

2013-2014 ANNUAL REPORT

PILLARS OF EXCELLENCE



REAL. AMAZING.

UNIVERSITY OF WISCONSIN **PARKSIDE**



OUR VISION

The University of Wisconsin-Parkside is a dynamic learning community grounded in academic excellence and focused on student success, diversity, inclusion and community engagement. The campus will be a premier comprehensive public institution and a destination of choice, serving as a focal point of local, regional and global progress.

OUR 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.

TABLE OF CONTENTS

- 3 – From Chancellor Debbie Ford
- 4 – Academic Excellence
- 6 – Student Success
- 7 – Partnerships and Pathways
- 8 – Stewardship and Operational Excellence
- 10 – Telling our Story
- 11 – Traditions of Excellence

FROM CHANCELLOR DEBBIE FORD

At a recent regional summit, attendees were asked to “think big” and imagine what it would take to reach certain goals. It was interesting that the University of Wisconsin-Parkside has long celebrated the very attributes that were being considered: maintain local relevance; gain international competitiveness; retain our talent and inspire diversity.

The accomplishments and advancements during the 2013-2014 academic year were many. It was also a bridge between the UW-Parkside strategic plan spanning 2010-2013 and the implementation of a plan that will drive the university toward its 50th anniversary. The identification of five “Pillars of Excellence” helped shape the yearlong strategic planning process.

Academic Excellence
Student Success
Partnerships and Pathways
Stewardship and Operational Excellence
Telling our Story

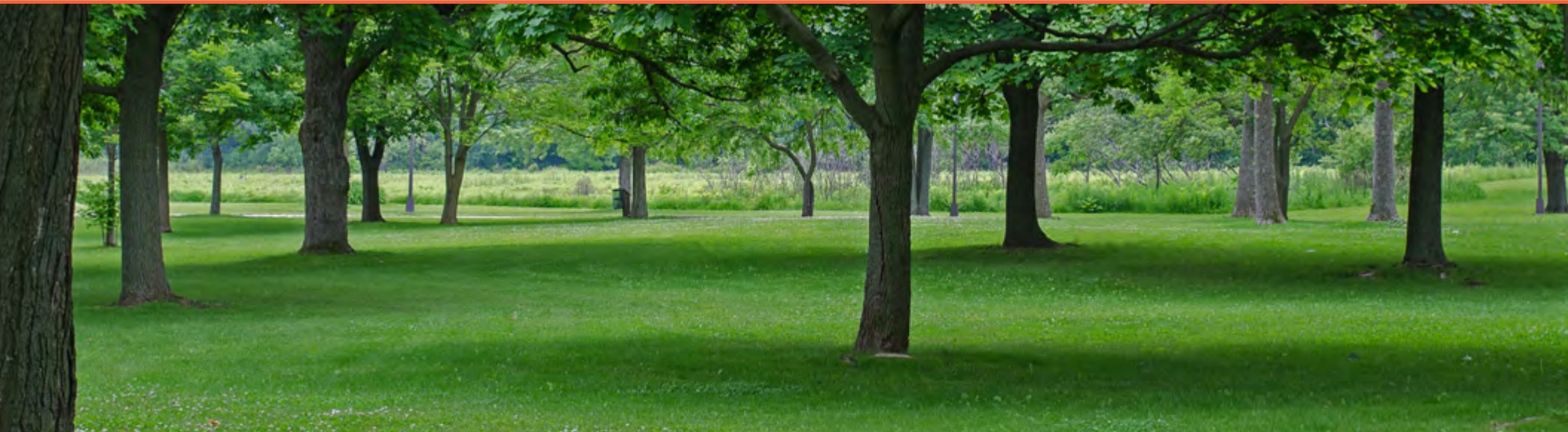
Less than one month into the fall 2013 semester, we received official notice of full reaffirmation of accreditation from the Higher Learning Commission, a process all accredited institutions go through every 10 years.

