellor
University of Wisconsin-Stevens Point

Subject: UWSP Proposal for a General Studies Major

A handwritten signature in black ink, appearing to read "Bill Meyer", is written over the "From:" line.

I am responding to a question that was raised when we presented a proposal for a new academic major to the Education Committee at the Board of Regents meeting last month in Madison. The question was in regard to the Resource Needs section of the Executive Summary of the proposal for the authorization for the B.S./B.A. General Studies major at the University of Wisconsin-Stevens Point. There was an apparent disparity between a statement in the narrative portion of this section and the budget table of the same section. It is noted in the narrative that a grant from the Central Investment Fund (CIF) will help to sustain the Collaborative Degree Program (CDP) during a three-year start-up period. Yet, the budget table for our proposed major shows the utilization of the CIF grant for only a two-year period.

This apparent disparity is explained by the fact that the proposed General Studies Major, if approved, will become just a component part of the Collaborative Degree Program. The other part of the CDP includes our Business administration major. The Collaborative Degree Program is indeed budgeted to include the CIF grant for three years at the end of which the program will be reviewed. The first of those years has already concluded. The CIF grant is available for only two years (FY99 and FY00) to support the addition of the proposed General Studies Major to the Collaborative Degree Program.

In short, the figures in the budget table provided in the original document are correct and not at odds with the accompanying narrative. What may have been confusing is the matter of the relationship between the Collaborative Degree Program and the General Studies Major.

The table attached to this memo is a revision of the budget table in the Executive Summary only in that the column headings are changed to be more descriptive and two explanatory notes are added at the bottom of the table.

I hope that this clarifies the situation in regarding the question raised about the projected budget for the program. If you have any questions, please feel free to contact me.

BHM:bjn

Attachment

9/23/98

GENERAL STUDIES MAJOR

COSTS	First Year FY'99	Second Year FY'00	TOTAL: First 2 Years	TOTAL: Second 2 Years (FY'01-02)
Personnel	\$ 96,153	\$ 143,892	\$ 240,045	\$ 287,784
Supplies, library, travel	\$ 19,399	\$ 26,415	\$ 45,814	\$ 52,830
Capital equipment	\$ 3,000	\$ 5,000	\$ 8,000	\$ 10,000
Support of distance delivery	\$ 28,500	\$ 46,500	\$ 75,000	\$ 93,000
TOTAL COSTS	\$ 147,052	\$ 221,807	\$ 368,859	\$ 443,614
REVENUE				
Reallocation	\$ -	\$ -	\$ -	\$ -
CIF Grant*	\$ 52,492	\$ 48,447	\$ 100,939	\$ -
Tuition & Fee Income**	\$ 94,560	\$ 173,360	\$ 267,920	\$ 449,160
TOTAL REVENUE	\$ 147,052	\$ 221,807	\$ 368,859	\$ 449,160
Carryover				\$ 5,546

Notes on Budget:

*The Central Investment Fund grant supports the Collaborative Degree Program. This budget only reflects the General Studies portion of that program and indicates that \$100,939 of the CIF grant is earmarked for its support.

**The tuition & fees numbers assume that the program will be self-sustaining by the end of the 4th year of operation.

**NEW PROGRAM AUTHORIZATION
M.S., PROJECT MANAGEMENT
UW-PLATTEVILLE
(Initial Review)**

EXECUTIVE SUMMARY

BACKGROUND

In accordance with the procedures outlined in *University of Wisconsin System Academic Planning and Program Review* (ACIS-1 revised), the new program proposal for a Master of Science in Project Management is presented to the Board of Regents for initial review. As stipulated by ACIS-1.revised, this program proposal will be on the agenda for the November meeting for a second review, at which time UW System Administration will recommend that the board take action authorizing the chancellor to implement the program. If approved, the program will be subject to a regent-mandated review to begin five years after its implementation. That review will be conducted jointly by the institution and System Administration, and the results will be reported to the board.

