

**Minutes of the UW System Board of Regents
Education Committee Meeting on
June 9, 2016**

Regent Whitburn convened the meeting of the Education Committee on Thursday, June 9, 2016, at 9:02 a.m. Regents Evers, Farrow, Higgins, Langnes, Manydeeds, Petersen, and Tyler were present. Regent Erickson was also present as a guest.

Committee Actions

On June 9, 2016, the Education Committee unanimously adopted the April 7, 2016, Minutes and the following seven resolutions:

- Resolution I.1.c.(1), approving the Master of Science in Microbiology at UW-La Crosse;
- Resolution I.1.c.(2), approving UW-La Crosse to join as a partner in the collaborative and online Bachelor of Science in Health Information Management and Technology;
- Resolution I.1.d, approving the UW Flexible Option Bachelor of Science in Business Administration at UW-Extension;
- Resolution I.1.e, approving the online/hybrid Master of Natural Resources in Natural Resources at UW-Stevens Point;
- Resolution I.1.f, approving the Bachelor of Science in Dairy Science at UW-Platteville;
- Resolution I.1.g, approving the proffer from the Vilas Trust Fund to UW-Milwaukee and UW-Madison; and
- Resolution I.1.i, approving the proposed Mission addendum at UW-Eau Claire.

UW-La Crosse Master of Science in Microbiology and the online collaborative Bachelor of Science in Health Information Management and Technology

Interim Provost Morgan explained that the M.S. in Microbiology is an elevation of an existing emphasis in the M.S. in Biology. Graduates will be assuming positions in clinical diagnostics, biotechnology, the pharmaceutical industry, and education.

The Committee also approved UW-La Crosse's joining with UW-Parkside, UW-Green Bay, UW-River Falls, UW-Stevens Point, and UW-Superior (with support from UW-Extension) to deliver the collaborative online Bachelor of Science in Health Information Management and Technology so that students can choose UW-La Crosse as their home campus. Interim Provost Morgan shared with the Committee that the university has been providing courses for the degree since its inception but now wants to be a full partner as initial accreditation questions and curriculum alignment have been resolved. Responding to a question from Regent Petersen on demand for this degree on the campus and how this degree would materialize on the campus, Morgan answered that despite student demand, the university first wanted to align the proposed curriculum with existing curricula in various departments and to clear up questions regarding accreditation.

UW-Extension Flexible Option Bachelor of Science in Business Administration

Regent Whitburn recounted that on December 10, 2015, the Regents had approved UW-Extension's mission change, authorizing UW-Extension to issue undergraduate degrees and

certificates in the area of business and management. Chancellor Sandeen and Dean Schejbal (UW-Extension's Continuing Education, Outreach and E-Learning) gave an overview of the proposed online and competency-based flexible option baccalaureate degree in business administration. Students enrolled in the B.S in Business Administration will progress through the degree program requirements by demonstrating mastery of competencies.

Sandeen explained that the program was designed by UW System faculty who will continue to oversee and review the curriculum. The degree is designed to be equivalent to a two-academic-year, degree-completion program. The 111 business competencies that comprise degree program requirements will be assessed through real-world case studies and projects involving teamwork. The degree is targeted towards a pipeline of nontraditional working adult students, which, Sandeen claimed, are largely underrepresented in the UW System. Seventy percent of students in the nation, she observed, are considered nontraditional students. The proposed program would also recruit veterans. In response to Regent Whitburn's question on how many students UW-Extension had in its various collaborative programs with other UW System institutions, Sandeen reported 781 students, of which 27 students have graduated as of June 2016.

Regent Whitburn requested updates to the Education Committee every semester regarding enrollments, progress to degree completion, cost and revenue data, and tuition revenue on all UW-Extension competency-based programs offered in collaboration with other UW institutions and the present B.S. in Business Administration.

Graduates will demonstrate broad knowledge of several business functional areas including accounting, finance, human resources, operations, sales, marketing, supply chains, and information systems. Responding to Regent Tyler's question about whether UW-Extension will consider AACSB accreditation in the future as employers consider this to be the standard quality metric, Schejbal said that given the priority of HLC accreditation, the university does not intend to pursue accreditation by business program accreditors at this time.

In response to Regent Whitburn's question about how the accreditation process will work once the B.S. program starts in January 2017, Sandeen told the Committee that UW-Extension is currently in the process of seeking regional accreditation from the Higher Learning Commission (HLC) to operate degree programs. Schejbal reported that UW-Extension has had several meetings with HLC to discuss progress towards accreditation. Sandeen added that the process is complex and that it does not happen very often that HLC is accrediting an entire institution as in the present case. Initially, she added, because of the University of Wisconsin brand and reputation, she was hoping for an expedited review but was told by HLC that HLC needs to treat all applicant institutions equally. Schejbal further described HLC as being supportive and positive of UW-Extension's application for accreditation.