When I shared that good news in October with hundreds assembled for the University of Wisconsin System Board of Regents meeting, it was a proud moment. More importantly, the meeting provided an opportunity for Regents and campus leadership from across the UW System to take a personal look at what makes UW-Parkside “*Real. Amazing.*”



@CHANCELLORFORD

**“SEE FOR YOURSELF WHY WE ARE SUCH
A VALUED EDUCATIONAL RESOURCE AND
COMMUNITY PARTNER.”**



ACADEMIC EXCELLENCE

FOUR COLLEGE MODEL

When the [College of Social Sciences and Professional Studies](#) launched in fall 2013, the University of Wisconsin-Parkside completed its academic reorganization. The previous year, the university created the [College of Arts and Humanities](#); the [College of Business, Economics, and Computing](#); and the [College of Natural and Health Sciences](#) from what had been the College of Arts and Sciences, and the School of Business and Technology. The new structure enhances the Parkside educational experience by providing more specific academic planning and oversight.

PRE-HEALTH

Pre-health and pre-med programs continued their highly successful, nationally recognized tradition. For more than three decades, close to 90 percent of “*Real. Amazing.*” graduates from the pre-health and pre-med programs have been accepted at top medical and professional schools across the country. The national average is about 40 percent. As Dr. Robert Golden, dean of the UW School of Medicine and Public Health, said in a recent video: [“I don’t know what’s in the water at UW-Parkside.”](#) Dean Golden’s comment came during a presentation highlighting the medical school’s initiative to train more physicians who will serve rural and urban areas of Wisconsin.

The response to Dean Golden’s rhetorical statement is dedicated students along with faculty and staff committed to student success.

BUSINESS ACCREDITATION AND NEW PROGRAMS

The [Business Department](#) began offering an accounting major in fall 2013 and will add a marketing major beginning in fall 2014.

The Parkside business program has something in common with Cornell, Harvard, and Yale: accreditation by the [Association to Advance Collegiate Schools of Business International \(AACSB\)](#). Less than 5 percent of the world’s business programs have earned AACSB accreditation. Students are assured of a commitment to quality and employers know that graduates are highly skilled and prepared to contribute from day one.

IPED

After three years of building what is now being called a model program for educator development, the [Institute of Professional Educator Development \(IPED\)](#) enrolled the first students in fall 2013. One student, Charley Becker, is the granddaughter of the first person to receive a diploma at Parkside, George Becker, who enjoyed a long career in the Kenosha public schools. Beginning with the fall 2014 semester, Parkside and IPED will offer the university’s first elementary education major. In addition, the educator development program offers teacher licensure in 12 academic disciplines.

EDUCATOR LICENSURE PROGRAMS

ENGLISH/
LANGUAGE ARTS
BIOLOGICAL SCIENCES
CAREER TECHNOLOGY
EDUCATION
CHEMISTRY
GEOGRAPHY

GEOSCIENCES
HISTORY
MATHEMATICS
MUSIC
POLITICAL SCIENCE
PRE-ENGINEERING
SOCIOLOGY

ENGAGED LEARNING

A new peer-mentoring program, Parkside Academic Collegiate Engagement (PACE), helped students who participated achieve 10 percent higher course completion and earn a higher median GPA. PACE is funded by the UW System as an Institutional Change Grant.

Using a newly designed competency-based remedial math program coupled with supplemental instruction, student success grew from 53 to 67.8 percent. Rich Karwatka, leader of the new program noted, "Our new approach markedly increased both the rigor of the course material and the achievement level required of students to be certified proficient."

New supplemental instruction courses are creating more opportunities for student success. Students who participated in supplemental instruction for courses with traditionally lower success rates were more likely to complete the course than their peer students who did not participate (83 percent to 71 percent).