Students from many majors take business-related courses during their undergraduate program at UW-Platteville. Many more would like to take business courses but cannot afford to spend additional time on courses outside their major. Management skills are needed to successfully compete in today's economic environment. The Master of Science Degree in Project Management is an interdisciplinary degree that will enable students to acquire skills, tools and techniques needed to manage projects, and to encourage relationships between project teams and customers. The proposed program will provide these skills as well as the recognition of a graduate degree.

REQUESTED ACTION

No action is requested at this time.

DISCUSSION AND RECOMMENDATION

Program Description

The proposed program will be interdisciplinary and will be directed by the Assistant Dean of the College of Business, Industry, Life Science and Agriculture. It is designed to satisfy the needs of students wishing to pursue a degree while remaining employed, providing them the opportunity to receive training in project management in the context of furthering their professional education. The program requires a minimum of 30 and a maximum of 36 credit hours, including 0-12 credits of business foundation courses, 15 credits of Project Management core courses and 9-15 credits of electives. Students entering with sufficient educational and

professional background may be required to take fewer than 36 credits. For example, a student with an undergraduate degree or minor in business would not need to take the 12 credits of business foundation courses, but would instead take 15 credits of electives. All students will complete a Project Management Capstone course, which specifically emphasizes the role of the project manager in implementing and accomplishing project plans and objectives. Students will select topics from their workplace or choose from consulting projects provided by companies in the UW-Platteville area.

Each student entering the program will be assigned an academic advisor who will assist in selecting electives to tailor the student's program to meet his/her future career goals. Electives are currently available from existing graduate courses in agriculture, business and industrial technology management, as well as courses in industrial engineering that are in the process of being approved for graduate education by UW-Platteville's Graduate Council.

The Project Management program will be offered initially through asynchronous web-based distance education. The asynchronous approach will be modified to allow for the flexibility of continuous enrollment into classes while maintaining the opportunity for group activities and projects. The program may eventually be expanded to include on-campus non-traditional formats such as evening or weekend classes.

The Project Management Institute (PMI), Upper Darby, PA, is the professional organization that certifies Project Management Professionals (PMP). The PMI has published the *Project Management Body of Knowledge*, which forms the foundation needed to obtain the PMP designation. The UW-Platteville curriculum is modeled on this document.

Program Goals and Objectives

The program is designed to teach students how to apply knowledge, skills, tools and techniques to a project in order to meet stakeholder needs and expectations. The Project Management Institute offers some useful definitions: a *project* is a temporary endeavor taken to create a unique product or service; *temporary* means that every project has a definite beginning and a definite end; *unique* means the product or service is different in some distinguishing way from all similar products or services. The Project Manager must have the ability to manage projects; facilitate relationships between the project team and customers; and balance competing demands among scope, time, cost and quality.

Collaboration

While no other UW institution currently offers a degree in project management, the business foundation graduate courses are available at many campuses offering an MBA degree. UW-La Crosse, for example, has indicated a willingness to cooperate so that students in the Project Management program may use some of their MBA courses as both foundation courses and electives.

Evaluation from External Consultants

Both external reviewers support implementation of the proposed program. One observes that the “program is well conceived and should be implemented as [described].” The other observes that Platteville will be “*ahead of the pack* with this program.” Both reviewers note that a real strength of the program is using the Project Management Body of Knowledge as the foundation of the curriculum.

Strengths or Unique Features

Both reviewers cite the method of delivery as a program strength. The program is intended to accommodate place-bound students, initially through distance education via the World Wide Web, and eventually through a variety of delivery systems. UW-Platteville has distance learning training and development facilities through its Distance Education Center. As the Project Management program develops, there will be significant opportunities to collaborate on courses with other campuses and with industrial partners, both importing and exporting course material and expertise. This collaboration will make maximum use of available resources at UW-Platteville and other sites throughout the region.

