



# Recommitting to Our Vision

Renewing an Academic Plan to Lead UW-Parkside to 2020

Education Committee

UNIVERSITY OF WISCONSIN  
**BOARD OF REGENTS**  
OCTOBER 2018

Rob Ducoffe, Provost and Vice Chancellor, UW-Parkside

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# Outline

- News From Around Our Colleges
- Update on UW-Parkside's Academic Plan

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A photograph of the University of Wisconsin Parkside Student Center at sunset. The building is a modern structure with large glass windows and brick accents. In the foreground, there is a lush garden with various green plants and purple flowers. A tree is visible on the left side of the frame. The sky is a mix of orange and blue, indicating the time is either dawn or dusk. The text "News From Around Our Colleges" is overlaid in the center of the image.

# News From Around Our Colleges

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# College of Natural and Health Sciences

- From 2001 – 2017, 89 percent of students (604 of 677) were accepted to professional health programs.

## National rates

- **Medicine** - 43%
- **Physical Therapy** - 51%
- **Dentistry** - 50%
- **Veterinary Medicine** - 50%

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# College of Natural and Health Sciences

- Since 2013, five new master's programs launched; three in partnership with other UW campuses
  - MS-Sustainable Management (consortium)
  - MS-Health and Wellness Management (consortium)
  - MS-Sport Management
  - MS-Clinical Mental Health Counseling
  - MS-Health Care Administration (consortium)
- University-wide Master's student headcount up 70 percent since Fall 2017 (139 to 236)



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# College of Business, Economics, and Computing

- Sales competitions since 2009:
  - 47 individual and team awards
  - 3 national team titles; 2013, 2016, 2017 (MBA division)
  - Last four years; top MBA team with one 1<sup>st</sup> and two 2<sup>nd</sup> place finishes

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# College of Business, Economics, and Computing

- **UW System Innovation Fund grant builds IT pipeline**
  - **Summer workshop for high school students combined with employment in App Factory** (15 participants)
  - **Scholarships for Computer Science or MIS majors**
    - 40 scholarships offered; 40 new students enrolled
    - Record 231 students enrolled as Computer Science majors in Fall 2018



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# College of Business, Economics, and Computing

- **Adult student program development**

- **Online MBA**

- concentrations in: Data Analytics, Finance, General Management, Global Management, Marketing, Supply Chain

- **Online B.S. in Business Administration**

- degree completion

- **Flex B.S. in Business Administration**

- competency-based; January 2019

35 new students in Online MBA in first F'18 intake; 5 additional intakes this year

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# College of Arts and Humanities

- Over the last 5 years, 92% of theatre students found employment in the industry or went to graduate school. (Last year it was 100 percent!)



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# College of Arts and Humanities

- **Kennedy Center American Collegiate Theatre Festival Region III 2018**
- **National Sound Design Winner**
  - Colin Kovarik - A Streetcar Named Desir
  - 1<sup>st</sup> place Kennedy Center Competition, Washington D.C.



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# College of Arts and Humanities

- Kennedy Center American Collegiate Theatre Festival Region III 2018
- National Lighting Design Winner
  - Zach Young - A Streetcar Named Desire
    - One of seven national winners
    - Kennedy Center Competition, Washington D.C.



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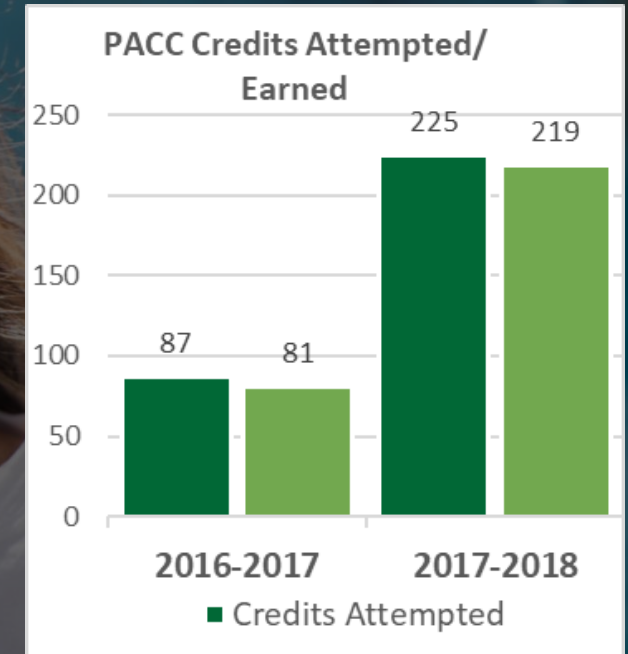
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# College of Social Sciences and Professional Studies

- **Parkside Access to College Credits (PACC) program**
  - ...a new concurrent enrollment program serving juniors and seniors in high school with UW-funded start-up \$\$
  - “...HS students taking college courses at their high school, taught by HS teachers whose credentials are qualified by the university, for college and high school credit simultaneously...”



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# College of Social Sciences and Professional Studies

## The Election Experience

- a semester-long non-partisan program encouraging engagement in presidential elections. In 2016, UW-Parkside received the bronze seal signifying a student voting rate of 56.7 percent, 6.3 percent above the national average of 771 participating campuses.
- In 2012, UW-Parkside received a silver medal for a student voting percentage of 60.8 percent





# College of Social Sciences and Professional Studies

COLLEGE OF SOCIAL SCIENCES AND PROFESSIONAL STUDIES

## SMART CITIES

Brown Bag Lunch Discussions

Smart Cities and the Future of Privacy  
And Free-Choice | Christopher Hudspeth

Wed, Sept 19 | 12pm, Molmaro D137

More info:  
[uwp.edu/smartcities](http://uwp.edu/smartcities)

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# Update on UW-Parkside's Academic Plan

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# Background

- Previous plan based on excellent analyses; 2016 review indicated need for more focus and accountability
- Summary of progress prepared
- Summary of progress and goal-ranking survey distributed to constituents
- Provost and Committee on Academic Planning proposed four strategic commitments



# Academic Plan Strategic Commitments

## Selected Goals

- Student Success
- Enrollment Growth
- Curriculum Relevance
- Campus Community
- FT, FT 6-year grad rate of 50%
- Eliminate achievement gaps – to 5,000 students
- Each undergraduate has at least two high-impact practices
- Improve faculty and staff support



A photograph of two female graduates in black caps and gowns, smiling. The graduate on the left has blonde hair and a green tassel. The graduate on the right has dark hair and a purple flower in her hair. A semi-transparent dark box is overlaid on the left side of the image, containing the title and list.

