

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

Minutes of the Meeting

April 6, 2000
11:15 a.m.
Room 325/326
The Pyle Center
702 Langdon Street
Madison, Wisconsin

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Present: Regents Alexander, Axtell, Barry, Boyle, Brandes, De Simone, Gottschalk, Gracz, Marcovich, Mohs, Olivieri, Orr, Randall and Smith

Unable to Attend: Regents Benson, James and MacNeil

- Regent President Orr presiding -

UW-Stevens Point Enrollment Plan 2001-2007

Chancellor Thomas George presented UW-Stevens Point's plan, which is titled "Central Wisconsin Idea: Partnerships". The plan has three main themes: 1) Commitment to traditional students; 2) Enhanced access for adult learners; and 3) Strengthening Central Wisconsin's workforce and economy.

In the area of serving traditional students, the chancellor noted that freshman ACT scores continue to rise. In 1999 they averaged 22.8 for all students and 21.5 for minority students. Similarly, the fall 1999 freshman class included 40 valedictorians, up from 21 in 1998. Student retention rates from spring 1999 to fall 1999 were 83% overall and 74% for minority students. The goal is to increase those rates and to move the percentage for minority students up to that of other students.

Plan 2008 goals include: 1) Increasing the ethnic diversity of the student population with an emphasis on student retention; 2) increasing the ethnic diversity of the faculty; 3) helping multicultural students succeed academically, emotionally, and socially; 4) educating the campus and surrounding community on the value of diversity; and 5) creating a more respectful and comfortable climate for all to live and work.

The six-year graduation rate at UW-Stevens Point is 55%, which is tied with UW-Eau Claire for first place in the comprehensive universities. Only UW-Madison has a higher rate. The minority student graduation rate of 34% compares with an average of 28% for the UW comprehensive universities.

The university's plan includes three categories of partnerships: 1) Partnerships with regional institutions in collaborative degree programs, which leads to growth in job skills; 2) Partnership with regional, national, and international business in the Communiversity Park, which leads to job growth; and 3) Partnership with foundations and agencies in the Global Environmental Management Education Center, which leads to growth of international activity.

Chancellor George noted that adult students have significant geographical and time constraints, face rising employer expectations, want increased employability options, and want increased income levels. With an average per capita income ranging from \$20,000 to \$24,800 in Wood, Marathon and Portage Counties, adult learners do not have a great deal of money to spend for coursework. In addition, UW-Stevens Point delivers programs and courses to teachers in the largest K-12 district in the state, stretching 159 miles from Portage to Rhinelander and 91 miles from Marshfield to Shawano. A number of corporations are involved in collaborative degree programs, including Sunrise Medical, Consolidated Paper, Sentry Insurance, Rice Clinic, Weyerhaeuser Paper, the Marshfield Clinic, Figi's Greenheck Fan, Pioneer Bank, Wausau Financial Systems, and Kraft Foods.

Turning to Communiversity partnerships, Chancellor George cited the following quote from Regent President San Orr's statement to the Legislature's Joint Committee on Finance in March 1999. "I believe the UW System is Wisconsin's greatest hope for continued economic success and its future quality of life. Through... an ever-increasing number of important partnerships with Wisconsin business and industry, and the sheer volume of capable graduates who enter the state's work force each year...the UW System Is crucial to our success as a state and a people." In that regard, the Chancellor noted that Lands End came to Stevens Point because of the presence of the university. It is projected to employ 1,000 people by 2005, and more business partners are being sought.

With respect to target enrollment numbers, UW-Stevens Point plans growth from 7717 FTE students in fall 1999 to 7793 students in fall 2007. The increase will be in adult access.

Chancellor George introduced Provost Bill Meyer to speak about the UW-Stevens Point's collaborative degree programs. In 1997, the university conducted a survey of area businesses. Of 1,054 responses, 79% were interested in a degree, and of that percentage, 91% indicated that they were likely to enroll. Since the program was launched in the spring of 1998, 246 students have participated. Those students have an average age of 33, and a range in age from 20-73. Fifty-seven percent are females, and over 80% are employed full time.

