

From: University of Wisconsin-Parkside Office of the Chancellor <chancellor@uwp.edu>
Date: September 23, 2019 at 2:48:17 PM ADT
Subject: MONDAY UPDATE: Matriculations and Money



Colleagues,

It is a sign of the times that we emphasize matriculations and money. While our Strategic Framework and our Academic Plan remind us that we're not doing it for the money, we do need sufficient resources to fund proposed changes. Our vision at UW-Parkside is to transform lives and improve student success. Our region needs us to do more of both to flourish in this century. That's why we've committed to producing 50 percent more graduates annually by 2025. To do that, we're going to need to serve more students and increase compensation for our faculty and staff, both goals in our plans.

A March 22, 2019, memo (posted on the [Academic Plan Updates page](#)) noted that from 2008 to 2018, growth in annual graduates from UW-Parkside outpaced UW System-wide growth by 48 percent (16.9 percent vs 11.4 percent). Over the same 10-year period, however, our headcount enrollment fell 16.6 percent (5,167 to 4,308 students) while the UW Comprehensives collectively gained 3.4 percent. The enrollment trend is changing. Last fall, our headcount enrollment was up 0.7 percent over the previous year. In spring 2019, it was up 2.4 percent, and the fall 2019 estimate puts us 3.4 percent ahead of fall 2018.

Two principal causes are evident. First, we're graduating students at increasing and historically high rates (more on this in a subsequent update), and this is stabilizing undergraduate enrollment. Second, master's program enrollments are growing significantly. From 2009 to 2017, an average of 139 master's students enrolled at UW-Parkside. In spring 2019, there were 312. This fall, the number has increased to 467 (and 236 are in the new online MBA)! In the past two years, the percentage of our students who are in master's programs has increased from 3.4 percent to 10.5 percent with additional growth possible.

This growth has shored up our finances and this has permitted us to act on the Chancellor's Cabinet priority to implement an equity increase in salaries that is completely campus-funded. About three-in-four faculty and staff at UW-Parkside received increases based on how their past salaries compared to peer levels (using an approach initially developed by the University Committee). The adjustments may not have been large, averaging 1.6 percent, but in combination with recent and upcoming UW System-wide raises, it's much needed progress.

In addition, the Chancellor's Cabinet has set a goal of raising the minimum wage on campus to \$15/hour, and raised it to \$14/hour beginning back on July 1. Going forward, we'll continue to refine our equity strategy to better address where the needs are greatest.

We do hope to leave you with the thought that our ability to pay competitively is strengthened as we serve more students and serve them well. To do this, we will continue to seek ways to better support the transformative work you do.

Debbie Ford
Chancellor

Rob Ducoffe
Provost

Scott Menke
Vice Chancellor

Five Things You Should Know...

- [Student athletes honor faculty and staff making an impact on their educational experience](#)
- [UW Extended Campus launches two new online master of science programs](#)
- [Athletics and art come together in UW-Parkside Galleries](#)
- [Nonprofit Leadership Conference Nov. 8](#)
- [Smart Cities Brown Bag Series each Wednesday](#)