# 1. Student Success Goals

- First-time, full-time student 6-year grad rate of 50%
- Eliminate achievement gaps

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# Student Success Strategies

- Math Pathways and Co-Requisite Remediation (UW System grant)
- 15-to-Finish
- Supplemental Instruction and tutoring resources
- Meta majors
- Emergency grant program
- Common advising experience for all students
- Stereotype and belonging interventions
- Structured, student-focused scheduling
- Technology to support student success



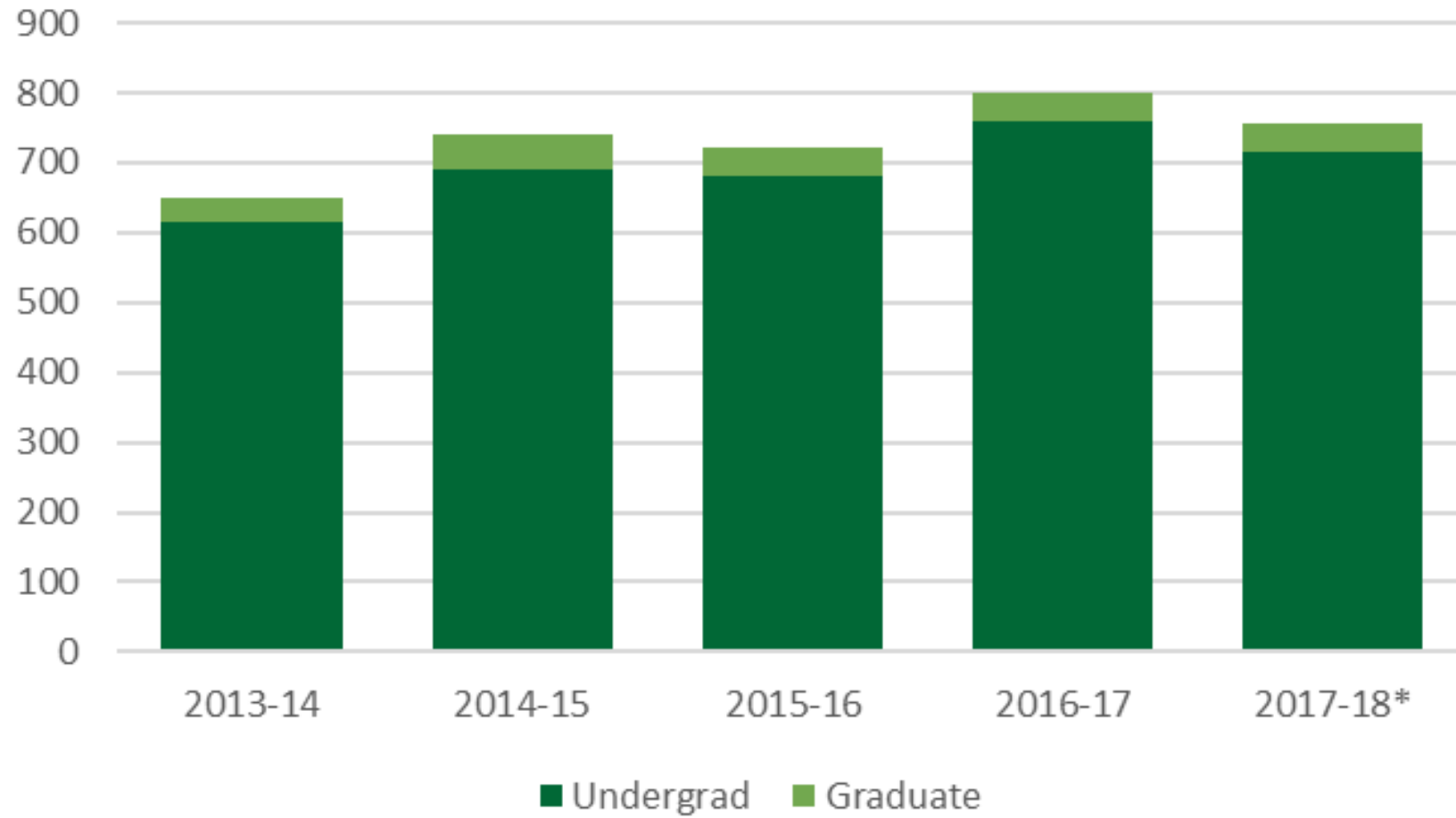
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## Graduates by Academic Year