UW-Extension plans to obtain candidacy status from the Higher Learning Commission in fiscal year (FY) 2017-18, with full accreditation anticipated in FY 2022-23. As part of this institutional accreditation process, UW-Extension will seek HLC approval to offer this program.

Responding to a request for clarification from Vice President of Academic and Student Affairs Henderson about how students in the first two years (until candidacy with HLC) would be

receiving financial aid since federal and state financial aid is only extended to students enrolled at accredited institutions, the Chancellor responded that students will be able to receive financial aid at the point of candidacy and that until then UW-Extension will provide institutional funds and tuition waivers to students with demonstrated financial need. Henderson emphasized that it is important to ensure that the university is not limited to admitting students who are affluent. Regent Whitburn ascertained that President Cross had been asked whether or not he was comfortable with the proposed practice. Schejbal described that solving financial aid issues for the collaborative competency programs offered with UW System institutions took a while. To overcome start-up difficulties, internal resources were used and students were given tuition remission. The use of internal resources will slow the profitability of the program, but UW-Extension would not want to disadvantage students who need federal financial aid.

Considering questions by Regents Langnes and Whitburn about the value of the unaccredited degree to students who graduate within the first two years after implementation and to prospective employers, Schejbal answered that the B.S. in Business Administration would be very valuable to students returning to school and getting a degree that fits their lifestyle because otherwise they are not taking advantage of other higher education options. One of the factors that students consider is the reputation of the university, explained Sandeen. As UW-Extension will be serving Wisconsin students, Sandeen suggested that for this student demographic, it is the content of the degree that is the most important. Sandeen further added that graduates will be able to do a lot with the B.S. in Business Administration because UW-Extension has worked with employers to develop the competencies and that the transcripts will actually list competencies achieved so that employers will have a clear picture of what graduates can do. The Chancellor voiced that, in communicating with students, she prefers to say that UW-Extension is simply not accredited yet and that UW-Extension is going through the process instead of saying that students will earn an unaccredited degree.

Regent Higgins indicated that he was excited about the entrepreneurial approach to a new student market for the UW System. Agreeing with Regent Higgins on this entrepreneurial prowess, Regent Whitburn reiterated that the Education Committee should monitor the business side of things for the competency-based programs at UW-Extension on a regular basis.

Responding to a question posed by Regent Langnes on how exactly students should state in their curriculum vitae how to present the degree and whether listing an unaccredited degree will impact their careers negatively, Schejbal answered that on the curriculum vitae it is not visible if a degree listed is accredited or not. It is assumed that employers will prefer a listing of competencies in the students' transcripts as this information is of more importance to employers compared to simply stating the customary degree title. UW-Extension is part of an Extended Transcript project funded by a national foundation which focuses on how students are presenting evidence of their learning to others.

Regent Higgins noted that one of the earlier concerns about competency-based degree programs was the difficulty of getting students to work in a team and to communicate successfully with others. How do you solve that issue in this format? To this question, Sandeen responded that the faculty who designed the curriculum for the B.S. in Business Administration know that teamwork is important and incorporated it accordingly. Schejbal added that teamwork would be

assessed through various projects. Students, for instance, would be required to develop a business plan for a company, displaying multiple competencies they acquired in a team approach. Most teams in companies are organically created, commented Schejbal, and reflect that individuals have different roles in teams, sometimes support and sometimes leadership roles. The projects assigned to students as part of the degree completion would mimic structures that engage students in real-world business projects in different places. Since many prospective students would be simultaneously employed, they could create teams in their workplace.

Regent Farrow congratulated UW-Extension on the development of the degree and acknowledged the difficult process. Farrow further expressed her hopes that 99.9 percent of the graduates would stay in Wisconsin and that employers would help working students/employees with tuition payments.

Asked by Regent Tyler whether UW and other institutions of higher education will accept the degree for admission to MBA or other graduate programs, Schejbal informed the Committee that UW-Extension will work with business faculty on graduate admission questions to show them what the students' competencies are so they can make an informed decision. Tyler underscored that in his opinion MBA admission committees will want to admit students who graduated from AACSB-accredited programs. In addition, the AACSB seal of approval of an academic program carries weight among employers as well. Will graduate schools accept the proposed competency-based B.S. in Business Administration as qualifying for admission to an MB.A program? [This question is posed but not answered or has no follow-up response.] Responding to whether UW-Extension is considering AACSB accreditation in the long term, Schejbal responded that there are also other accreditors to choose from and that accreditation by each has some pros and cons. First, stressed Schejbal, the institution would focus on accreditation by HLC. Regent Whitburn concluded the discussion with the following words: "Do not fail."

