

Academic Plan, 2010-2013

Developed by the Committee on Academic Planning

INTRODUCTION

The Committee on Academic Planning (CAP) began developing the Academic Plan during 2008-09, and continues to review and revise this document annually. Initially, a highly collaborative planning process was implemented to obtain input from faculty, students, staff, and administrators. Meetings were held with Interim Chancellor Earns, Interim Provost Greenfield, and the Deans for the College of Arts and Sciences, and the School of Business and Technology. Workshops were conducted for Department Chairs and Directors, and a presentation was made to the Parkside Student Government Association.

Written feedback from academic departments was reviewed by CAP members. Several common themes were identified in the departmental responses submitted to CAP, including the need to emphasize more explicitly the importance of global (international) concerns; community partnerships and PK-16 relationships; professional skills and economic development; interdisciplinary relationships; and the need for writing skills across disciplines.

Efforts to coordinate CAP planning activities with the Chancellor and Provost, the Strategic Planning Leadership Team, the Integrated Marketing Team, academic departments, centers, students, and staff will continue in subsequent academic years. An Action Plan will be developed annually by CAP that specifies the timeframe for implementation of activities designed to achieve the goals of the Academic Plan. Priorities, specific resources, and areas of responsibilities will also be included in CAP's Action Plan.

UNIVERSITY MISSION

The University of Wisconsin-Parkside is committed to high-quality educational programs, creative and scholarly activities, and services responsive to its diverse student population, and its local, national and global communities. To fulfill this mission, the University of Wisconsin-Parkside will:

- Offer high-quality academic programs rooted in the tradition of a liberal education in the arts, sciences and professions, responsive to the occupational, civic and cultural needs of the region, and actively seek the continued input of all stakeholders.
- Generate, disseminate and apply knowledge through research, professional and creative activity that benefits communities throughout the region and the world.
- Attract and retain a diverse and multicultural population of students, faculty, and staff.
- Foster a teaching and learning community that provides opportunities for collaborative faculty, student, and staff interaction in support of excellence.
- Utilize technology creatively and effectively in courses, programs, and services.
- Prepare students to be successful in their professional, civic, and personal lives.
- Provide programs that meet the intellectual and cultural needs of people throughout their lives.
- Provide and share in cultural and intellectual activities in partnership with our local and regional communities.

ACADEMIC PLAN, 2010-2013

The Committee on Academic Planning has identified four strategic goals that must be achieved if UW-Parkside is to continue to accomplish its mission. These goals address campus climate and culture, enrollment growth, student preparation and data-driven procedures to aid decision making. For each goal, the Committee has identified strategies and actions we will pursue in the next three years.

Goal 1: Provide and become recognized for high quality teaching, research and creative activity in achieving educational attainment for Southeastern Wisconsin

Strategy 1: Raise admissions standards to articulate our high academic standards.

Strategy 2: Develop, support, promote, and market programs and departments of excellence and distinction.

- Identify and promote exceptional academic, cultural, and extra-curricular programs that have become “programs of destination” that draw students to UW-Parkside and provide a positive university image.
- Fund and support programs with potential for growth and development in the context of market needs and demands.
- Assess the value of accreditation for departments.

Strategy 3: Improve partnerships with local school districts

- Help high school students prepare for success at UW-Parkside.
 - Promote the Youth Options Program.
 - Promote the Minority Pre-college Program.
 - Promote federal TRIO programs for middle and high school students, including Upward Bound and Upward Bound Math-Science.
 - Fund departmental initiatives for connecting with local high schools. Use online resources to make UW-Parkside more visible and improve the campus reputation among prospective students.
 - Promote residential discipline-specific summer institutes for the purpose of student understanding of the academic discipline, college-life experience, and math and reading skills improvement.
- Create scholarship funds for present and future students.
 - Model new programs on successful initiatives at other campuses, including the UW-Madison summer camp program.
 - Collaborate with the UW-Parkside Benevolent Foundation.
 - Engage the Office of Institutional Advancement to develop a program that targets Prospective students at an early age (grades 4-8).
 - Solicit and use faculty input regarding funding priorities.
- Institute new summer programs at the department level to ensure that the skills required of entering students are recognized by prospective students, and initiate unified departmental bridge programs to effectively overcome academic deficiencies.

Strategy 4: Promote and support faculty research and creative activity and acknowledge its relevance to the undergraduate student experience at UW-Parkside

Goal 2: Foster enrollment growth and campus sustainability

Enrollment growth is essential to sustain the campus community and many programs require higher enrollments to attain the critical mass of students necessary for excellence.

