

MINUTES

EDUCATION COMMITTEE, BOARD OF REGENTS
University of Wisconsin-Milwaukee
Milwaukee, Wisconsin
June 8, 2006

Regent Burmaster convened the meeting of the Education Committee at 3:05 p.m. Regents Burmaster, Davis, Semenas, and Spector were present. Regent Bradley joined the meeting in progress.

Before calling the motion for the minutes of the May meeting, Regent Burmaster informed the Committee that she had just become a grandmother for the first time, to Benjamin Jack, who entered the world weighing in at nine pounds and one ounce.

1. Approval of the minutes of the May 4, 2006, meetings of the Education Committee

I.1.a.: It was moved by Regent Semenas, seconded by Regent Spector, that the minutes of the May 4, 2006, meetings of the Education Committee be approved.

The resolution PASSED unanimously.

2. Program Authorizations

a. B.S. in Information and Communication Technologies, UW-Stout

The Committee then moved to reconsider the B.S. in Information and Communication Technologies at UW-Stout, which had first been presented in March. UW-Stout Provost Julie Furst-Bowe reminded the Committee that the proposed program was a degree-completion program designed for working professionals in the field of information and communication technologies, who already had associate degrees but who were seeking baccalaureate degrees in order to advance in their careers. The program would be delivered online to cohorts of students throughout the state. Regent Davis commended Provost Furst-Bowe for bringing forward a greatly improved program proposal and presentation, from which Regents could gain a clear sense of what program graduates would look like. She further commented that the Education Committee would continue to be critical and rigorous in its review of all new programs but that strong programs would be enthusiastically recommended and supported.

I.1.b.(1): It was moved by Regent Davis, seconded by Regent Spector, that, upon recommendation of the Chancellor of the University of Wisconsin-Stout and the President of the University of Wisconsin System, the Chancellor be authorized to implement the B.S. in Information and Communication Technologies, UW-Stout.

The resolution PASSED unanimously.

b. Bachelor of Fire and Emergency Response Management, UW-Oshkosh

The Committee then moved to consider a second degree-completion program. Dr. Perry Rettig, Associate Vice Chancellor for Faculty and Academic Staff Affairs from UW-Oshkosh, introduced the Bachelor of Fire and Emergency Response Management, a program designed specifically for working professionals in Fire and Emergency Response Management. Dr. Rettig assured the Committee of the program's rigorous curriculum, and then introduced Jim Simmons, Professor of Political Science and

President of the Faculty Senate at UW-Oshkosh. Professor Simmons explained that working professionals who have basic technical training in fire science but want to move into administrative and leadership positions now needed baccalaureate degrees. This program would be the only one of its kind in Wisconsin. The program meets emerging societal needs; it enhances economic development; and it functions through collaborative partnerships with other UW institutions, the Fox Valley Technical College, and the Wisconsin Fire Chief and Firefighters' Associations. Professor Simmons acknowledged that the program was, admittedly, a different kind of baccalaureate degree program and that it inspired extensive debate on the Oshkosh campus as faculty sought to ensure the integrity and quality of the baccalaureate degree program. In the end, he reported, the campus endorsed it as supportive of the University's mission and goals, as well as for its response to statewide initiatives like the Committee on Baccalaureate Expansion (COBE), the Growth Agenda, and the state's workforce needs.

Associate Vice Chancellor Rettig concluded the presentation by remarking upon the program's unusual title, the Bachelor of Fire and Emergency Response Management. He informed the Committee that the campus would be proposing an alternative title to its faculty when they reconvened in the fall. The degree title that will be proposed is one that has become more commonly used for degree-completion programs: the Bachelor of Applied Studies. In order not to delay implementation of a program that professionals in the field are anxious to begin as soon as possible, however, he asked Committee members to approve the title as designated: the Bachelor of Fire and Emergency Response Management. The Committee agreed to act as requested, with the understanding that UW-Oshkosh would report back to the Education Committee in the fall after considering with its faculty governance the Bachelor of Applied Studies title.

I.1.b.(2): It was moved by Regent Davis, seconded by Regent Semenas, that, upon recommendation of the Chancellor of the University of Wisconsin-Oshkosh and the President of the University of Wisconsin System, the Chancellor be authorized to implement the Bachelor of Fire and Emergency Response Management, UW-Oshkosh.

The resolution PASSED unanimously.