UW-Stevens Point online/hybrid Master of Natural Resources in Natural Resources

Following Regent Whitburn's introductory remarks on UW-Stevens Point's plans to do something a little different in creating this terminal degree for natural resources professionals who seek to move up the line or advance their careers, Provost Summers introduced the degree as being oriented at working adults as an elevation of an existing emphasis to a stand-alone master's degree. This professional degree type will replace an existing non-thesis Master of Science option. Students will study natural resources subdisciplines, including wildlife, forestry, water resources, soils, and environmental education. This terminal degree provides students with a marketable, professional credential designed to enhance professional development by providing the skills necessary for management positions with federal, state and local agencies, non-governmental conservation organizations, and schools.

UW-Platteville Bachelor of Science in Dairy Science

Incoming UW-Platteville Provost Throop, currently Dean of Liberal Arts and Education, communicated to the Committee that the proposed program elevates the existing Dairy Science option within the Animal Science program into a stand-alone program. She further emphasized the strong demand and excellent placement in the Tri-State region of southern Wisconsin for Dairy Science graduates. Chancellor Shields thanked Professor of Animal and Dairy Science Montgomery and Associate Vice Chancellor Wilson for their development of the degree, also

noting that new degree development is part of the important work faculty perform apart from high-impact teaching, advising, and research. The Chancellor noted that Professor Montgomery teaches four courses each semester, advises 80-100 students per semester, and supervises research projects. Shields concluded by saying that he wanted “to make sure that everybody knows that, and that programs like this do not happen magically.”

Professor Montgomery added that she has worked for several years in dairy science and that she predicts high career placement rates for graduates as the proposed program will enhance students’ expertise and marketability. There is demand in the dairy industry as reflected in the growth of the program at its current submajor level.

Proffer from the Vilas Trust Fund to UW-Milwaukee and UW-Madison

The Committee approved the proffer from the trustees of the William F. Vilas Trust Estate for \$6,271,978 for fiscal year 2016-2017 in support of scholarships, fellowships, professorships, and special programs in Arts and Humanities, Social Sciences, Biological Sciences, Physical Sciences, and Music. This year, the trustees are accumulating remaining net income of \$752,500.23 in a special fund for the construction of a music performance building at UW-Madison, as requested by Chancellor Blank. The total proffer is \$7,024,478.23.

UW-Oshkosh: First Reading of the Proposed Mission Change

Regent Whitburn reminded the Committee that Wisconsin state statutes speak to the process to be followed when a university wants to change its mission. A Regent-led hearing and a second reading will be needed before the Board approves the UW-Oshkosh mission change. Provost Earns reported that the new mission statement represented a year-long strategic planning process with involvement of the community and the campus constituents. Earns highlighted the significant curriculum reform efforts that took place over the last five years through the development of the University Studies Program (UW-Oshkosh’s new general education program), the addition of a global learning outcome, the integration of liberal education throughout all student learning outcomes, and an emphasis on economic development and entrepreneurship as well as on civic engagement and sustainability. Earns reminded the Regents that UW-Oshkosh has recently implemented engineering technology programs and doctoral programs in nursing and education in support of regional business communities. Regent Higgins congratulated the university on taking to heart the imperative to get students into the community and to place them in internships with local businesses. In response to Regent Petersen’s question about student stakeholders being involved in the revision process, Earns responded that UW-Oshkosh’s process was comprehensive and that is why the process took a year.

UW-Eau Claire: Proposed Mission Addendum

The Committee approved a mission statement addendum which contains a description and a list of the academic programs offered by the campus at the bachelor’s, master’s and professional doctorate levels. The UW-Eau Claire mission change is different from the UW-Oshkosh one because there are no text changes to the actual mission. Provost Kleine explained that the UW-Eau Claire array of degree programs was always published but now has become part of the actual mission statement which was last approved by the Regents in 2010.

UW-Milwaukee Provost Presentation

UW-Milwaukee (UWM) Provost Britz and Professor Swanson, chair of the Mathematics Department, presented on “UWM's Dual Mission: Two Tracks to Success.” Provost Britz covered current trends in how UWM is meeting its unique mission of serving as a research institution while providing access to higher education for students who tend to be underrepresented and reliant on financial support to attend college.

