

MINUTES

EDUCATION COMMITTEE, BOARD OF REGENTS
1920 Van Hise Hall
Madison, Wisconsin
May 6, 2004

Regent Olivieri convened the meeting of the Education Committee at 1:25 p.m. Regents Axtell, Pruitt, and Richlen were present.

1. Approval of the minutes of the April 1, 2004, meeting of the Education Committee.

It was moved by Regent Axtell, seconded by Regent Pruitt, that the minutes of the April 1, 2004, meeting of the Education Committee be approved.

The resolution PASSED unanimously.

2. Discussion: All-Regent Session on Revisions to UW System Undergraduate Transfer Policy and UWS –WTCS Joint Initiatives Update

The Committee revisited briefly the revisions to the transfer policy the full Board of Regents had discussed earlier in the day. Regent Olivieri explained that Senior Vice President Cora Marrett and Assistant Vice President Larry Rubin from UW System, and Vice President Deb Mahaffey from WTCS were able to offer a satisfying resolution to what had seemed earlier in the day to be a stumbling block in moving forward with the policy change. The problem centered on language in the transfer policy that seemed to treat transfer students from the Wisconsin Technical Colleges differently and less advantageously than those from the UW Colleges, in respect to the satisfaction of college and school general education requirements for students who complete the UW or WTCS liberal arts associate degree. The transfer policy that the full Board would be asked to approve the next day included more explicit language clarifying the parity that exists between transfer students from the Colleges and from WTCS. Regent Olivieri expressed his comfort with the proposed language changes and his belief that his fellow Regents would also be comfortable. He reiterated his appreciation for the joint presentation made earlier by Larry Rubin and Deb Mahaffey, for both its practical and symbolic benefits to both Systems.

3. Report of the Senior Vice President

After noting that the proffer from the Vilas Trust would be brought before the Committee in June, Senior Vice President Marrett initiated a discussion of Education Committee Planning for 2004-05, sharing her reflections on the work engaged in by both the Committee and the Board during the past year, and suggesting directions for the next year. In highlighting some of the dominant topics the Education Committee undertook this year—including credit transfer, diversity, general education—she linked the Committee's work to that of the Regent Study. The common thread in all this work was an exploration of the conditions essential for student success. She recommended that the Education Committee theme for 2004-05 be *Sustaining the Commitment to Success for All Students*. This theme would: signal the recognition that the advancement of students is the UW System's core concern; prod the Regents and UW System Administration to build on the work undertaken by the groups in the Regent Study; and prompt attention to policies, resources, and structures required if success and excellence are to be realities.

At Regent Axtell's prompting, the Committee was given a preview of a report it would hear the following month on International Education.

4. Program Authorizations – First Reading

The Committee heard first readings of five programs. Associate Vice President Ron Singer provided context for the programs, all but one of which, in one way or another, involved program elevations rather than new programs. In other words, four of the proposed programs built on previously existing undergraduate majors or sub-majors. Associate Vice President Singer also made clear that the five programs under consideration did not involve any additional GPR funding but would be funded primarily through reallocation of existing budgets. With these five programs, he continued, the Board has been presented with a total of seven for this fiscal year.

Associate Vice President Singer showed two charts documenting the history of program array since 1980. The first chart demonstrated that, since 1980, total system program array has ranged between around 1,200 and 1,100 academic programs, and has been steadily declining over that period. He noted, however, that this very consistent pattern did not reflect the dynamic nature of program activity over that time. The second chart exhibited additions and deletions of academic programs, which have fluctuated over that same time period, with the number of new programs each year primarily ranging between five and fifteen per year, and the number of program deletions showing greater variability. The declining numbers suggest that this has not been a period of proliferation of new programs, nor have programs simply moved from one institution to another. As Associate Vice President Singer explained, this has been a period of "sifting and winnowing" during which most so-called "new" programs have resulted because of changes occurring within academic disciplines, and in response to emerging needs.