NEW MAJORS

ACCOUNTING

ELEMENTARY EDUCATION

ENVIRONMENTAL STUDIES

MARKETING

HEALTH INFORMATION

MANAGEMENT AND

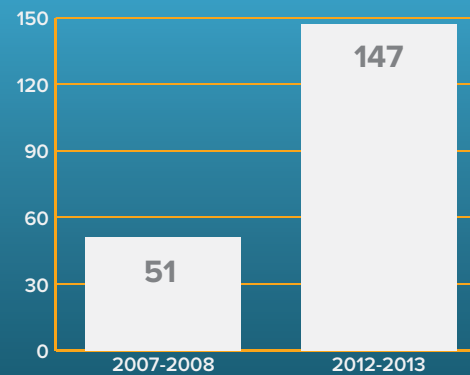
TECHNOLOGY

(ONLINE)

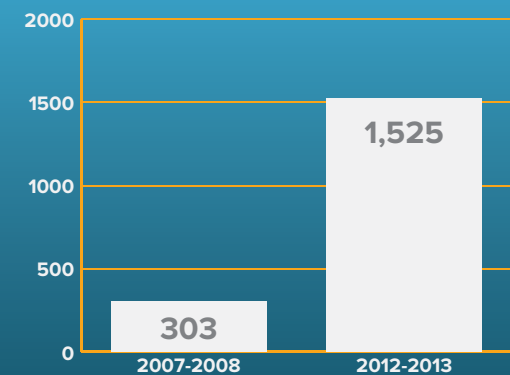
SUSTAINABLE MANAGEMENT

(BACHELOR'S AND MASTER'S ONLINE)

DISTANCE EDUCATION



COURSES OFFERED



ENROLLED STUDENTS

STUDENT SUCCESS

RUSCH

To help address a shortage of physicians in underserved rural and urban areas of Wisconsin, the UW School of Medicine and Public Health established Rural and Urban Scholars in Community Health – otherwise known as [RUSCH](#). In just two years, 10 UW-Parkside pre-med students have been selected to participate. “The UW med school is very familiar with our successful pre-med program,” said Parkside’s Bryan Lewis, assistant to the dean for health-related professions. “We have a history of intensive advising for students. That is just one reason why we have continuously achieved such a high acceptance rate for our students into top medical schools across the country.”

NATIONAL TEAM SALES CHAMPIONS

Going up against the likes of Baylor, Michigan State, Syracuse, and UW-Madison at the National Team Sales competition at Indiana University, UW-Parkside faced a big-time challenge. While other teams slept the night before final presentations, Joshua Frazier, Carlyse Mayfield, Jeremy Mishork and Nathan Whittaker worked through the night. The result: The underdogs from Parkside took home the [2013 championship](#). “The victory brings a real sense of pride to the university,” said Dr. Peter Knight, team coach and co-chair of the Business Department. “The tireless work reflects the drive to excel of these students.”

The championship also reflects the evolution and effectiveness of the Parkside sales certificate program, one of just two programs in Wisconsin, and one of 62 worldwide, certified by the Sales Education Foundation.

ENROLLMENT MANAGEMENT: WHAT’S TRENDING?

A great part of the university’s mission is to provide educational opportunities to surrounding communities. Traditionally, more than 60 percent of the student population is from Kenosha or Racine county, and close to 60 percent of the students are the first in their immediate families to attend a college or university.

For the fall 2013 semester, new-student enrollment was up 7.6 percent; transfer-student enrollment was up 9 percent; and year-one to year-two retention was up 10 percent.

The percentage of students requiring remedial mathematics has dropped 5 percent since 2005, and the percentage of students requiring remedial English has dropped 10 percent.

UW-Parkside continues to be the most diverse campus in the UW System with students of color accounting for close to 30 percent of total enrollment. For the fall 2013 semester, the diversity of the incoming class increased 2.6 percent.

REAL RESULTS

In the Graduating Student Survey of 2012-2013, 95 percent of respondents rated their ability to write effectively as “Very Good” or “Extremely Good” at graduation compared to 55 percent of respondents rating the same upon entering UW-Parkside.



PARTNERSHIPS AND PATHWAYS

TEACHER PREPARATION, CTE AND PRE-ENGINEERING

A new partnership between UW-Parkside and Gateway Technical College creates the state's first post-baccalaureate teacher licensure program for educators specializing in career and technology education (CTE), and pre-engineering. [The new partnership](#) will help address the shortage of CTE and pre-engineering teachers in middle and high schools. Fewer CTE and pre-engineering teachers means fewer programs for students interested in the high-demand areas of technology and engineering.