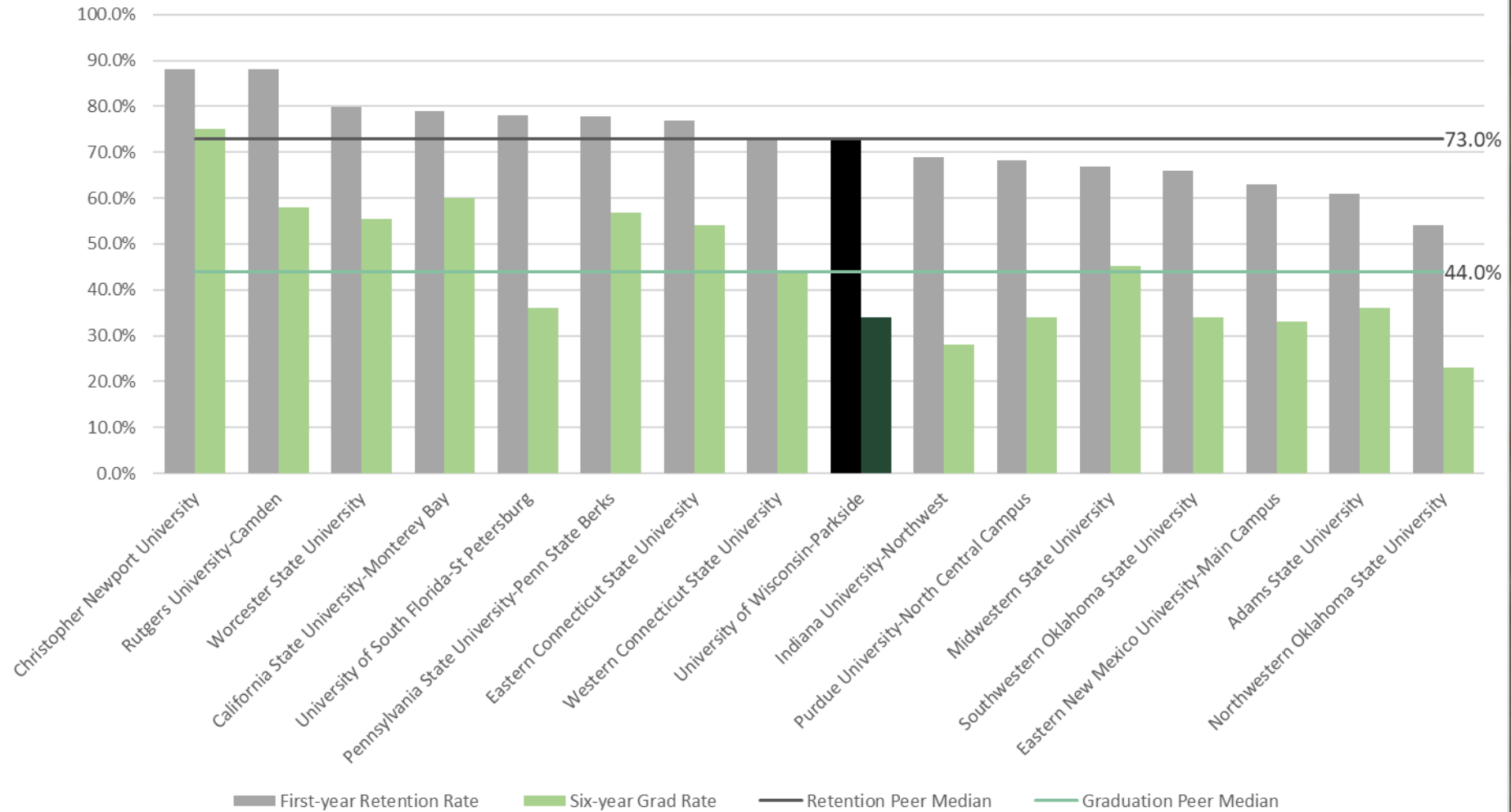
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Six-year Graduation and First-year Retention Rates, 2017



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# Enrollment Growth Strategies

- Academic budget allocation model
- Revise existing and develop new programs to meet market needs
- New models to better serve adult students
- Seek Hispanic Serving Institution designation (CAEL/Excelencia grant)



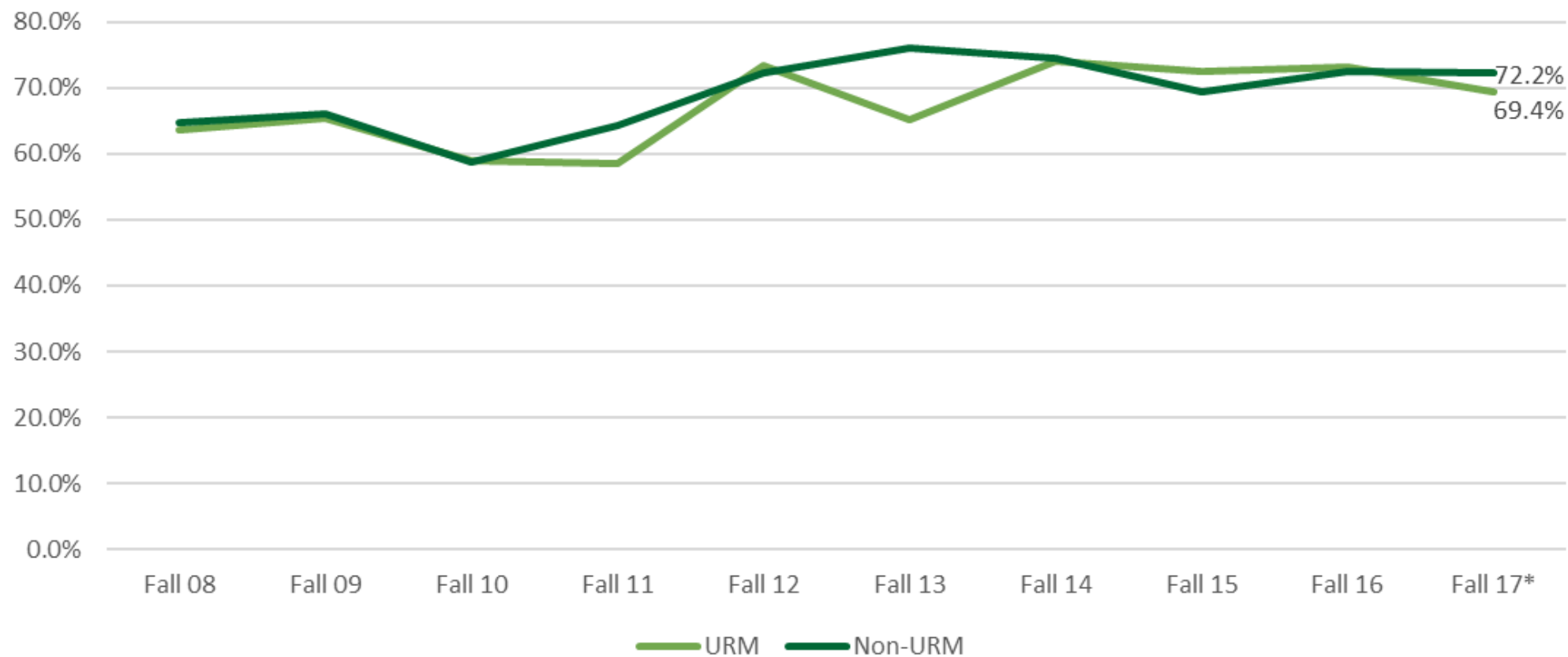
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## First-time, Full-Time Second Year Retention by Entry Term and URM Status