Focal points of the presentation included UWM's recent elevation by the Carnegie Foundation to Research 1 (R 1) status, its access mission in an urban setting, and the impact of the university's reform initiatives in remedial education. UWM was recently designated as one of 115 R 1 doctoral universities by the Carnegie Foundation (out of roughly 4,600 institutions), which evaluated research expenditures, the number of postdoctoral degrees, and the doctoral degree conferrals to arrive at the classification. The university has 34 doctoral programs. Britz claimed that this new ranking means a lot and is the result of a 2004 initiative that sought to increase the number of doctoral students and graduates and to expand the clinical doctorate array and give the institution cultural capital. UW-Milwaukee's social science and non-STEM areas received high rankings, in part for their interdisciplinary structures.

Responding to Regent Whitburn's inquiry about what this new status means, Britz said that the university plans to capitalize on the R 1 designation by retaining the top faculty who bring in research money and by investing in new hires who will bring in even more research dollars. Now that the university is aware of the return of investment in doctoral programs, UW-Milwaukee will continue on that path. In response to Regent Whitburn's question about the cause for the jump in research dollars between FY 08 to FY 10, Britz responded that internal research expenditures and RGI growth initially happened in 2010. The bulk of the research money is brought in by the top 40 UW-Milwaukee faculty, explained the Provost. In order to ensure that money keeps coming in, UW-Milwaukee needs to retain good faculty and invest in postdoctoral faculty and academic staff in various departments. In response to Regent Whitburn's inquiry on how much of the research is based on water research, Britz responded that water research makes the highest contribution in research funding on campus and received another eight-million-dollar grant recently. The key would be to balance the university's access and research mission.

Regent Whitburn expressed his concern about undergraduate graduation rates, articulating that he was troubled by graduation rates apparently going down at all UW System institutions, particularly in light of current concerns about performance standards and a trillion dollars of student debt. He also had questions about what the term “access” means and what percentage of the freshmen class will need remedial math instruction. Responding to Regent Whitburn's question on how many students who were placed in remedial math came from the fourth quartile of their high school class, Britz reported a 35-percent rate.

Regent Tyler noted that there is potential to scale up the student pipeline for admission to UWM's graduate programs from the state's technical colleges, such as Milwaukee Area Technical College. Because the Wisconsin Technical College System offers students a lower cost of entry and more opportunities for transfer into UW-Milwaukee programs, this would lead

to higher student success, he noted. Britz responded that Chancellor Mone's strategic plan contains a plan for scaling up transfer from technical colleges.

Thirty-eight percent of the university's first-year students receive Pell Grants, and more than 80 percent receive some form of financial aid. Britz attributed UWM's current retention and graduation rates to unmet financial need of students and limited resources for student development. Chancellor Mone has created an Enrollment Management Action team, which includes academic staff, to further improve retention and graduation and close the achievement gap.

Professor Swanson then presented some statistics on UW-Milwaukee's successful math remediation program. As part of the reform, the Chancellor implemented the Student Success Collaborative, a tool that creates predictive analytics about individual student success, and the university's gateway course redesign and summer bridge programs. Responding to Regent Farrow's question about the characteristics of the faculty employed for the summer math bridge programs, Swanson responded that the summer faculty were primarily teaching academic staff with terminal master's degrees and retired high school teachers. One of the barriers UW-Milwaukee faces, Swanson asserted, is that these retirees can only be hired part-time as a result of Act 10. Asked whether the bridge programs operated during the academic year, Swanson replied that they are offered in the summer and throughout the year to move up math score placements of students as quickly as possible.

For lowest-placed mathematics students, UWM's progress in remedial education reform initiatives greatly improved students' progress towards their undergraduate degree. Asked by Regent Farrow about the availability of certified math teachers, Regent Evers responded that there is a shortage of math teachers in Wisconsin] as there are monetary awards [offered elsewhere} in the mathematics profession. . Regent Evers also noted that restrictions on the rehiring of retired math teachers did not make sense for the PK-16 area either. Further, he noted that there is a problem in recruiting math and other teachers in the state. Evers said he hoped that UW System education school enrollments will increase as currently Cardinal Stritch University graduates the most math teachers. Regent Farrow recommended meeting the needs of the K-12 system better and to get more math teachers enrolled at UW System institutions.

The meeting was adjourned at 10:30 a.m.

Submitted by Carmen Faymonville, Ph.D.
Staff to the Education Committee