

MINUTES OF THE REGULAR MEETING

of the

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

Oshkosh, Wisconsin

UW-Oshkosh

Held in Reeve Memorial Union, Room 227

Thursday, April 12, 2007

10:00 a.m.

- President Walsh presiding -

PRESENT: Regents Bartell, Bradley, Crain, Cuene, Davis, Falbo, Loftus, McPike, Pruitt, Semenas, Shields, Smith, Spector, and Walsh

UNABLE TO ATTEND: Regents Burmaster, Connolly-Keesler, Rosenzweig, and Salas

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**UW-OSHKOSH PRESENTATION: COLLABORATION IN ACTION
– BUILDING A REGIONAL MODEL**

Chancellor Wells' Welcome and Overview

President Reilly introduced Chancellor Wells, noting that he has been chancellor of UW-Oshkosh since October 2000, having come to Wisconsin from Indiana State University where he was provost and vice president of academic affairs. His academic expertise is in the field of sociology.

Chancellor Wells was recently appointed to the NCAA Division III Presidents' Council and serves as chair of the American Association of State Colleges and Universities' Task Force on Campus Engagement. He was the founding chairperson of the Northeastern Wisconsin Educational Resource Alliance (NEW ERA) and a founding member of the board of directors of New North.

At the UW System level, President Reilly continued, Chancellor Wells has taken an important and courageous leadership role in the Inclusivity Initiative, which seeks to

create a positive atmosphere for Lesbian, Gay, Bisexual, Transgender, and Questioning people on campus. At UW-Oshkosh, the chancellor has engaged the campus community in developing a shared vision for the future, called “Governing Ideas”, which is used to develop campus priorities and which has led to remarkable accomplishments.

Welcoming the board and other visitors, Chancellor Wells remarked that the New North, with UW-Oshkosh at its heart, is the second largest economic powerhouse in the state. Referring to a chart showing the campus’ substantial financial impact, he indicated that in both jobs created and total economic contribution, UW-Oshkosh’s impact has increased more than 15% over the last three years, while the state contribution has decreased. The university’s total economic impact now exceeds \$500 million per year. During the same time, tuition revenue increased from almost \$29 million to \$46 million, and full-time-equivalent enrollment grew by almost 500 students. There also has been a significant increase in federal grant and contract revenue.

Overall, he pointed out, the university generated state tax revenue of \$37.5 million, almost equaling its state funding of \$39 million in economic impact alone.

Turning to educational quality, Chancellor Wells noted the following accomplishments:

- Letters and Science graduates are coveted by the best graduate programs in the nation.
- There has been a 100% pass rate for graduate students on the Family Nurse Practitioner Exam for eight years in a row.
- MBA and senior business majors taking the ETS business knowledge assessment test rank in the top five percent nationwide.
- Students taking the CPA exam placed UW-Oshkosh in the top 10 schools nationally.
- 35 alumni have received the Herb Kohl Teacher of the Year Award since 1990.
- In 2005-06, the university graduated 2,035 students, the largest graduating class in the university’s 135-year history.
- UW-Oshkosh has won seven highly coveted and competitive Regents’ Teaching Excellence Awards, four by individual faculty members, and three by departments: English, Biology/Microbiology, and Chemistry

With regard to UW-Oshkosh’s role in Wisconsin’s Growth Agenda, Chancellor Wells said that the plan is to increase enrollment by 1,400 students in high-demand areas, such as biology/microbiology, chemistry, medical technology, psychology, nursing, math/science teacher education, and business. To do this would require funding in the next three biennia to hire 24 faculty, as well as capital funding for facility upgrades, such as the new \$48 million academic building. Another part of the Growth Agenda is to enhance collaborations to better serve needs of Wisconsin Technical College and UW College graduates.

The chancellor then referred to a slide showing alignment of UW-Oshkosh's Governing Ideas with resources and initiatives. In addition, the university is held accountable through the current accreditation review, which has involved a very open strategic planning process.