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## 2. Enrollment Growth Goal

- 5,000 students

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# New programs or majors since 2015: 26

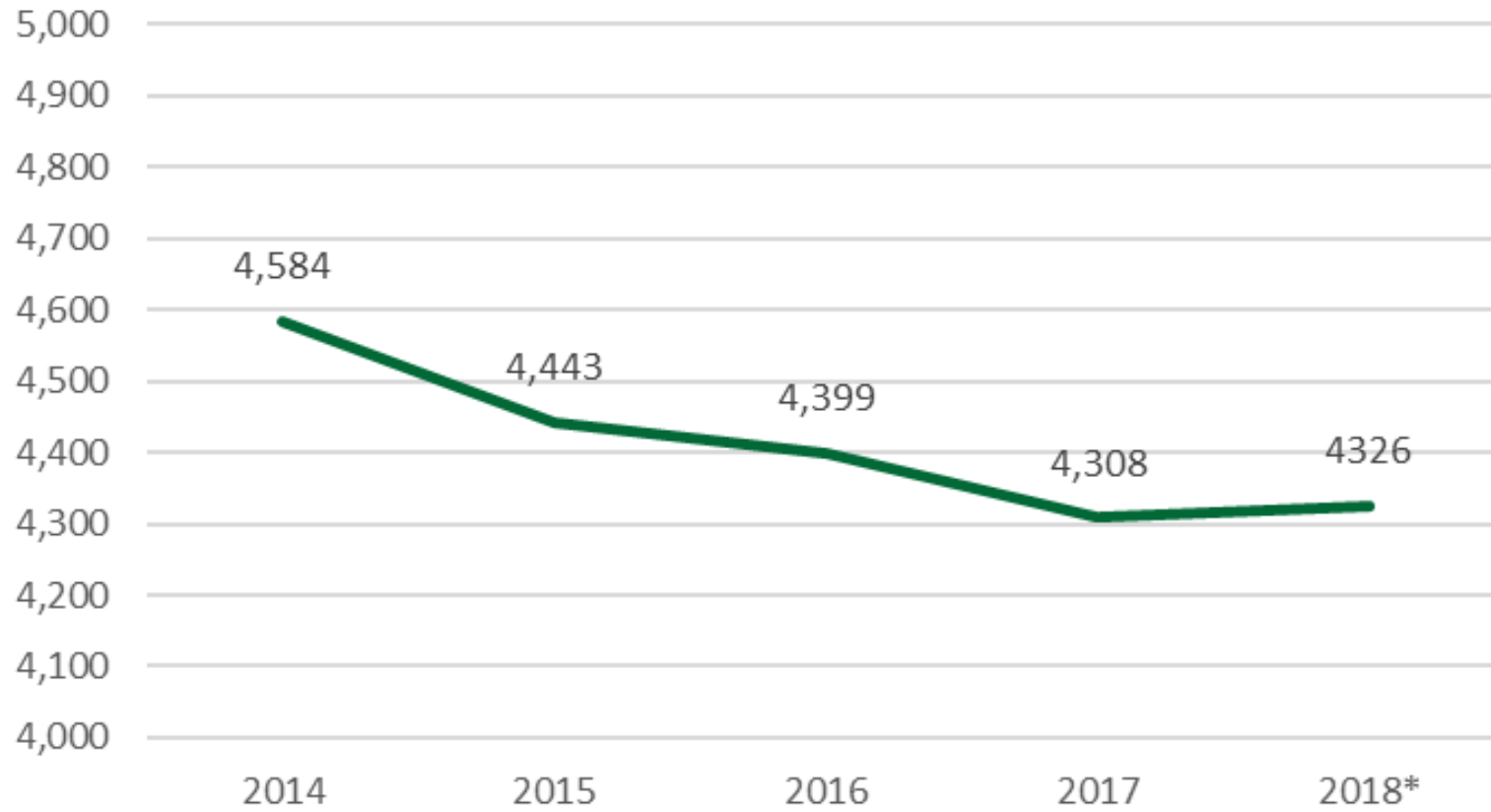
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## Enrollment Headcount