ENGINEERING PATHWAY

UW-Parkside students interested in engineering now have a clear path to the College of Engineering and Applied Science (CEAS) at the University of Wisconsin-Milwaukee. Students complete the first two years of course work at Parkside, then transfer to UW-Milwaukee and enter the CEAS with junior standing. Students are then eligible to complete a degree in electrical engineering or mechanical engineering.

FORWARD TOGETHER

Gateway Technical College and UW-Parkside renewed their promise to move ["Forward Together"](#) with new agreements in business that allow students graduating from Gateway with degrees in accounting, business management, marketing, and supervisory management to transfer to programs in the university's Business Department, which is accredited by the Association to Advance Collegiate Schools of Business International (AACSB). "For decades, Gateway and Parkside have worked together to benefit our communities and provide the talent base our businesses and organizations need," said UW-Parkside Provost Fred Ebeid.

ROSALIND FRANKLIN

When leaders from UW-Parkside and Rosalind Franklin University of Medicine and Science met in October, they did so with student and community needs in mind. A new partnership with Rosalind Franklin's College of Pharmacy creates broad pathways for Parkside pre-health students to pursue pharmacology. Rosalind Franklin will accept up to 10 Parkside pre-health students each year based solely on the success and reputation of the Parkside pre-health and pre-med programs.

COMMUNITY-BASED LEARNING (CBL)

Students apply knowledge and skills to real-world experiences. Professors and community partners develop projects that allow students to enhance their classroom knowledge, develop leadership skills, and meet community needs.

CBL Courses: 41

Students Participating: 1,000

Faculty Engaged: 23

Partner Organizations: Nonprofit – 81; Business – 19;

INTERNATIONAL PARTNERSHIPS

UW-Parkside Associate Professor of Business Dr. Abey Kuruvilla was appointed special assistant to the chancellor for international relations. Working closely with UW-Parkside Student Services and Enrollment Management, his additional responsibilities include building international enrollment by developing and sustaining partnerships with quality institutions around the world.

Working directly with Chancellor Debbie Ford, Provost Fred Ebeid and other UW-Parkside faculty and staff, Kuruvilla will help facilitate international collaborations with universities as he did recently hosting leadership from Mikkeli University of Applied Sciences, a top technical university in Finland. The university has established study abroad and cultural exchanges with institutions in Australia, China, Cuba, Germany, India, Italy, Mexico, Poland, Scotland, and South Korea. Kuruvilla is also working toward new partnerships with institutions in Cyprus and Russia.

By the end of the 2014 summer session, Kuruvilla will have led close to 70 students in five study-abroad programs spanning seven countries in various global regions. Recently, he and UW-Parkside students traveled to Italy and met with University of Calabria Rector Gino Mirocle Crisci and with new leadership at the University of Salento, including Rector Domenico Laforgia.

SMALL BUSINESS DEVELOPMENT CENTER

The Wisconsin [Small Business Development Center \(SBDC\)](#), with headquarters for Kenosha and Racine counties at UW-Parkside, assists more than 300 small business owners and entrepreneurs each year. From the discovery level of becoming an entrepreneur and researching business ideas, to exploring ways to grow an existing business, the SBDC is a valued regional resource.

The SBDC provides education, training, and one-on-one counseling to entrepreneurs and existing businesses at no cost. As part of the UW-Parkside College of Business, Economics, and Computing, the SBDC also offers workshops to help entrepreneurs and current business owners understand a clear picture of what it takes to run a successful organization.

RALPH JAESCHKE SOLUTIONS FOR ECONOMIC GROWTH CENTER

UW-Parkside's [SEG Center](#) produced 86 projects for 71 different clients leveraging 14 faculty/staff and 350 students to serve small businesses in southeastern Wisconsin.