Regent Burmaster asked that the fire chiefs, emergency personnel and those present from the Wisconsin Technical College System stand and be recognized.

c. M.S. in Nonprofit Management and Leadership, UW-Milwaukee

The Committee next considered the M.S. in Nonprofit Management and Leadership, to be jointly offered by the College of Letters and Science and the Sheldon B. Lubar School of Business at UW-Milwaukee. Provost Rita Cheng described the proposed degree as currently a certificate program that was transitioning to a Master's degree because of need and demand by working professionals in the non-profit sector. She then introduced Steve Percy, Professor of Political Science, who further described growing state and national need for managers and leaders in the nonprofit sector. Dr. Percy informed the Committee that the Milwaukee area has the largest concentration of nonprofits in the state, 66 percent of which are likely to experience an executive leadership transition within the next five years. There is no comparable program in Wisconsin. The program supports UW-Milwaukee's strategic mission and has an impressive track record of community support, including gift and grant funding from the Helen Bader Institute for Nonprofit Management. The program covers 13 curricular areas in nonprofit management, includes an integrative capstone course, and will offer evening classes to accommodate working professionals. Assessment and diversity are integrated into the curriculum through content and the populations served by the nonprofit

sector. The certificate program has had a strong record of attracting diverse students, with participation from students of color at 23 percent, a record expected to be continued and strengthened in the Master's program.

Committee members commended the program, noting that community support was strong. Senior Vice President Cora Marrett expressed her appreciation for Dr. Jan Sheppard, Academic Planner from the UW System Office of Academic and Student Services, and other staff who worked so diligently with the institutions in preparing new academic programs for Board approval.

I.1.b.(3): It was moved by Regent Spector, seconded by Regent Davis, that, upon recommendation of the Chancellor of the University of Wisconsin-Milwaukee and the President of the University of Wisconsin System, the Chancellor be authorized to implement the M.S. in Nonprofit Management and Leadership, UW-Milwaukee.

The resolution PASSED unanimously.

3. Revised Faculty Personnel Rules, UW-River Falls

I.1.c.: It was moved by Regent Semenas, seconded by Regent Davis, that, upon recommendation of the Chancellor of the University of Wisconsin-River Falls and the President of the University of Wisconsin System, the Board of Regents approves the amendments to the UW-River Falls Faculty Personnel Rules.

The resolution PASSED unanimously.

4. UW System Waukesha Study Report

Senior Executive Vice President Don Mash presented the Second Report of the UW System Waukesha Study. Dr. Mash acknowledged that many people were expecting a final report on this complex issue. He explained in detail to Committee members why the study is still at an interim stage in determining how best to proceed in meeting the different needs of Waukesha County and the UW System, in particular in what is a severely constrained fiscal environment. The educational needs of the Waukesha area are complex and they impact politics, regional economic development, tax policy and higher education.

He reviewed the second report, which proposes a "staged approach" that would promote a series of intermediary steps towards the long-term transformation of providing baccalaureate education and advanced research opportunities in Waukesha County. Those steps include first the development of a university center as a collaborative organizational model with UW-Waukesha, UW-Milwaukee and others as partners. The university center approach would offer more baccalaureate degree programs, and promote research and technology transfer in Waukesha County as well as the entire Milwaukee metropolitan region. Second, the chancellors of UW-Milwaukee and UW Colleges/UW-Extension will focus on enhancing UW-Milwaukee's presence on the UW-Waukesha campus. They will work on developing an appropriate cost-effective business model to provide selected four-year degree and graduate programs directly to the citizens of Waukesha County. They will also discuss options for a facility on the UW-Waukesha campus where UW-Milwaukee could establish a research center.

Dr. Mash did not say that a merger of the two institutions was off the table. Rather, he said that a university center was a more prudent step at this time than a merger would be. Given the compromised fiscal capacity of the UW System over the last five years, he emphasized the System's fiduciary responsibility to act in the best interest of UW-Milwaukee and UW-Waukesha. He also emphasized the

need to respect the different missions of each institution. He observed that Waukesha County officials have expressed their desire to see the County end its support of UW-Waukesha buildings and grounds, hence their advocacy of a merger between UW-Milwaukee and UW-Waukesha in which UW-Milwaukee would assume oversight of the two-year campus. If it did so, almost \$2 million worth of fiduciary responsibility would immediately accrue to UW-Milwaukee, a challenge that would be enormous for the institution.

The Committee expressed agreement with Dr. Mash that due diligence is required in moving forward, while recognizing the stated needs of Waukesha County. Regent Spector commended the Waukesha County representatives for their advocacy of their position. He also commended Executive Senior Vice President Mash and Dr. Jane Crisler, UW-Waukesha administrator, for working to harmonize the differences between the UW System's position and that of the Waukesha County representatives. He expressed his support for the balancing that was being done.

The Committee next heard from former Lt. Governor Margaret Farrow, representing the Wisconsin County Action Network (WCAN). Expressing the County's interest in economic development, she questioned the return received by Waukesha County on its investment in the two-year UW-Waukesha. Waukesha County, she stated, deserves to have a four-year satellite campus for metropolitan Milwaukee. She emphasized WCAN's concern with delaying forward movement on the idea of a merger, but, in response to a question from Regent Davis, she acknowledged that a merger was not the only model out there and that WCAN was open to alternatives. Regent Davis observed that the pace and timing of transformation seem to be the biggest source of disagreement between the County and the System.