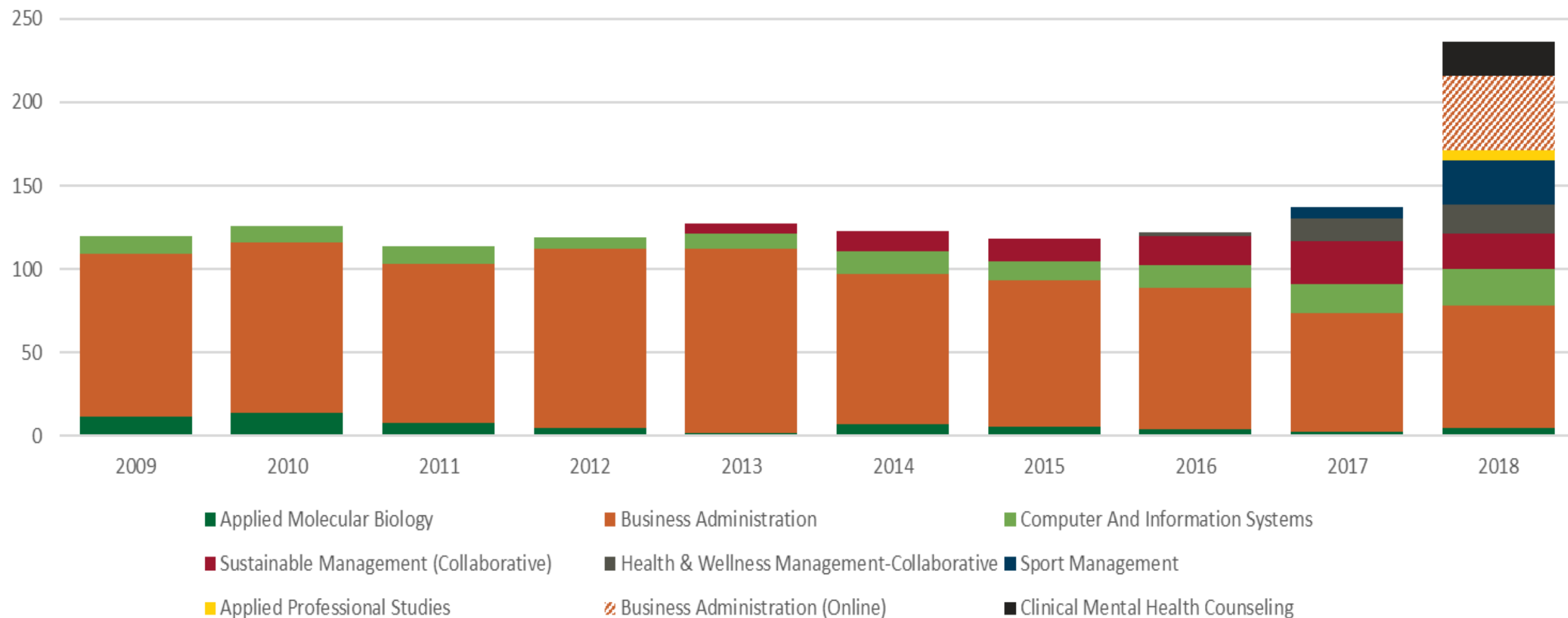
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## Fall Graduate Student Enrollment by Program



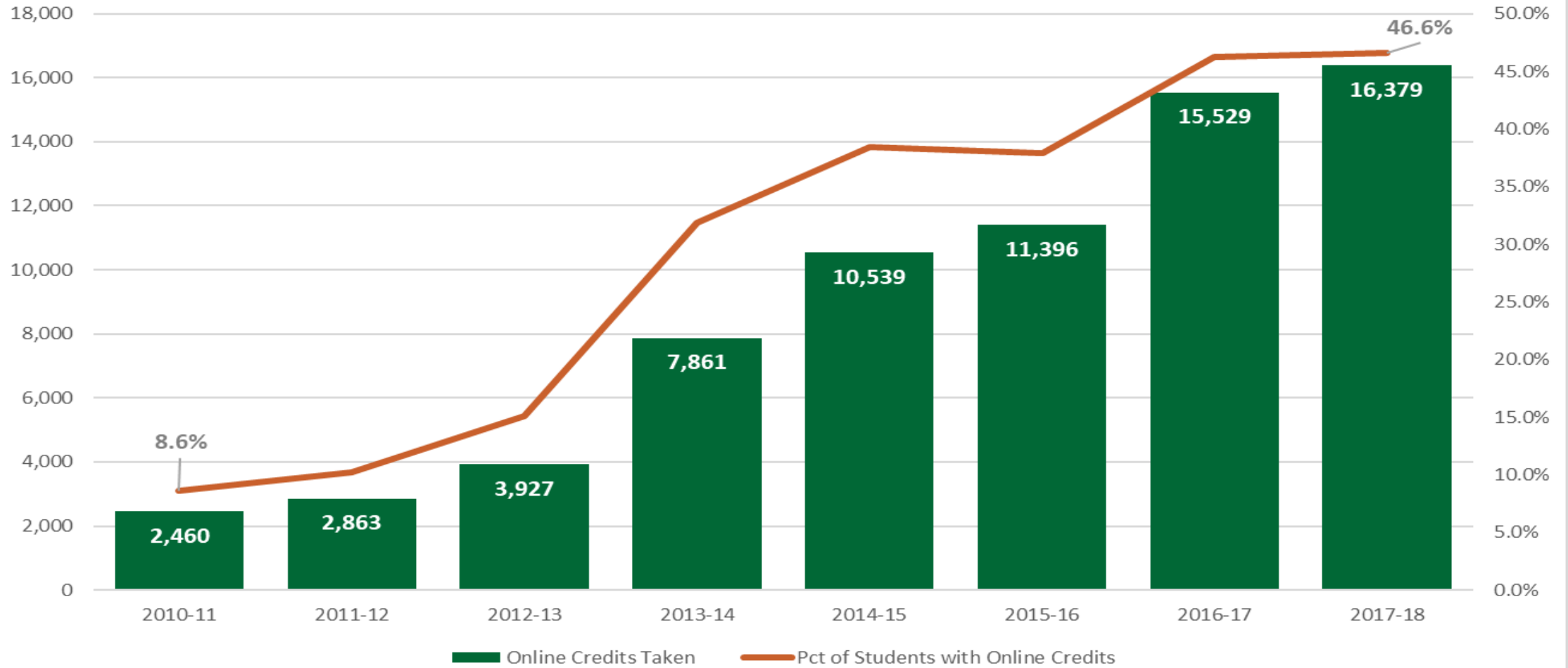
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## Distance Education Credits