COMMUNITY ENGAGEMENT

Community engagement is a nationally recognized hallmark of distinction at UW-Parkside and serves as a core element of the university's vision and mission. In 2006, Parkside was the first university in Wisconsin to be classified by the Carnegie Foundation for the Advancement of Teaching as a Carnegie Community Engaged Higher Educational Institution. Nationally, Parkside has been recognized by the President's Higher Education Community Service Honor Roll each year since 2006.

BY THE NUMBERS: COMMUNITY PARTICIPATION

3,836 Community members attending noncredit professional development and personal enrichment conferences, workshops and courses

515 Adventures in Lifelong Learning members

200 "Make a Difference Day" student/staff volunteers

185 Earth Day/Hunger Cleanup student/staff volunteers

135 Ranger Day of Service student volunteers



STEWARDSHIP AND OPERATIONAL EXCELLENCE

COLLEGE ADVISORY BOARDS

Advisory boards are now in place for each of the four academic colleges. Representatives from businesses and organizations throughout southeastern Wisconsin, including Johnson Controls, Aurora Advanced Healthcare, the City of Racine Department of Public Health, Twin Disc, SC Johnson, Modine Manufacturing, and Snap-on Incorporated – to name just a few – form a direct connection between our communities and the university. In addition to providing support, advice and counsel, board members serve as active advocates carrying the mission and vision of UW-Parkside to their colleagues worldwide.

SCHOLAR DONOR

The UW-Parkside Foundation awarded more than 150 scholarships for the 2013-2014 academic year. Two of the recipients, Paul Cooper and Curtis Crump, both of Racine, were not only on hand at an event honoring both student success and donor commitment, they performed as a jazz duo, Cooper on saxophone and Crump on piano.

WEATHER BUG

A \$20,000 grant from AT&T allowed Geosciences Associate Professor John Skalbeck to purchase a Weather Bug station. The station is shared with three high schools and a middle school in the Racine Unified School District, all with access to Earthworks. Educators using Earthworks develop lesson plans for atmospheric science geared toward state of Wisconsin standards for each grade.

VISTA

AmeriCorps/VISTA (Volunteers in Service to America) helps build capacity and sustain collaboration among community nonprofits and government organizations. On the second annual Mayor Day of Recognition in April, Racine Mayor John Dickert recognized seven UW-Parkside VISTA members, as well as other community volunteers, for their commitment to service in the city of Racine.

REAFFIRMATION OF ACCREDITATION

**UW-PARKSIDE
SUCCESSFULLY
EARNED REAFFIRMATION
OF ACCREDITATION
FROM THE
HIGHER LEARNING
COMMISSION
THROUGH 2022-2023.**

STRATEGIC AND MASTER PLANNING: LISTENING TO THE COMMUNITY

In fall 2013, the Parkside Office of Institutional Effectiveness hosted 18 interactive sessions with campus constituents, and met with or surveyed 26 external stakeholder groups, including the Kenosha Area Business Alliance (KABA) and the Racine County Economic Development Corporation (RCEDC). The goal was to help inform the strategic plan development process.

Community listening sessions were also held to help inform the development of a comprehensive space study as part of the Campus Master Plan. A comprehensive space study was completed as part of the Campus Master Plan.

Major Facilities Projects for 2013-2014:

- Renovation of University Apartments;
- Heating and Chilling Tunnel Maintenance; and
- Approval from the UW System Board of Regents for Renovation and Expansion of Chemistry Lab.

KABA SCHOLARSHIPS

UW-Parkside and the Kenosha Area Business Alliance Foundation created the “Catalyst 2 Careers” scholarship program designed to support the continued educational and economic capacity of Kenosha County. UW-Parkside will select up to three new freshman students to receive a half-tuition scholarship for the 2014-2015 academic year. The program serves students who graduate from Kenosha County high schools, attend UW-Parkside, will be the first in their families to complete a college degree, and intend to pursue a major or career path in math, science, technology, medicine, engineering, business, finance or accounting.