Future plans include expanding cooperative degree program offerings and extending them to more sites. Program offerings today are in Business Administration and General Studies. In the future, the university hopes to offer Computer Information Systems and Technology and New Media Arts. Access sites currently are located in Wausau, Marshfield, and Stevens Point. In the future, the university hopes to add sites in Wisconsin Rapids (at Mid-State Technical College) and Waupaca (at Waupaca High School).

In partnerships with K-12 education, graduate program opportunities will be expanded to new sites. Other plans include instruction in integrating technology into the curriculum, summer institutes for science teachers, and professional development for new teachers. All of these will have a positive impact on the Central Wisconsin work force.

Current offerings in certificate programs include PAPER Academy technical and management certificates. Offerings in technology and leadership are being piloted. Potential future offerings include health promotion/safety, medical technology, computer mediated communications, and computer science.

Describing plans for a Communiiversity Park, Chancellor George said that its mission is: "to provide a high-quality environment for the development of a training center and a location for enterprises that would add value to the existing socio-economic base of Central Wisconsin." The goals of the park would be to provide: 1) an environment for faculty/private sector collaboration; 2) a teaching/learning training center with Mid-State Technical College; 3) a friendly environment to encourage new/expanded business ventures; 4) employment opportunities for students and graduates; 5) venture capital opportunities; 6) shared services - counsel, direction, expertise; 7) a high-tech facility for the 21st century; and 8) to determine and obtain a revenue stream.

The idea for the park was generated by a task force, formed in 1998, consisting of UW-Stevens Point, Mid-State Technical College, the Portage County Business Council, and county and city leadership. The group reviewed business parks at UW-Stout and Southern Illinois University at Edwardsville. In 1999 a firm was employed to survey Central Wisconsin businesses and faculty at UW-Stevens Point, UW-Marshfield and UW-Marathon County. Survey data confirmed support for teaching, learning, and training space development, and support for a 5,000 - 7,500 square foot incubator and multi-tenant facility. A focus group was formed to identify training needs requested by area businesses and to discuss training delivery.

The Communiiversity Park will promote improved economic development through: training partnerships, workforce improvement, business expansion, graduate placement, patent and licensing support, and establishing a multi-tenant facility. Next steps will be to determine revenue sources for a training center, funding options for a multi-tenant facility, discussion with UW System legal counsel and WiSys experts on patents and licensing; and work with the Portage County Business Park to attract outside firms.

With regard to international partnerships, Chancellor George noted UW-Stevens Point's longstanding relationship with Jagiellonian University in Poland. UW-Stevens Point also has a dual degree program in computer information systems with Germany's Magdeburg University. UW-Stevens Point ranked 13th among comprehensive universities in the country for the number and percentage of students studying overseas in 1998-99. In 1999-2000, UW-Stevens Point's 427 participants made up the largest group in the 30-year history of the university's international program. This is the highest number among the UW comprehensive campuses. The enrollment of foreign students at UW-Stevens Point is over 230, the highest among the UW comprehensive campuses. Eighty percent of these students come from Asia, the five leading countries being Singapore, Japan, Korea, Indonesia and Hong Kong. Foreign students contribute \$4.6 million per year to the local economy, which translates to \$11.5 million per year, if a 2.5 multiplier is used.

Chancellor George introduced Dean Victor Phillips, of the College of Natural Resources, to speak about Global Environmental Management Education. The purpose of the planned center is to build partnerships through education for a sustainable future. Dean Phillips remarked that the College of Natural Resources at UW-Stevens Point is a premier institution for this type of education. It has won numerous awards and, along with Colorado State University's natural resources college, has the highest undergraduate enrollment in the nation (about 1400). Programs in the College of Natural Resources take an integrated approach and a holistic view, combined with hands-on practical training and valuing Wisconsin's strong conservation heritage. Another main attribute of the college is its international programs in which 2500 students and all faculty have participated.

The GEM Center unifies the college's vision of the future, including a world class facility, public and private sector partnerships, internet global village classrooms, and interactive programs. The focus of the Center is on education, rather than technical assistance. Broadened student experiences will equal better preparation for jobs in Wisconsin, and increased international contacts will result in more opportunities in the global marketplace.