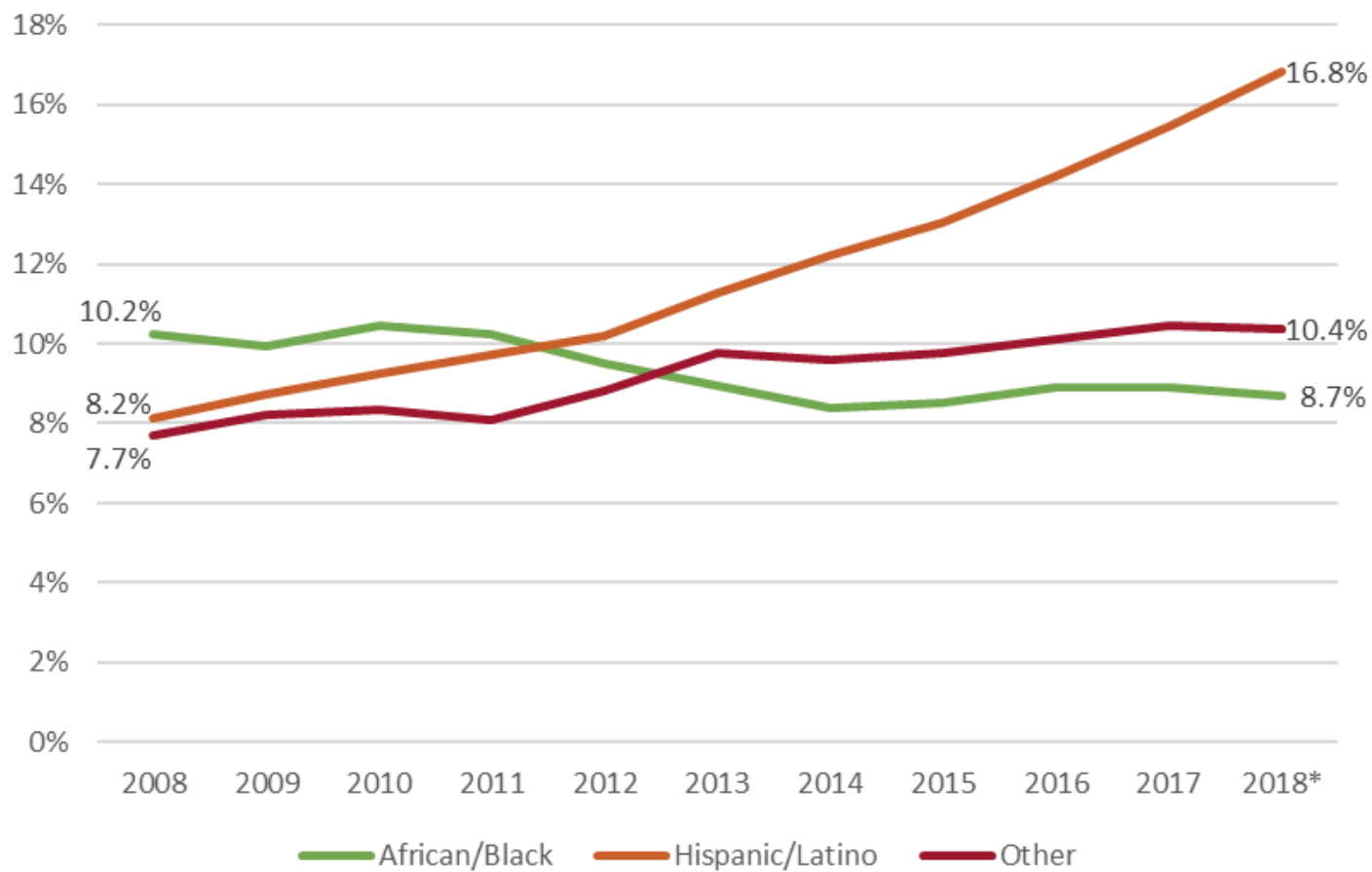
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## Enrollment by Ethnicity



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A background image showing a group of young people, likely students, smiling and looking towards the right. The image is slightly blurred, focusing on the text overlay. A small insect is visible near the top right of the blonde woman's head.

### 3. Curriculum Relevance Goal

- Each undergraduate has at least two high-impact practices

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# Curriculum Relevance Strategies

- Bolster high-impact-practices (Lumina/NASH grant)
- Embed career readiness into coursework
- Strengthen learning and career outcomes assessments



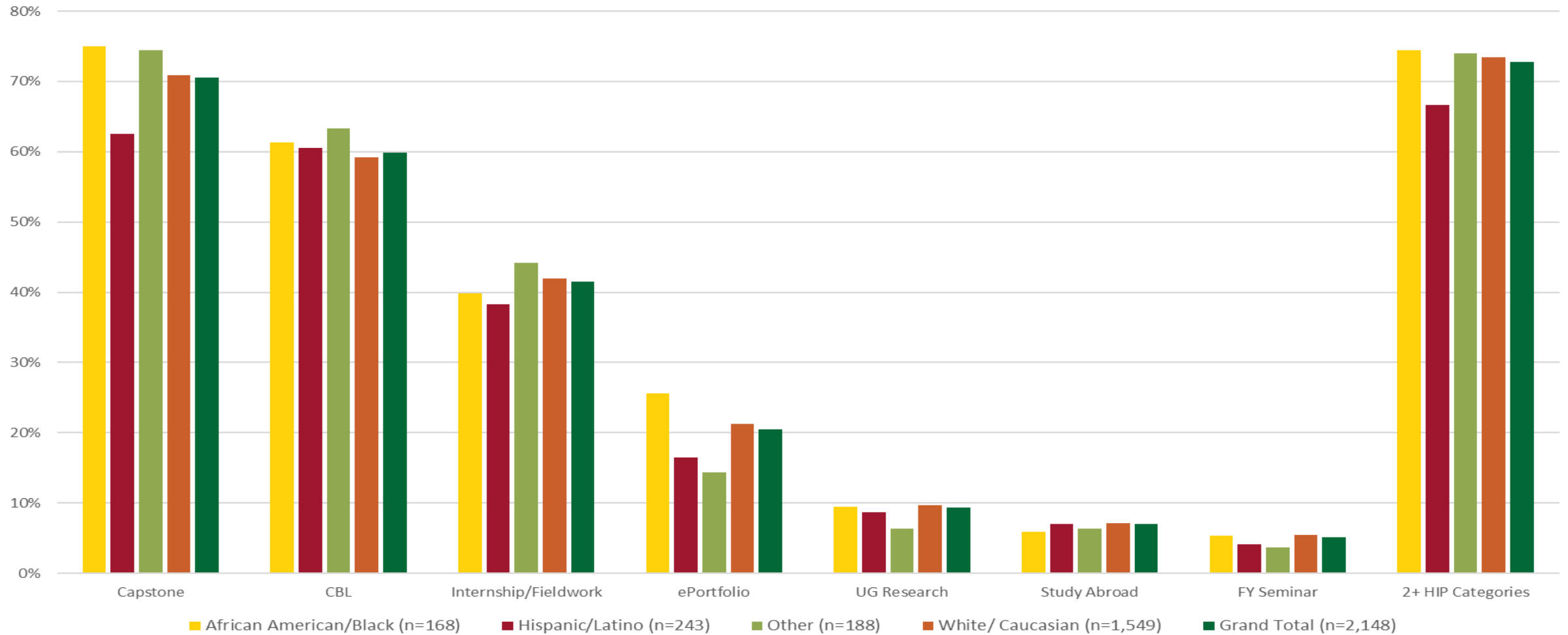
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## High Impact Practice Participation 2015-16 to 2017-18 Graduates