MAHONE SCHOLARSHIPS

The Mary Lou and Arthur F. Mahone Fund joined forces with UW-Parkside, Gateway Technical College, and Carthage College to provide improved access and affordability for students in Kenosha County. The Mary Lou and Arthur F. Mahone Fund will pay for two newly created endowed scholarships through UW-Parkside and Gateway to benefit area students of color in their pursuit of higher education.

“The simple fact is there are ever-increasing barriers facing young people in reaching a better life through education, especially for minority students,” said Timothy T. Mahone, representing the Mary Lou and Arthur F. Mahone Fund. “I am proud of our educational partners’ ongoing commitment to sustain our community’s great legacy of securing education for all students.”



GRANTS

Great Lakes Higher Education Guaranty Corporation \$70,605

UW-Parkside’s Student Support Services program received a grant from the Great Lakes Higher Education Guaranty Corporation to provide first-year students with a learning community experience including extended instruction, college success and life skills seminars, and support from peer coaches and advisors.

Growth Agenda for Wisconsin \$229,100

UW-Parkside’s Academic and Career Advising Center received a three-year grant for the PACE program through the UW System signature institutional change grant initiative. PACE is designed to increase student retention and persistence to graduation of first year students by building a connective and collaborative learning environment.

National Endowment for the Humanities/Wisconsin Humanities Council \$1,247

The Veterans’ Story Project delivered training to local veterans – members of the UW-Parkside student body and members of the greater Racine-Kenosha community – in digital storytelling. Participants created digital stories documenting their experience in the armed services and as veterans.

National Science Foundation/WiscAMP \$24,200

Computer Science Associate Professor Derek Riley received grant funding through the Wisconsin Louis Stokes Alliance for Minority Participation, supported by the National Science Foundation, to conduct a research experience for undergraduate students. In collaboration with Parkside faculty, students conducted mobile computing research during a 10-week intensive summer research assistantship program.

Small Business Administration \$62,393

UW-Parkside’s Small Business Development Center, funded through SBA and UW-Extension, annually assists more than 300 small business owners and entrepreneurs in southeastern Wisconsin. The center provides education, training, and no-cost one-on-one counseling to entrepreneurs and existing businesses, and offers workshops and business writing courses to help understand the clear picture of what it takes to run a successful business.



TELLING OUR STORY

NEW UWP.EDU

After more than 18 months of preparation, the new UWP.edu debuted in March. The website is driven by a content management system that helps ensure accuracy and consistency of information throughout the site. The home page includes news, events, and the ability for visitors to select information tailored to their needs.

PARTNERS IN PROGRESS

Elected officials and representatives from community economic development organizations came to campus in November for the “Partners in Progress” In-Demand breakfast. Interactive presentations included updates from the Institute of Professional Educator Development, the Ralph Jaeschke Solutions for Economic Growth Center, and the Small Business Development Center. Included were detailed accounts of numerous community and business partnerships providing students with valuable real-world experience. In many cases, the internships result in employment immediately following graduation.

REGENTS MEETING

The October [UW Board of Regents](#) meeting, held at Parkside for the first time in seven years, provided an opportunity to showcase all the campus has to offer students and the community, including the expanded and renovated Student Center, and the Rita Tallent Picken Regional Center for Arts and Humanities. Regents and campus leaders from across the UW System received a first-hand, personal look at what makes UW-Parkside “Real. Amazing.” With everything on display, no one would blame Chancellor Debbie Ford if she chose to stick to the success side of the story. Chancellor Ford, however, also addressed potential barriers to success that could affect the university’s ability to meet the needs of students and communities in southeastern Wisconsin. She singled out reductions in state funding for the 2011-2013 and 2013-2015 biennia, the tuition freeze, increased costs, and reliance on cash reserves to fund base expenses.

Ford also acknowledged total Parkside enrollment that has been flat to declining for most of the decade, and asked the Regents to look at the latest data. “It is very apparent that there are many areas of opportunity,” Ford said. “We are highly focused on ‘optimal enrollment.’ We are realigning resources and forming finely tuned enrollment plans that span every program within the university.”

