

September 4, 2003

**Memorandum**

**To: Charting A New Course For the UW System -- all participants**

**From: Guy A. Gottschalk**

**Re: Synopses of Minutes of the September 4, 2003 meetings**

**Revenue Authority and Other Opportunities Working Group**

Regent Axtell chaired the meeting, and began by guiding the group through the outline summary from the last meeting. After considerable discussion, the group revised its topic list and prioritized the topics in order of importance as follows:

**Tier One Priorities --**

1. Examine Risk Management -- a consultant will provide guidance to the group on how the UW can save money in this area.
2. Differential Tuition -- examine charging higher tuition for high cost programs.
3. Attract Non-Traditional Students -- by making the UW more attractive and available to this growing market of students.
4. Attract Non-Resident Students -- bring non-resident tuition more in-line in order to attract these students since they provide substantial excess tuition revenue, which is used to subsidize resident students.

**Tier Two Priorities --**

1. Accountability Study -- revisit to see how the UW can use this study to show that we're meeting goals set by legislators.
2. Federal Government Earmarks -- consider whether or not UW should lobby for more federal support for facilities.
3. Private Sector Partnerships -- explore how partnerships can benefit Both the UW and businesses where costs and revenues can be shared.

In consultation with Regent Axtell, Senior Vice President Olien will bring a draft timetable of the group's work for the coming months to the next. Meeting.

### **Achieving Operating Efficiencies Working Group**

Regent Bradley chaired the meeting and began with a review of the theme the group had developed at its last meeting. After considerable discussion, the theme was revised to read as follows: "Building Access while enhancing quality through improving operating efficiencies and directing available resources to mission-related priorities". The list of strategies and components of operational efficiency that the group will examine was amended and is condensed below:

- Identify significant unresolved issues from past studies.
- Re-think instructional delivery.
- Examine better ways of using existing facilities.
- Review institutional missions.

The group then identified some of the data it would like staff to develop for use in future meetings, and discussed various means of including the perspectives of elected leaders in the process, in conjunction with other working groups.

### **Re-Defining Educational Quality Working Group**

Regent Mohs chaired the meeting, and began by noting the group's focus on quality and how to maintain it in the face of reduced resources. A revised set of draft goals follows:

1. Serve the State -- develop strategies for closely aligning state and UW interests so that UW is recognized as a major contributor in addressing state challenges. Collaborate with K-12, WTCS and Wisconsin's private institutions to address these challenges.
2. Student Success -- develop strategies for enhancing the educational opportunities and experiences of students.
3. Performance Indicators -- identify performance indicators to monitor quality.

Senior Vice President Marrett indicated that staff would develop a proposed agenda and timeline, and develop materials responsive to the group's discussion for the next meeting.

## **Research and Public Service Missions Working Group**

Regent Davis chaired the meeting, and asked the group to refine its focus and prioritize its topic list. The group then reviewed the draft mission statement from its last meeting, "Harness our research and public service missions to raise per capita incomes of the state of Wisconsin while enhancing the quality of education", and reaffirmed it without change.

The ultimate goal of the group was identified to define what public services the UW provides (and what it should provide), how it is communicated, especially to the business community, and how this communication should ultimately influence elected state leadership. It was decided to hold a series of meetings around the state to seek input from business leaders. A list of questions to stimulate conversation was developed.

At its next meeting, the group will discuss:

1. Trends in research funding -- sources and areas of research, and the mix between applied and basic research.
2. Pressures and obstacles to UW research funding.
3. Trends in public service funding, examples of public service work.
4. Business sponsorship of faculty research.
5. Focus group outcomes & preparations for future roundtable discussions.
6. Chancellor Reilly will share how UW Extension interacts with legislators.

## **Our Partnership With the State Working Group**

Regent Walsh chaired the meeting, and began by asking Mr. Bugher to review the minutes of the last meeting, and the three sub-topics that had been identified -- redefining the "public" in public higher education, exploration of self-sufficiency and accountability, and access and affordability.

Regent Walsh then began a discussion on tuition and financial aids, access and on building our relationships with state policy makers. In future meetings, the group will focus on building a case for the UW's role in economic development and identifiable benefits that will persuade the state to provide additional support. Examples from other states will be explored, as will the data on the impacts of high non-resident tuition.