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## 4. Campus Community Goal

- Improve faculty and staff support

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# Campus Community Strategies

- Teaching effectiveness programming
- Support for research and creative activity
- Effectively recruit and retain faculty and staff

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# Teaching effectiveness programming

- **Online Course Developer Workshop**
  - started 2010 | 119 participants
- **Community-Based-Learning Workshop**
  - started 2016 | 25 participants
- **New Faculty and Staff Colloquium**
  - started 2018 | 10 participants
- **ACUE Course in Effective Teaching Practice Initiative**
  - UW System grant; started 2018; 31 participants
- **Internship Supervision Workshop**
  - starting 2019
- **Culturally Responsible Teaching and Learning Institute**
  - re-starting 2019





# Support for research and creative activity

- Teaching Equivalencies Plan, College of Natural and Health Sciences
  - Individualized instruction (e.g., research supervision, independent studies, fieldwork, ...) equivalent to 36 student credit hours equivalent to one section of teaching...
  - 2/3rds of faculty and instructional staff participating

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# Effectively recruit and retain faculty and staff

- Compensation strategy

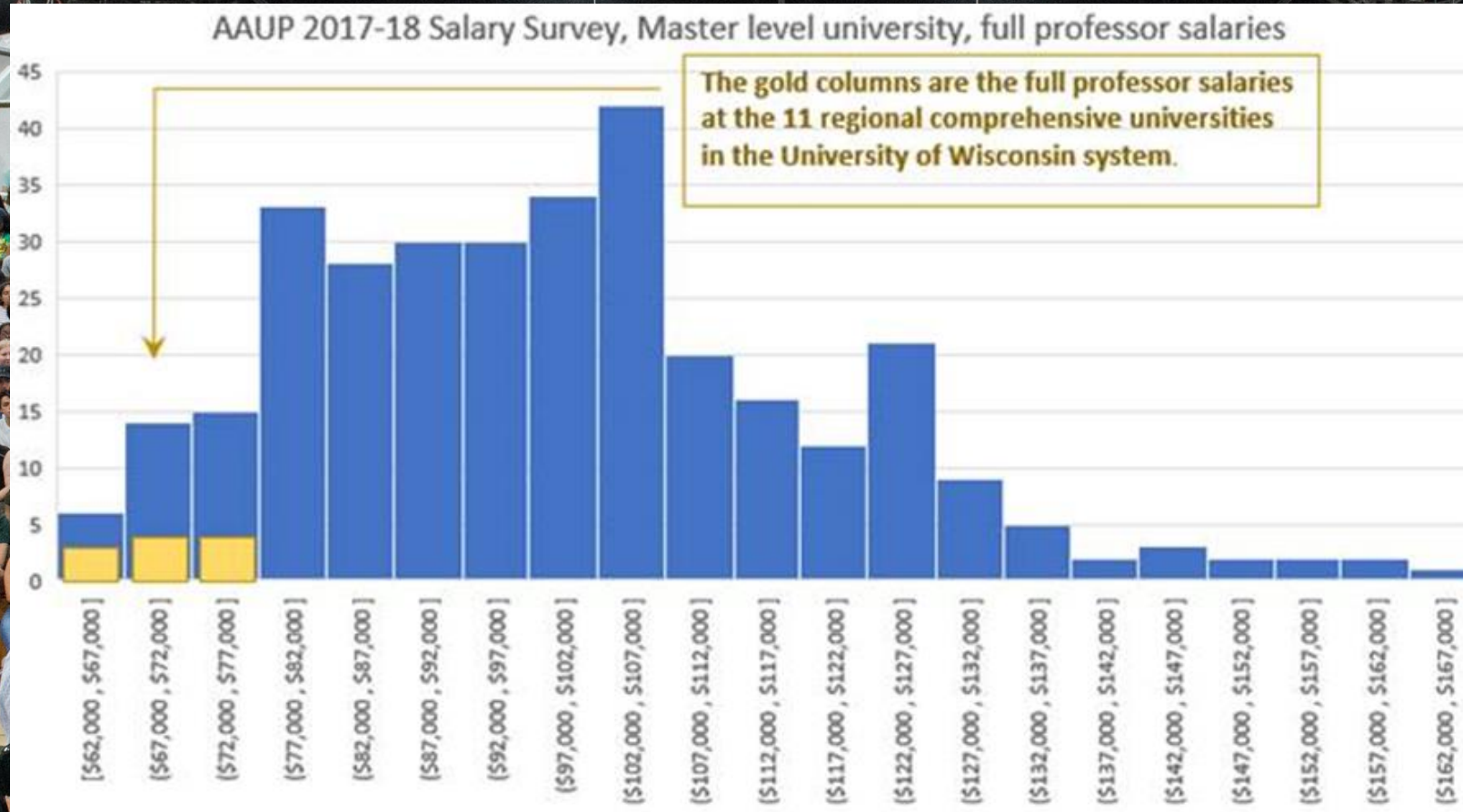
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# UW Comprehensives vs National Salaries: Professors