Strategy 1: Attract a widely diverse student population with a variety of distinctive skills and backgrounds

Strategy 2: Create opportunities that are attractive and accessible to a wider array of students

- Significantly increase on-line courses and degree completion options.
- Develop an online course policy committed to academic rigor, responsive to student needs, and has consistent standards across campus.
- Assess current scheduling formats and measure ability of students to complete degree programs.
- Develop degree completion options and matriculation agreements with two year colleges (including 2+2 and 1+3 degree completion incentives)
- Develop degree options for returning students that offer credit for previous life/career experience (i.e. portfolio for credit)
- Explore accelerated degree options for adult, non-traditional students in areas of high demand (i.e. health sciences, business, marketing, finance, organizational management)
- Increased continuing education opportunities for teachers.

Strategy 3: Support departmental student recruitment efforts.

- Mobilize faculty, staff, alumni, and current students to identify and systematically form relationships with prospective students.
- Develop partnerships between faculty and alumni to significantly expand scholarship fund building.

Strategy 4: Pursue active and productive partnerships that help us meet the changing needs of our community, region, and professions.

- Strengthen partnerships with other educational institutions that support our strategic priorities including technical colleges.
- Effectively link our faculty, staff, and programs to Southeast Wisconsin's economic development and leadership development efforts.
- Seek input from area employers concerning the skills needed in the workforce.

Strategy 5: Implementation of new curricular options flexible and responsive to the needs of the region.

These may include the following curricular options suggested by departments during a 2008-2009 survey:

- M.A. in Criminal Justice
- M.S. in Developmental Psychology

- M.S. in Sports Management
- M.A. in Music Teacher Education
- M.S. in Physician Assistant
- M.S. in Teacher Education

- B.F.A. in Art
- B.S. in Environmental Studies
- B.A. in Gerontology
- B.A. in Music Therapy
- B.S. in Sustainable Management
- B.F.A. in Theatre Arts

- New concentrations and certificate programs in existing majors.
 - New concentrations, minors, and certificate programs in existing majors:
 - Applied Economics (ECON)
 - Arabic concentration (MODL)
 - Business Technology (BUSI)
 - Chinese concentration (MODL)
 - English as a Second Language certificate (MODL)
 - Film Studies (ENGL)
 - Gerontology concentration (AHS)
 - Green Chemistry certificate (CHEM)

Or these may include curricular options related to areas identified for potential growth in research provided by the Integrated Marketing Committee 2008-2009.

Education (Bachelor and Masters levels)

Meet the demand for teachers in STEM fields, elementary education, special needs education, reading and mathematics instruction, and English as a second language.

- Early Childhood with emphasis on reading and mathematics
- K-6 Education / K-12 Education Degrees
- Secondary Education Degrees
- MA in Teaching/Pedagogy

Health Sciences and Human Services(Bachelor and Masters levels)

- Pre-Medical Programs
- Physicians Assistant Program
- Health, Exercise, and Sports Management
- Nursing
- Applied Health
- Music Therapy

Business (Bachelor and Masters Levels)

- Accounting and Finance
- Organizational Management
- Marketing
- Technology

Technology (Bachelor and Masters Levels)

- Digital Arts / Graphic Design / Web Design
- Computer Management Systems
- Any Technology-Related Field

International Studies

- Need to draw international students to UW-Parkside
- Need to send UW-Parkside students out to international programs

Fine Arts (Bachelors and Masters Levels)

- Digital Arts / Animation / Graphic Design / Studio Arts / Possible MA in Art Education
- Theatre Arts with Education Certification / Possible MA in Theatre Education
- Music Education / Music Certification / possible MA in Music Education

Environment (Bachelors and Masters Levels)

- Science
- Business

Strategy 6: Improve communication with current and prospective students regarding the careers and job opportunities available to graduates in traditional liberal arts degree programs.

Strategy 7: Improve classrooms to fit the needs of current pedagogical practices with Lab Modernization funding. Create a planning process that will enable our classrooms to deliver future best pedagogical practices with a minimum of delay, disruption, and expense.

Strategy 8: Establish a dialogue with Campus Technology Service to ensure awareness of academic needs.

Goal 3: Prepare UW-Parkside students to function as responsible, globally-aware citizens in an ever-changing, multicultural world.

Strategy 1: Increase the number of students, faculty, and staff who are members of minority groups and citizens of other countries.