The programs presented to the Committee fit this pattern: they either pre-existed as concentrations, as committee interdisciplinary majors, or as an undergraduate major now transitioning into a graduate program for compelling reasons. Even the one "new" program presented—the M.S. in Engineering at UW-Stout—built on an existing Bachelor's degree program. The programs presented included:

a. UW-Parkside B.S. in Management Information Systems

The Committee heard from UW-Parkside Provost Rebecca Martin and Business and Technology Dean Marwan Wafa. The B.S. in Management Information Systems had been a long-standing concentration but, in order to raise the profile of graduates and to meet the growing information technology needs of business, the program was being elevated to a major. No new resources are required by the program. Provost Rebecca Martin assured the Committee that despite the concerns with outsourcing of IT jobs to international workers, the market research that UW-Parkside has conducted shows that there is still real on-site demand for graduates with MIS degrees, especially in southeastern Wisconsin and northeastern Illinois, the geographical region served by Parkside.

b. UW-Parkside B.A. in Digital Arts

David Holmes, Chair of the UW-Parkside Art Department, explained the need for the B.A. degree in Digital Arts, noting that the degree weds the existing graphic design program to the existing animation certificate program, thus merging the artistic with the technical. Professor Holmes explained that there is growing demand that graduates possess not only the technical skills but also the artistic competency to do animation well, and that this would be the strength of Parkside's program.

Professor Holmes suggested that animation has infiltrated all reaches of 21st century society, including not just the entertainment world but also business, industry, and education. Noting the extent to which the world today is interactive, digital, and globally connected, Professor Holmes called this upcoming generation the “Cartoon Generation.” The Digital Arts program, he continued, is collaborative by nature in its work with other disciplines. Further, it has articulation agreements with Gateway Technical College, and it provides many opportunities for students to be involved in the community through service learning and other projects. The Committee was informed that the program would require some additional resources for the upgrading of a computer design lab but through careful internal reallocation of campus monies, the funding was in place. Depending on enrollments, it is also anticipated that a new faculty member would need to be hired in 2005, and this would also be done through reallocation.

Regent Axtell asked whether this qualified as a high-cost program and whether Parkside had had any discussions of implementing any differential tuition policies to cover costs. Provost Martin responded that charging differential tuition was not an option Parkside would pursue because of its access mission and the nature of its student population, which includes many first-generation college students, non-traditional students, and students who work a large number of hours outside of school.

c. UW-Madison M.S. in Occupational Therapy

UW Madison Provost Peter Spear and Dr. Mary Schneider, Professor of Kinesiology, presented the M.S. in Occupational Therapy program. The Committee was told that the M.S. in Occupational Therapy would entirely replace the B.S. program and would thus require no new resources. The B.S. degree program, the Committee also heard, is being phased out for several reasons, the prime one being the profession’s accrediting agency which has issued a mandate that all accredited O.T. programs will offer the M.S. degree. Provost Spear and Dr. Schneider declared firmly that they felt this was an appropriate transformation, one that responded to the changing nature of the profession, the increasing complexity of the health care system, the need for evidence-based practice, and to corresponding actions by other peer professionals such as Social Work and Speech Pathology. The distinguishing feature of Madison’s M.S. program is that it would focus on research preparation for graduate students and would prepare students to move into the Ph.D. track in kinesiology. There is a long-standing shortage of O.T. faculty, for which the Ph.D. in kinesiology is the terminal degree, and this program would address that shortage. There is also, more generally, a growing demand throughout the state of Wisconsin, as elsewhere, for Occupational Therapists. In response to a Regent question, the Committee was also informed that other O.T. programs in the state would also be phasing out their B.S. program and replacing them with M.S. programs.

d. UW-Milwaukee B.A. in Women’s Studies

UW-Milwaukee Provost John Wanat and Professor Merry Wiesner-Hanks described the proposed B.A. in Women’s Studies. Until now, the Committee was told, students majoring in Women’s Studies would graduate with a degree from Milwaukee’s Committee Interdisciplinary Major. This left many students dissatisfied and employers with inadequate information about what such graduates had studied. The new major would allow students to indicate on their transcripts what they were majoring in. It would also allow the Women’s Studies program to develop set requirements and a more structured and assessable curriculum for student majors, something the program has been unable to do. The Committee was told that, because the program is essentially a re-titling of an existing B.A., it required no new resources. The Committee was very interested in one special component offered by Women’s Studies: the “Semester in the City” program, which allows students from other UW institutions majoring in Women’s Studies to spend their spring semester at UW-

Milwaukee and experience a large, urban environment. The Committee expressed hope that the program might be replicated for other majors and departments at UW-Milwaukee.