Noting that Wisconsin aspires to be a leader in that marketplace, Dean Phillips referred to Governor Thompson's global initiatives, including the Wisconsin International Trade Center and W3 - Wisconsin Works Worldwide. The planned GEM Education Center would fit into these plans. Noting that partnerships and support are crucial to the center, Dean Phillips indicated there is strong potential for non-state dollars from private industry, private foundations, natural resource agencies, federal sources, and non-governmental organizations.

It is hoped that the GEM Center will be constructed and fully operational by 2010. Expected outcomes are expansion of job opportunities, global perspective for managing Wisconsin's resources, expansion of Wisconsin's conservation ethic, cultural enrichment, and enhanced outreach and partnering with Wisconsin businesses.

The concept of the GEM Center is exciting, Regent Axtell commented, noting that, with provision for distance education, there would be opportunity to import and export courses from anywhere, including overseas, and for obtaining revenues by doing so. He inquired about similar centers around the UW System in other disciplines. Senior Vice President Ward replied that there are some in existence and cited as an example the UW-Oshkosh Center for Family Businesses.

Regent Olivieri asked if there is a distance education component to the collaborative degree programs. Replying in the affirmative, Chancellor George said that about 30% involve distance education. Faculty also travel to education sites, with most courses being held in the evening. Regent Olivieri asked if employers pay for the courses, to which Provost Meyer replied that over 50% of the courses are paid for by employers. In response to a question by Regent Olivieri about areas in which distance education is used, Chancellor George replied that it is used in teacher education and also in some short courses. He added that on-line programs will generate revenue eventually, after recovering up-front investments.

UW Colleges Enrollment Plan 2001-2007

Chancellor William Messner began the presentation by noting that the goal of the UW Colleges has been to clarify their niche in the educational environment. To that end, the Colleges adopted "The Best Start" as their slogan. As institutions of access, the Colleges provide the best start to a degree for a wide range of students. When they transfer, UW College students fare better in UW 4-year institutions than other transfer students, including those from other parts of the UW System. It is the goal of the UW Colleges to be recognized as the premier provider of general education, because that is the specialty of UW College faculty.

The goals of the UW College's enrollment plan are: 1) to maintain the traditional student base; and 2) to aggressively expand the non-traditional student base.

The traditional student base will be maintained through providing a number of benefits that students value: 1) a small campus experience, including ample opportunity to interact with faculty, and a place where students are known and feel comfortable; 2) Guaranteed transfer to other UW institutions to complete their degrees. (1100 students have participated so far in this successful program). 3) Leveraging the advantages of institutional size.

The numbers of non-traditional students will be expanded through: 1) Vital and innovative programs, including certificate programs; 2) collaborative partnerships; and 3) distance learning.

Turning to enrollment history, the Chancellor noted that from 1993-1996, the Colleges lost 20% of their enrollment. This loss, which was felt across all campuses, has been made up since 1997. Now the Colleges rank second in the UW System in the number of new freshmen (3700) and third in overall headcount undergraduate enrollment (11,000).

For Enrollment Management 3 (1995-2000), the FTE objective was 7,538. For EM 21, the Colleges are setting a conservatively estimated goal of 8,241, a nine percent increase. This would be accomplished by an increase of three percent in traditional students and a 43% increase in non-traditional students. While this would be a nine percent increase over the EM 3 target, it is a seven percent increase over actual enrollments.

Chancellor Messner then outlined several strategies that will be employed to achieve the enrollment goals, the first being expanded collaborations with other UW institutions. Nine UW College campuses currently offer collaborative degrees with UW baccalaureate institutions. Currently there are collaborative programs with UW-Stout, Eau Claire, Oshkosh, Stevens Point and Milwaukee. Planned collaborations include an engineering program to be offered through collaboration among the UW Fox Valley, UW-Platteville and UW-Oshkosh, and a BA Degree offered collaboratively by UW Manitowoc and UW-Milwaukee. The goal is for all College campuses to have collaborative programs with baccalaureate institutions, with some graduate and certificate programs included in the future.

