

**From:** University of Wisconsin-Parkside Office of the Chancellor <[chancellor@uwp.edu](mailto:chancellor@uwp.edu)>

**Sent:** Monday, September 30, 2019 11:56 AM

**Subject:** MONDAY UPDATE: New UW-Parkside Programs



Colleagues,

In last Monday's update you read about progress made to increase enrollment. The increase is driven by the good work of faculty and staff in developing new, innovative programs that respond to student demand and the needs of our local business, manufacturing, health-care, education and nonprofit communities. Since 2015, more than 30 new master's, bachelor's, and associate degree programs, as well as new minors, concentrations and certificates have been approved. Many of these programs are offered fully online to better serve the adult student market. The new Center for Adult and Returning Students (CARS) will assist this population by helping align their experiences and career goals with our programs.

### **Digital Programs in the Arts and Humanities**

Arts and Humanities students need to be prepared for an increasingly digital world. The College of Arts and Humanities has launched three new programs to meet this need: a concentration in Contemporary and Commercial Music, a certificate in Digital Design and Fabrication, and a certificate and minor in Digital Media and Production. To support these programs, we have created new facilities for digital music technology, digital design and CNC production, and digital audio and video production.

### **Health Care Related Programs**

Health care, including mental health care, is a burgeoning employment area in southeast Wisconsin. To respond to the need for graduates skilled in these areas, the College of Natural and Health Sciences is offering three new programs: an M.S. in Health Care Administration, an M.S. in Clinical Mental Health Counseling, and a concentration in Medical Lab Science in the Applied Health Sciences major. The Health Care Administration program is a collaborative online program, and Medical Lab Science is being delivered in partnership with Froedtert South. Clinical Mental Health Counseling has been a significant driver of graduate student enrollment, with 33 students enrolled in only its second year.

### **Professional and Business Programs**

Southeast Wisconsin is experiencing an economic boom, creating demand for employees with a variety of skill sets. A number of new graduate programs have been or are in the process of

being created to serve this need. These include six new master's programs in Applied Professional Studies, Sport Management, Information Technology Management, Applied Biotechnology, Professional Communication, and Cybersecurity. All are fully online and accessible to working professionals. Applied Professional Studies and Sport Management are already enrolling students. IT Management and Applied Biotechnology will begin enrolling students in the spring. Professional Communication and Cybersecurity are in the approval process and are planning a fall 2020 launch.

UW-Parkside has also become a major player in the UW Flexible Option program. We have been offering the Project Management certificate, and were recently chosen to partner with UW Extended Campus to offer the B.S. in Business Administration degree in the UW Flexible Option format. As of July, just over 90 students were enrolled in our "Flex" programs.

### **Education**

Since 2014, and for the first time in our history, UW-Parkside now offers majors in Education. Responding to the needs of our local school districts and in collaboration with them, we now offer majors in Early Childhood Education (a collaborative program with Gateway Technical College), Elementary Education, Secondary Education, and Special Education, as well as licensure programs in ESL and Bilingual Education.

### **Smart Cities**

A unique new program, certainly the only one in the state and perhaps in the nation, is the new graduate certificate in Smart Cities Policy and Civic Partnerships. Developed by faculty in the College of Social Sciences and Professional Studies, this program establishes UW-Parkside as a key player in the new age of digital technology and the range of new opportunities technology provides for communities to improve the lives of its citizens.

### **Online MBA**

As highlighted in last week's update, a significant driver of the enrollment increase is the online M.B.A. program. That program was substantially revised by faculty in the College of Business, Economics, and Computing to include such new concentrations as Data Analytics, Finance, Marketing, Global Management, and Supply Chain. All courses are offered in seven-week formats creating six start times annually for working professionals. At last count, 238 students were enrolled in the MBA online.

### **Online Programs to Serve the Returning Adult Student Market**

In addition to the new online master's degree programs, UW-Parkside faculty and staff have worked to create an array of new online bachelor's degree-completion programs for the "some-credits, no-degree" market. These include collaborative programs in Sustainable Management

and in Health Information Technology and Management, and our own homegrown programs in Business, Sociology and Liberal Studies.

All of this work has involved the efforts of hundreds of UW-Parkside faculty and staff. Kudos to all of you! Your work has resulted in stronger ties to our community and business partners, the first enrollment increase in many years, and a bright future for our institution.

**Gary Wood**

*Vice Provost for Academic Affairs*

#### **Five Things You Should Know...**

- [Voting on campus up in 2018](#)
- [University Sales Center Alliance adds UW-Parkside as associate member](#)
- [Nonprofit Professional Certificate offered](#)
- [Hispanic Heritage Month continues in October](#)
- [Parkside Athletics Ranger Cub Club](#)