- Develop and implement effective recruitment strategies to hire diverse candidates for faculty and staff positions.
- Actively recruit Illinois and Wisconsin students of color, transfer students of color, and international students.
- Expand recruitment efforts beyond Racine, Kenosha and Lake Counties, while ensuring there is sufficient student housing to support increased enrollment.
- Initiatives may include:
 - Expanded pre-college programs for minority/disadvantaged students.
 - Expanded articulation agreements with campuses in the Wisconsin Technical College System (including campuses with higher minority populations).
 - Targeting recruitment of under-represented students from our region, and international students.
 - Recruitment of international high school exchange students.
 - Expansion of the role of the Center for International Studies to include support services for students who are not yet admitted, and those admitted students who encounter obstacles due to non-parallel academic systems of education.

Strategy 2: Provide students, faculty, and staff with greater access to multicultural educational experiences.

- Promote opportunities for faculty/staff professional development with respect to multicultural and international educational experiences. Enable and encourage participation in on-campus workshops.
- Increase participation by both majority and minority students in study abroad courses, the National Student Exchange program, international exchanges, and foreign language study.

Strategy 3: Offer residents of Southeast Wisconsin activities and educational opportunities that help them function more effectively in a multicultural community and a global economy.

- Expand outreach, enrichment, and intervention activities for the communities of Southeastern Wisconsin.
- These may include:
 - Spanish language and culture classes for business, social service, and health care workers
 - Classes and workshops focused on multicultural topics including race, ethnicity, gender, sexual orientation, age, class, and ability.
 - Increased marketing for multicultural events.

Strategy 4: Employ U.S. Department of Education initiatives to improve the student experience at UW-Parkside.

- Adopt, implement, and promote the Liberal Education and America’s Promise (LEAP) Essential Learning Outcomes, which include
 - Knowledge of Human Cultures and the Physical and Natural World
 - Intellectual and Practical Skills
 - Personal and Social Responsibility
 - Integrative Learning
- Use the Student Support Services and McNair Post baccalaureate programs of the federal TRIO programs to motivate and improve the achievement of low income and first generation college students.

Goal 4: Provide mechanisms facilitating data-driven decision-making in academics.

Strategy 1: Engage all administrative and academic units in a process of self-study to guide accountability and improvement efforts in support of the academic plan.

- a. Complete the required Program Reviews and Program Appraisal Frameworks in a timely manner, with the flexibility for departments to meet their diverse circumstances. (Make PARS dependent on this)
 - b. Survey students, faculty and staff and use the results for continuous improvement efforts.
 - c. Identify departmental goals that are benchmarks for success.
 - d. Identify the gaps between goals and outcomes, and revise strategies based on the new data.
 - e. Develop priorities and plans for continuous improvement and provide the resources to support them.
 - f. Pilot, evaluate, and modify all improvement plans.
- Institutional Research and Assessment Services provide units with BCSSE and NSSE results for their students and services.
 - Continue an analysis of majority and minority students’ access and educational experiences at UWP through Inclusive Excellence and the Equity Scorecard. Use the results to reduce gaps between minority and majority students’ educational experiences.
 - Encourage curriculum redesign to support active, engaged learning and optimal use of faculty, instructional, and information resources.
 - Modify the planning process to enable multi-year commitments to programs that require a sustained investment to realize their goals, and those of the university.
 - Continue to develop and evaluate the First Year Experience initiatives
 - Learning communities.
 - Fresh Start Success Academy.
 - Peer mentoring programs.
 - Bridge programs
 - Provide professional development funding to facilitate the use of assessment data and equity analysis, and in active learning pedagogy.
 - Develop and implement an ongoing academic assessment plan that produces tangible improvements.

Strategy 2: Complete a needs assessment to identify the economic and educational needs of Southeast Wisconsin, and use the information to guide change and improvement.

- Identify post-secondary educational needs and employment trends of Southeast Wisconsin.

ACTION PLAN – 2009-2010

CAP has established the following standards and priorities to assist the Provost in academic decision making:

- Does the decision offer a substantial impact in an enrollment growth area for the university?
- Does the decision sustain critical offerings or experiences at either a departmental or university level?
- Does the decision facilitate development and implementation of emerging teaching and learning technologies at UW-Parkside?
- Does the decision align with the Academic Plan, a Departmental Academic Plan, and outcomes from a Departmental program review?

CAP will identify strategies within the Academic Plan to assess. Baseline data for these strategies will be obtained to assist in setting future priorities.

CAP will continue to reconcile the academic plan with other strategic planning initiatives.