In response to a question from Regent Semenas, UW-Milwaukee Chancellor Santiago responded that he supported the idea of moving UW-Milwaukee programs into Waukesha County. Regent Semenas questioned the focus on Waukesha County, given the fact that 34 percent of Waukesha County residents had baccalaureate degrees compared with much smaller numbers in Milwaukee County. He further questioned how the idea of a merger was even possible, given that the money is just not there. Ms. Farrow responded that Milwaukee County would benefit from job growth in Waukesha County, observing that traffic moves in both directions between the two counties.

Both Chancellors Santiago and Wilson voiced their support for the staged approach suggested by Dr. Mash. Chancellor Wilson added that UW Colleges/Extension were anxious to move expeditiously in conducting comprehensive analysis of the financial implications of each of these next steps in order to let financial data drive some of the decisions that will be made. He informed Committee members that a Blue Ribbon Commission on the Future of the UW Colleges was being formed to study critical questions facing the freshman-sophomore campuses statewide. Dr. Mash concluded the discussion by noting that a progress report would be given at the August Board meeting on the additional steps being taken by Chancellors Santiago and Wilson. Regent Burmaster recognized Representative Sue Jeskowitz and thanked her for being present for the discussion.

5. Report of the Senior Vice President for Academic Affairs

a. UW-Milwaukee Presentation on "Access to Success: Pathway to Regional Competitiveness"

Senior Vice President Marrett turned to Provost Rita Cheng for a presentation entitled "Access to Success: Pathway to Regional Competitiveness." The "Access to Success" program at UW-Milwaukee, explained Provost Cheng, was the umbrella term for a set of programs designed to

engage all students in the best learning experiences by: focusing on attracting a pool of diverse and high-achieving students; providing strong first-year experiences; addressing gaps between students of color and majority students; ensuring readiness for college-level work; and providing research-based education for all students, and honors programming for high-achieving students. The program is committed to increasing student success but not by limiting access to UW-Milwaukee.

Provost Cheng elaborated on the program's individual components, which take a variety of approaches and target different groups of students, both at-risk and high-achieving. For example, pre-college and scholarship programs seek to recruit and enroll a pool of diverse and high-achieving applicants. She noted the high percentage of pre-college participants who attended the institution, and observed that 40 percent of UW-Milwaukee's scholarship money went to students of color. She also reported that UW-Milwaukee has the highest percentage of transfer students in the state. A variety of first-year experiences have been designed from remedial to honors courses, from mentoring programs to early warning systems for at-risk students, thereby addressing the different needs of the 4,000 students in UW-Milwaukee's freshman class. Assessment of these programs is beginning to yield important data with preliminary data showing that freshman participants in these programs are retained better and perform better academically.

Provost Cheng continued by emphasizing how deeply Wisconsin's future is connected to the well-being of the city of Milwaukee, and how instrumental UW-Milwaukee is to the region's competitiveness. The success of American cities is directly related to the educational attainment of its population. The "Access to Success" programs aim to reduce gaps in educational attainment for Milwaukee's diverse population, and thereby have an impact on the entire metropolitan region. She cited studies showing that reducing gaps in educational attainment increases equity, and metropolitan areas with increased equity have faster wage growth for their entire region. She presented data on how far behind Milwaukee is compared to the national average for college grads living in the city, noting that only 13.5 percent of Milwaukee-area residents hold baccalaureate degrees. Yet, she concluded, "Access to Success" has already shown important potential to address the region's educational, economic- and workforce-development needs.

The Education Committee limited discussion of Provost's Cheng's presentation and deferred two other items that were planned as part of Dr. Marrett's report so that Committee members could attend the dedication of the Sheldon B. Lubar School of Business beginning at 5:00 p.m. Regent Mark Bradley suggested that the discussion on Holistic Admissions be postponed to the following day's meeting of the full Board. Regent Davis asked that discussion of the UW System Remediation Report be postponed to an early fall meeting of the Board, noting that she wanted time to discuss some of the data from that report.

b. 2006-07 Report on Promotions, Tenure Designations, and Related Academic Approval Items

As its final action, the Committee approved the 2006-07 Report on Promotions, Tenure Designations, and Related Academic Approval Items. Senior Vice President Marrett reminded Committee members that their action connoted the absolute final step in the process by which faculty receive tenure. She also informed them that they would soon receive a memo containing supplemental data reflecting tenure and promotion rates for women and minorities. Regent Spector asked that the departmental affiliation of faculty members be included in future reports.

I.1.e.(4): It was moved by Regent Spector, seconded by Regent Semenas, that, upon recommendation of the respective Chancellors and the President of the University

of Wisconsin System, the 2006-07 tenure designations and new tenured promotions be approved.

The resolution PASSED unanimously.

Resolutions I.1.b.(1), I.1.b.(2), I.1.b.(3), I.1.c., and I.1.e.(4) were referred as consent agenda items to the full session of the Board of Regents at its Friday, June 9, 2006, meeting.

The meeting adjourned at 4:55 p.m.