The second strategy is effective use of resources, the first of which is distance learning. There currently are enrollments of 400 in online courses and 800 in compressed video courses. Enrollments in both areas have grown rapidly, and the Colleges plan to work with Learning Innovations to expand online offerings. The second key resource is faculty. Because the Colleges have the oldest faculty in the UW System, with an average age of 50, there will be the opportunity to hire record numbers of new faculty in the coming years. In doing so, the Colleges will look for faculty with skills in learning technology and with interest in flexible scheduling and working with non-traditional students. Professional development also will be provided to current faculty.

The third strategy is to meet the needs of non-traditional students. In this regard, evening classes have increased by 21% in the past two years, and 11 of 13 campuses offer AAS programs totally in the evening. Because non-traditional students want services as well as programs, advisors will be put in place to recruit, advise and retain adult students, using monies provided in the current biennial budget. For the next biennium, there will be a request for funds to provide multiple delivery systems to support adult students and also to provide computer labs, libraries, and tutoring.

The fourth strategy involves outreach, including expansion of diversity through pre-college programs. Two hundred and fifty-four students participated in 1998-99 pre-college programming. Three new programs in 1999-2000 are estimated to serve about 120 more students: UW-Fox Valley program (June 2000), UW-Marinette/College of the

Menominee Nation Joint Pre-college program (November 1999), and UW-Washington County Bilingual Science and Art Pre-college Program (December 1999). Next year, an additional \$160,000 will be provided to mount more programs; and the UW Colleges will continue to work with UW-Milwaukee on diversity initiatives.

Another expanding outreach effort is the Youth for Understanding program, which involved 70 students at UW-Richland and 42 students at UW-Marinette in 1999-2000. The program will be expanded to UW-Fox Valley this year with 20 participants.

High school initiatives include the Youth Options program, with 558 students (192 FTE) in 1999-2000, and the Academic Alliance, with 25 students at UW-Richland.

Concluding the presentation, Chancellor Messner noted that the UW Colleges enrollment plans are in the best interest of their local communities and can play an important part in brain-gain strategy, especially in the adult market.

In discussion following the presentation, Regent Alexander inquired about why more students do not participate in the guaranteed transfer program. In reply, Chancellor Messner explained that the program requires that a student identify the institution to which they wish to transfer within the first 30 credits, and some students do not make that decision until later. However, participation in the program is not required in order to transfer successfully.

Regent Alexander noted that 30% of students at the UW-Barron County are on academic probation and asked how the Colleges deal with this type of a problem. Chancellor Messner indicated that 30% is an unusually high figure but that the Colleges do have higher rates of students on probation simply because they admit students who are less well prepared. The faculty is looking at the situation and crafting solutions, including advising for better course placement.

Stating that he is impressed with the success of the UW Colleges marketing efforts, Regent Olivieri asked if there are any remaining problems in transfer of students to the four-year institutions. Chancellor Messner replied that transfer has worked much more smoothly in the last three-five years, partly because of the guaranteed transfer program and partly because the institutions simply are working better together.

In response to a question by Regent Olivieri as to the reasons for continuing growth in use of compressed video, Chancellor Messner remarked that one reason for its popularity is that, unlike on-line courses, students can participate in compressed video without needing to embrace the technology. Another reason is that on-line learning is much different from a classroom and not appropriate for all students, although on-line enrollments are expected to grow to about 1000 in the future. Provost Marie Wunsch added that much of the growth in compressed is explained by the fact that it is used to make courses offered at large campuses available to the smaller campuses.

Asked by Regent Barry to comment on the expanded transfer agreement between the UW System and the Wisconsin Technical College System, Chancellor Messner said that it presents many increased opportunities for students, but that the missions of the two systems need to be kept separate.

Regent Mohs noted that in recent years, communities have shown a renewed investment in and appreciation of their College campuses. He asked if that is a factor in the dramatic enrollment increases, to which Chancellor Messner replied in the affirmative.

Regent Smith concluded the discussion by congratulating Chancellor Messner for the successful articulation and marketing of the UW Colleges' mission.

The meeting was adjourned at 12:50 p.m.

Judith Temby, Secretary