SOCIAL MEDIA



4,200
LIKES



1,000
PHOTOS



1,900
FOLLOWERS



1,500
FOLLOWERS

2014 DISTINGUISHED ALUMNI AWARD RECIPIENTS

MR. MICHAEL F. CLICKNER, '75 COMMUNICATION
COLLEGE OF ARTS AND HUMANITIES

MS. STACEY L. MALACARA, '06 COMMUNICATION
COLLEGE OF ARTS AND HUMANITIES

MRS. MICHELLE T. GABOR-WEITKUM, '96 ACCOUNTING,
'02 MASTER OF BUSINESS ADMINISTRATION
COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

MR. ROBERT J. TOEPPE, '73 BUSINESS MANAGEMENT
COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

DR. THOMAS W. WOOD, '77 CHEMISTRY
COLLEGE OF NATURAL AND HEALTH SCIENCES

BG (R) DOMINIC A. CARIELLO, '92
MECHANICAL ENGINEERING
COLLEGE OF NATURAL AND HEALTH SCIENCES

MR. DUANE MCLEAN, '86 POLITICAL SCIENCE
COLLEGE OF SOCIAL SCIENCES AND
PROFESSIONAL STUDIES

CSM (R) KIM THOMAS MICHALOWSKI, M.S.M., '79
HISTORY/EDUCATION
COLLEGE OF SOCIAL SCIENCES AND
PROFESSIONAL STUDIES

TRADITIONS OF EXCELLENCE

Parkside has a history of amazing alumni. The university began recognizing outstanding alumni in 1983 with Distinguished Service and Distinguished Achievement awards. This year marked the first of what will become an annual celebration tied to these awards – Traditions of Excellence.

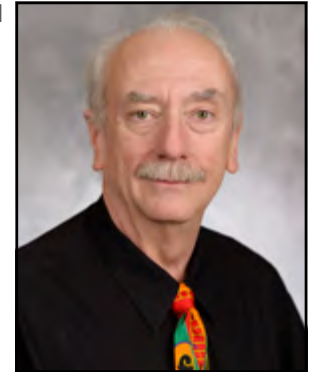
The inaugural Traditions of Excellence was celebrated during the May 2014 commencement weekend, honoring two alumni from each of the four colleges.

When Michael Clickner left the Fireside Theatre in Fort Atkinson, Wis., in 1983, he believed his Fireside days were over. The separation lasted just a few years. Dick and Betty Kloplic, owners of the Fireside, decided to have Parkside build their theatrical sets and Clickner began a career that has spanned four decades. The university

formally honored the unique partnership that began in 1986 by naming the set construction space in the Rita Tallent Picken Regional Center for Arts and Humanities as *The Fireside Theatre Scenic Studios*.

The collaboration, Clickner said, has “helped many students appreciate their college careers because not only are they learning about theatre – they’re actually doing it.”

Clickner, representing the College of Arts and Humanities, was honored in May with a Distinguished Alumni Achievement Award.



MICHAEL CLICKNER '75





When Chancellor Debbie Ford welcomed the UW System Board of Regents to the UW-Parkside campus in October, she took the opportunity to recognize the founding chancellor, Irvin G. Wyllie, as well as others from the early days of the institution. This included introducing the regents to Fran Jaeschke ('71), whom Ford called a "UW-Parkside giant of education and learning." Mrs. Jaeschke was one of the few females on the "committee of 100" – the original advocacy group for the creation of a four-year university in southeastern Wisconsin, and served as the commencement speaker in 2009.

Mrs. Jaeschke and her late husband, Ralph, have supported the university with student scholarships in each of the university's four colleges. Named in honor of Ralph Jaeschke, the UW-Parkside Solutions for Economic Growth Center brings together the talents of students and faculty to assist businesses and organizations with marketing, IT, and operational challenges.

To honor the Jaeschkes' commitment to the university, Ford presented Fran Jaeschke with a commissioned sculpture "Come About," by UW-Parkside former art student Mallory Olesen Willing ('13) in collaboration with Art Professor Trenton Baylor ('96). The inspiration for the piece, Olesen Willing said, came from the journey of the students she had met at the university.