Another strength is the program’s multi-disciplinary approach combining functional concepts of business management and communication skills with how these concepts apply in a technical environment. This approach prepares individuals to manage complex projects within finite timelines.

Accreditation

The program will not seek accreditation immediately, but at some point in the future will seek accreditation from the Project Management Institute. Although accreditation appears to have little impact on job placement at this time, increased interest in Project Management may result in competition for students among programs. This competition will increase the need for accreditation of the UW-Platteville program.

Need

During Fall 1997, the Wisconsin Survey Research laboratory surveyed 200 recent UW-Platteville alumni and 200 businesses regarding interest in a Master of Science in Project Management delivered through alternative delivery methods. Of the 86 alumni who responded, 68 indicated interest in the program. Of the 88 businesses responding, 63 indicated interest in the program.

One of the best measures of future demand for project management is the rapid growth in membership of the Project Management Institute. In the past three years, this organization has grown by 50 percent reaching a membership of almost 40,000 members worldwide. The current growth rate is 1,000 new members per month.

Another indication of the growing interest in project management as a field is the fact that numerous agencies, including the U.S. Department of Defense and Department of Energy, mandate PMP certification. Demand for this certification is global and rapidly increasing. Many industries have hired consultants and invested in other training mechanisms to enable their employees to successfully complete the PMP examination. An M.S. degree in Project Management will not only enable professionals to successfully complete this examination, but will also provide them with an advanced degree that applies directly to their careers.

Enrollment Projections

Since this will initially be a web-based program, it is not possible to provide accurate enrollment projections at this time. However, capacity enrollment in a PM certificate series offered through UW-Madison's Management Institute, coupled with survey results that highlight the need for alternative methods of delivery, indicate high demand for this program. In addition, the program will be marketed through the Learning Innovations Center, which is also assisting in its development.

Relation to Institutional Mission

UW-Platteville's select mission states that the university should "provide graduate programs in areas clearly associated with its undergraduate emphasis in education, agriculture, technology management and engineering," and provides for "an Extended Degree Program in business administration for non-traditional students throughout the state." In addition, the Distance Education theme of the university's Strategic Plan recognizes the needs of non-traditional, homebound, disadvantaged or underserved students, and calls for the campus to "develop quality classes and programs in response to these needs and maintain a varied offering of distance education courses." The proposed degree addresses these objectives by offering project management skills to those with an appropriate undergraduate degree through distance education methods.

Assessment

The Project Management Capstone course is one of the program's most important assessment tools, enabling faculty to evaluate how well the student is able to integrate and apply the ideas and skills learned in the program. More generally, assessment will follow the same format currently in place for existing undergraduate programs in engineering and business, which includes exit interviews with graduates, surveys of graduates and employers after two and five years on the job, placement rates, and performance on professional examinations.

Comparable Programs in Wisconsin

No UW System institution currently offers a Master of Science degree in Project Management. Keller Graduate School of Management in Milwaukee, a division of DeVry Incorporated, offers a master's program in Project Management. UW-Platteville's proposed degree includes the common body of knowledge for Project Management, communication and quality management found in similar programs.

Resource Needs

Since this program is being developed initially for delivery on the World Wide Web on a cost recovery basis, funding requirements and sources differ from those of other programs. UW-Platteville's base budget will not be altered or reallocated to either develop or deliver this program. Course development will be supported by the university's Distance Education Center, established in May 1998, through monies received from a UW System Central Investment Fund Grant. In addition, the institution will be partnering with UW System Learning Innovations in developing and delivering these courses. Existing faculty and staff, with existing budgets, will be assigned to teach courses and administer the program in the first year. Although additional faculty and staff positions may be required to teach in and administer the program as it grows, the associated salaries and S&E expenses will be funded from tuition revenue.

RECOMMENDATION

No action is requested at this time.

RELATED REGENT POLICIES

University of Wisconsin System Academic Planning and Program Review
(November 10, 1995), Academic Informational Series #1 (ACIS-1 revised).