In moving forward, Chancellor Wells pointed out, it is necessary to recognize two facts: 1) There is not an appropriate mix of faculty and academic staff; and 2) The university is significantly behind its peers in terms of compensation.

The chancellor then referred to several university-wide areas of distinctiveness: Engagement, partnership, environmental sustainability, and regionally and globally aligned curricula. Noting that each would be a subject of presentation during these meetings, he introduced Amanda Cone and Brandon Strand, president and vice president of the Oshkosh Student Association, and Jeremiah Slinde, speaker and past president of the Oshkosh Student Association, to speak about UW-Oshkosh's Model United Nations Program.

Mr. Slinde explained that Model United Nations (MUN) provides an opportunity for students to take on the role of diplomats and to apply those skills in a competitive atmosphere. The team participates in two competitions a year – a regional competition in St. Louis and a national competition in New York. UW-Oshkosh has won 41 awards at the regional competition since 1988 and 23 awards at the national competition since 1985. No other university in the world, he said, has achieved such a record.

The program's long-term success is based on mastering the skills of public speaking, effectively researching an issue, negotiation, writing, and leadership. These skills are practiced throughout the year through weekly meetings and two mock General Assemblies. Team members also volunteer up to seven hours a day during the January interim to research their topics and produce position papers. Students negotiate common positions based on their country's needs. As in the real UN, the goal is to achieve consensus.

Noting that the program benefits both the campus and the community, he indicated that members of the MUN have served as president of the Oshkosh Student Association five times in the past 12 years and as vice president four times in the last 14 years. Currently both the president and vice president, as well as four of the five members of the Executive Board are members of the MUN. Six alumni of the team have received the Outstanding Young Alumni award in the past six years, and many alumni of the program remain in touch with the team and continue to promote student involvement in it. Alumni often credit participation in the program with their success in the professional world.

Mr. Strand added that emphasis in the MUN program is on teamwork. He credited Professor Kenneth Grieb, Coordinator of International Studies and long-time advisor to the MUN, for the program's consistent success. Professor Grieb received a Carnegie Foundation Professor of the Year Award in 2005 and also has received a Regents' Teaching Excellence Award.

Introduction of State Representative Gordon Hintz

Chancellor Wells introduced Representative Gordon Hintz, of Oshkosh, who had recently been elected to the State Assembly.

NEW ERA Panel – “Model University Center?”

Panelists for the presentation were: H. Jeffrey Rafn, Chair of NEW ERA ~~AND~~ and President of Northeast Wisconsin Technical College; Jim Perry, vice-chair of NEW ERA and dean of UW-Fox Valley; and Bruce Shepard, chancellor of UW-Green Bay.

In opening remarks, President Rafn noted that Chancellor Wells founded NEW ERA six years ago and that the organization is a consortium of 13 public colleges and universities in the New North. The heads of these institutions meet regularly to discuss best ways to serve the 1.2 million people of Northeast Wisconsin. The consortium, he pointed out, is a national leader in collaboration for quality seamless education. NEW ERA was a precursor to and founding member of the New North organization, which has educational attainment as one of its primary objectives.

NEW ERA’s plans for future initiatives include:

- Expansion of joint degrees in science, technology, engineering and mathematics. In that regard, Dr. Rafn noted that, although northeast Wisconsin has the second highest concentration of manufacturing in the state, there was no engineering program until UW-Fox Valley took the lead in bringing engineering education to the area.
- Expansion of training and research centers, and creation of a compendium of research capabilities of all participating institutions.
- Creation of a virtual entrepreneur assistance center, a one-stop assistance center for faculty and business technology transfer.

Dean Perry then outlined some of NEW ERA’s accomplishments.