e. UW-Stout M.S. in Manufacturing Engineering

Provost Bob Sedlak and Bob Meyer, Dean of the College of Technology, Engineering & Management, described the strong demand for the M.S. in Manufacturing Engineering. They referred to an extensive body of evidence—collected through market research, focus groups, exit interviews with Stout students—that employers and employees in the Chippewa Valley region want and will support this program. The program targets working, place-bound professionals in the Chippewa Valley and Fox Valley. Course offerings would be scheduled evenings and weekends, and would be delivered on-site at Stout, Eau Claire and Oshkosh using face-to-face instruction as well as distance delivery technologies. Provost Sedlak also mentioned that partnerships were in development with two regional Technical Colleges. The M.S. in Manufacturing Engineering would require new resources. It was explained to the Committee, however, that the resource requirements would be met by charging differential tuition at a rate adequate to sustain the program. Regent Pruitt asked if this was a cost-recovery program or a resource-making program. Provost Sedlak responded that the program should break even quickly with its projected enrollments but has the potential to help bring in additional resources. The program would focus, however, on the appropriate number of students it could reasonably accommodate.

5. UW-Milwaukee Charter School Contract Extension

UW-Milwaukee Provost John Wanat reminded the Education Committee that the Board of Regents had already approved seven charter schools overseen by UW-Milwaukee's Office of Charter Schools. On the Committee's agenda was the renewal of the contract for the first of the charter schools the Board had approved. Provost John Wanat and Professor Bob Kattman of the Office of Charter Schools recommended that, after careful evaluation, the contract be extended for four years. They explained that the Committee had the authority to recommend up to a five-year extension, but the University was recommending the four years in order to be able to monitor more closely some start-up problems the school has had. These problems resulted primarily from leadership instability and initial over-enrollment of students. The Committee was informed that both of these problems had now been resolved but the Office of Charter Schools would still prefer to monitor the school according to a four-year period of evaluation. Professor Kattman indicated that there was still a deficit in student achievement that close monitoring would help address. In response to a question posed the previous month by Regent Richlen, the Committee was told that the Office of Charter Schools was working with other campus departments and units to develop research and service learning opportunities for UW-Milwaukee students. A more complete report on the charter school movement in Wisconsin would be planned for fall 2004.

I.1.e. Revised: It was moved by Regent Axtell, seconded by Regent Pruitt, that, upon recommendation of the Chancellor of the University of Wisconsin-Milwaukee and the President of the University of Wisconsin System, the Board of Regents approves the charter school contract amendment with the Milwaukee Science Consortium, Inc., to approve a public school known as the Milwaukee Academy of Science.

The resolution PASSED unanimously.

6. UW Colleges Revised Mission – Second Reading

I.1.f.: It was moved by Regent Pruitt, seconded by Regent Richlen, that, upon recommendation of the President of the University of Wisconsin System, the Board of Regents approves the University of Wisconsin Colleges' revised mission.

The resolution PASSED unanimously.

7. Authorizations to Recruit

a. Chancellor, UW-River Falls

I.1.g.(1): It was moved by Regent Axtell, seconded by Regent Richlen, that the President of the University of Wisconsin System be authorized to recruit for a Chancellor at the University of Wisconsin-River Falls, at a salary within the Board of Regents salary range for university senior executive salary group three.

The resolution PASSED unanimously.

b. Provost and Vice Chancellor, UW-Oshkosh

I.1.g.(2): It was moved by Regent Axtell, seconded by Regent Pruitt, that the President of the University of Wisconsin System be authorized to recruit for a Provost and Vice Chancellor at the University of Wisconsin-Oshkosh, at a salary within the Board of Regents salary range for university senior executive salary group one.

The resolution PASSED unanimously.

In discussion following the passage of the two authorizations to recruit, UW-Oshkosh Chancellor Rick Wells informed the members that Provost Keith Miller was leaving UW-Oshkosh to become President of Lock Haven University, a part of the State Higher Education System of Pennsylvania. In response to further questioning, Chancellor Wells verified that Provost Miller would be making more money as President of Lock Haven than any Chancellor at a UW System comprehensive. The Committee asked that this fact be recorded in the minutes since it bespoke a significant problem for the UW System as it seeks to replace departing Chancellors, Provosts, and other senior executives. Regent Richlen requested that the Board of Regents take up this issue and approve the executive salary ranges as soon as possible.

Resolutions I.1.e. Revised, I.1.f., I.1.g.(1) and I.1.g.(2) were referred as consent agenda items to the full session of the Board of Regents at its Friday, May 7, 2004 meeting.

The meeting adjourned at 3:55 p.m.