Source: Ken Menningen, Professor, Physics and Astronomy, UW-Stevens Point

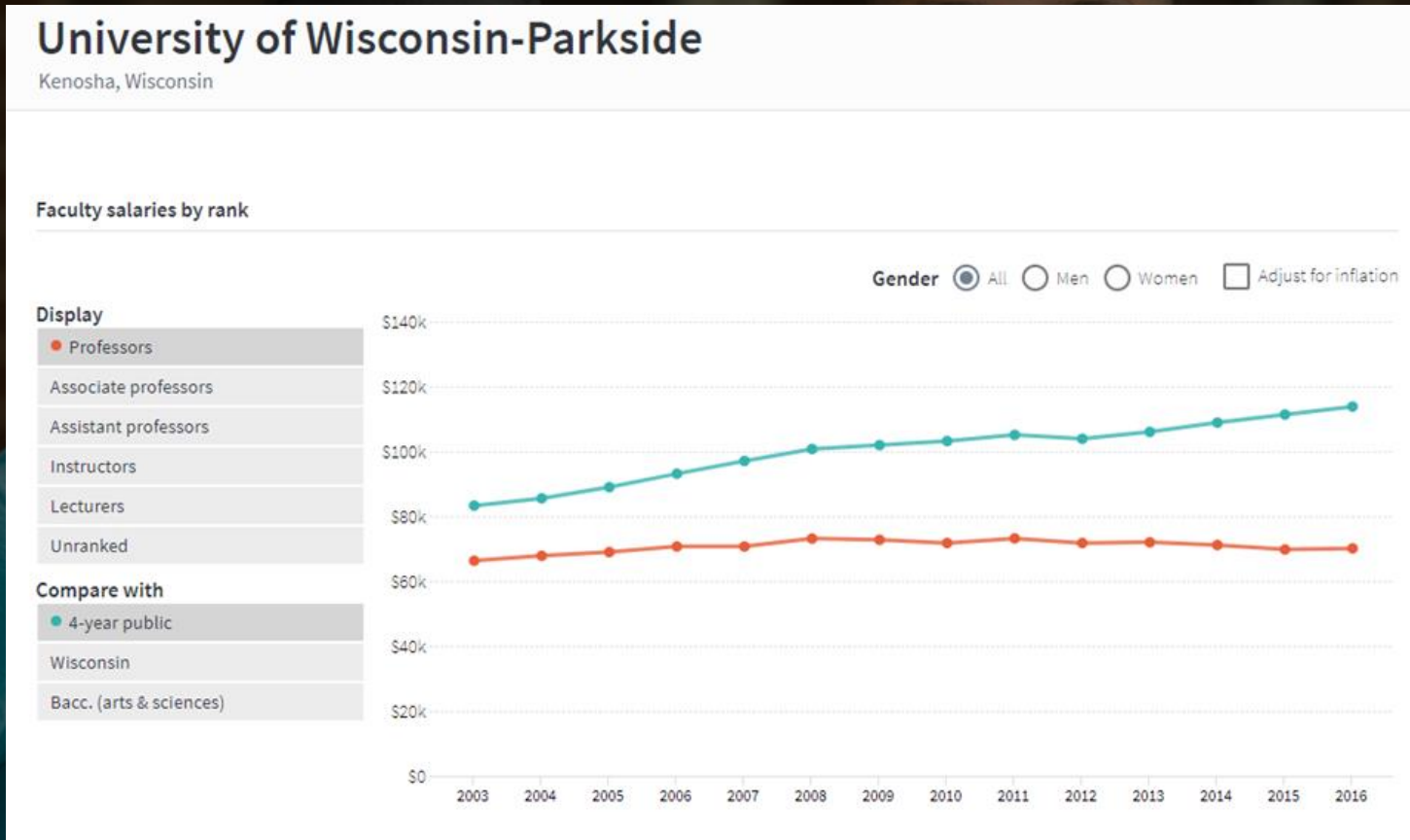
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# UW-Parkside vs National Salaries: Professors



Source: Ken Menningen,  
Professor, Physics and Astronomy,  
UW-Stevens Point

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A photograph of a student with long dark hair, seen from behind, wearing a blue backpack and walking through a crowded outdoor campus event. Other students are visible in the background, some standing and some sitting at tables. The scene is bright and sunny.

# Thank you!

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# Notes

- **UW-Parkside Vision:**

- [https://www.uwp.edu/explore/aboutuwp/mission\\_vision.cfm](https://www.uwp.edu/explore/aboutuwp/mission_vision.cfm)

- **UW-Parkside Academic Plan survey:**

- <https://www.uwp.edu/explore/offices/academicaffairs/upload/Academic-Plan-2017-2020-Web.pdf>, p. 14

- **Sources for acceptance rates:**

- **Medicine:**

- <https://www.aamc.org/download/321480/data/factstablea12.pdf>

- **Physical Therapy:**

- [http://www.ptcas.org/uploadedFiles/PTCASorg/About\\_PTCAS/PTCASAApplicantDataRpt.pdf](http://www.ptcas.org/uploadedFiles/PTCASorg/About_PTCAS/PTCASAApplicantDataRpt.pdf)

- **Dentistry :**

- <https://www.kaptest.com/study/dat/dental-school-admission-by-the-numbers/>

- **Veterinary Medicine :**

- <http://aavmc.org/media-faqs.aspx>