- A 1+1 agreement between UW-Fox Valley and Fox Valley Technical College that now is being duplicated elsewhere in the state.
- A 1+3 agreement among UW-Green Bay, UW-Oshkosh and a number of technical colleges.
- Collaboration between Northeast Wisconsin Technical College and the College of the Menominee Nation.
- Collaboration among the UW Colleges and UW-Oshkosh to offer an alternative teacher licensure program for adults who hold baccalaureate degrees in math and science.
- Development of an Applied Baccalaureate Degree between UW-Green Bay and UW-Oshkosh and the technical colleges.

- Continuing work on provision of credit for prior learning for adults wishing to complete bachelor's degrees.
- Meetings between the UW Colleges and Technical College faculty in an effort to enhance smooth student transfer.
- Annual legislative breakfasts to inform lawmakers about collaborations.

The goal, Dean Perry said in conclusion, is to provide more opportunities for baccalaureate degrees in a cost-effective manner and to increase collaborative degrees, research, and adult student access.

Chancellor Shepard remarked that a university center model is an appropriate way to meet the educational needs of the area, and that NEW ERA is Wisconsin's first university center. In the Waukesha Study, he noted, university centers are defined as having the following characteristics, all of which are met by NEW ERA.

- Collaboration among several institutions. The chancellor noted that NEW ERA has a 13-institution collaboration, including technical colleges and the College of the Menominee Nation.
- Programs are located on all campuses
- Flexible programming. In that regard, he indicated that the Bachelor of Applied Science Degree, made possible by the NEW ERA model, is a revolutionary concept and also is cost effective, requiring no new money. It is targeted toward expanding the number of baccalaureate degree holders by offering opportunity to the large number of associate degree holders.
- CEO Driven. Heads of NEW ERA institutions talk to each other at each meeting, with the understanding that service to the region is critical to the state's future success. By doing so, they were able to turn competition into a regional partnership, serving the agenda of the New North.
- Span the region. NEW ERA will span the region through a virtual university center and can act quickly and nimbly to deliver programs.

Turning to the matter of challenges facing NEW ERA, President Rafn indicated first that there is need for financial support for the programs that have been developed. Noting that the consortium's success has been the result of personal commitment by the current CEO's of member colleges and universities, he indicated that there is a need to institutionalize that level of commitment going forward, possibly through a small financial investment ~~in an individual~~ to hire a staff person to continue advancing the NEW ERA agenda.

A second challenge will be ensuring that there is space at UW-Green Bay and UW-Oshkosh for the increasing number of students who will be seeking enrollment through the 1+3 program and other efforts to enhance baccalaureate degree attainment.

As a third challenge, Dr. Rafn cited the freedom to innovate. In that regard, he suggested using NEW ERA as a pilot program to find new ways to collaborate, with the goal of providing the best higher education to students in the area.

Regent Smith inquired about financial assistance from the private sector. | Replying that NEW ERA has support from the business community, President Rafn indicated that, while the New North also is supportive, that organization is not yet mature enough to provide financial assistance.

Regent Bradley asked if President Rafn meant educational capacity, rather than physical space, when he spoke about educating more students; and President Rafn replied in the affirmative.

Noting that there have been enhanced collaborations between the UW System and the Wisconsin Technical College System, Regent Smith asked about President Rafn's concerns in that regard.

In response, President Rafn commented that focus on adhering to missions seems at times to inhibit innovation. Indicating that the goal of NEW ERA is to strengthen all institutions to serve people better, he said that mechanisms like faculty dialog groups and enrollment management discussions have been instituted to serve that purpose. He added that there have been difficulties in efforts to obtain an engineering degree from UW-Stout due to lack of funding.

Regent Crain expressed appreciation for the clarity and candor of the presentation.

Regent Cuene thanked NEW ERA for its investment of time and effort to collaborate without any new resources. She commented that it is a perfect example of the benefits of sharing to serve everyone better.

Chancellor Wells introduced Dan Blankenship, dean of UW-Fond du Lac.

The discussion concluded and the meeting was adjourned at 11:10 a.m.

Submitted by:

Judith A. Temby, Secretary