University of Wisconsin-Parkside
Enriching Minds
Changing Lives

Enriching Minds... Changing Lives

Enriching Minds… Changing **Lives**

Thank You

Planning Team	Team Support	Greeters
Diane Donnelly	Cheryl Gundersen	Kim Brudny
Debby Joling	Beth McGee	Karen Grabher
Julie Lee	Laura Mason	Linda Busha
Catherine Mantuano	Creative Services	Laura Littel
Dennis Casey	Chef Joe	Amanda Welbon
Steve Wallner	Sodexo	Sarah Rafferty
Stephanie Sirovatka-Marshall	Facilities	Vivian Williams
Dave Olsen	Jeff Alexander	Ruth Tylock
Angela Jensen	Dean Otu	Andi Worrell
Jim Heller	Dean Baldwin	Diane Tenuta
John Mielke	Dean Jacobs	Jo Cates
Don Lintner	Dean Yohnk	Shana Lovings
Gary Dreyer	Students staffing the posters	Student workers
Kirk Messer	Student performers	
Karen Sorensen	Campus Police	
Jana McLaughlin	Mail Services	
	Shuttle Driver	

University of Wisconsin-Parkside
Enriching Minds
Changing Lives

"The society that builds a new university assesses the future optimistically. It bets that the future will be better than the past and that the *university* will help make it better."

--Irvin G. Wyllie, Chancellor
Our First at the University of Wisconsin-Parkside

University of Wisconsin-Parkside
Enriching Minds
Changing Lives

"*The University of Wisconsin-Parkside has been and will continue to be the place where ideas are born, challenged and changed - and a learning community that enriches minds, changes lives, and brightens futures.*"

--Irvin G. Wyllie, Chancellor
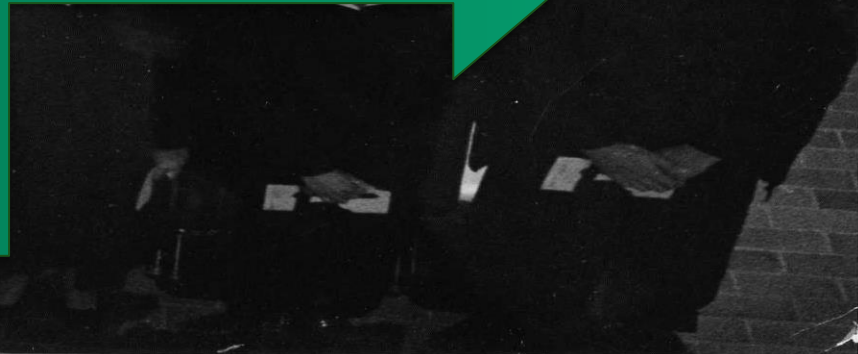
"Come About"

Nautically speaking, to "tack" or to "come about" is to turn the bow through the wind repeatedly in order to gain speed.

I found this to be a lovely parallel for the college experience. More ground must be covered and the task is more difficult however the speed gained by this maneuver more than justifies the struggle.

"Come About"

Mallory Olesen Willing, 2013

With special thanks to Prof. Trenton Baylor

Enriching Minds... Changing Lives

The Future is Now

Enriching Minds... Changing **Lives**

Developing Talent for the 21st Century

- Systems Thinkers
- Innovators
- Flexible and Adaptable
- Communicators
- Problem-solvers
- Team Players
- Focused
- Learners

ARE YOU IN DEMAND?
Health Care Professionals are.

Prepare for a successful career in health care at UW-Parkside with popular majors including pre-health, applied health sciences, nursing, and fitness management

ARE YOU IN DEMAND?
Accountants are.

- Business program accredited by AACSB-International
- Majors in accounting, business management and MIS; concentrations in marketing, human resource management, finance

ARE YOU IN DEMAND?
App Developers are.

Computer science major with certificates in app development and cyber security

Enriching Minds... Changing Lives

ACCREDITED

Higher Learning Commission

A commission of the
North Central Association

Through 2022-23

Enriching Minds... Changing Lives

Those We Serve

"Aiming High and Making Excellence Inclusive"

An Academic Plan to Lead UW-Parkside Toward 2020

Aiming High and Making Excellence Inclusive

University of Wisconsin **PARKSIDE**

Enriching Minds... Changing Lives

Student Success: Fall Trends

⊕ New Student Enrollment	**+7.6%**
⊕ Transfer Enrollment	**+9%**
⊕ Housing Occupancy	**+9%**
⊕ FTE's	**+0.5%**
⊕ Credit Hours	**+2%**
⊕ Retention (Yr 1-to-2)	**+10%**
⊕ Diversity of New Class	**+2.6%**
● Average ACT	**=21.0**
⊖ Total Enrollment	**-3%**

What They Study	
By College	**Students**
• **College of Natural and Health Sciences**	**881**
• **College of Business Economic and Computing**	**1,021**
• **College of Social Sciences and Professional Studies**	**488**
• **College of Arts and Humanities**	**431**
• **Undeclared**	**1,674**
Major	**Students**
• Business Management	749
• Criminal Justice	305
• Biological Sciences	254
• Psychology	186
• Applied Health Sciences	179
• Sport Management	137
• Communication	130
• English	129
• Sociology/Anthropology	125
• Computer Science	124

Enriching Minds... Changing Lives

Paying for Most of Tuition and Expenses

	Freshmen		Seniors	
	UW-Parkside	UW Comprehensives	UW-Parkside	UW Comprehensives
	52%	48%	**79%**	65%

(2011 NSSE)

University of Wisconsin-Parkside
Enriching Minds
Changing Lives

Federal Pell Grants Recipients

	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Pell Recipient	1,421	1,578	1,627	2,016	2,303	2,229	2,191

Enriching Minds... Changing Lives

Working Students

20 or More Hours Per Week Off Campus

Freshmen

Freshmen chart — "20 or More Hours Per Week Off Campus" by year (2004*, 2006, 2008, 2011):
- UW-Parkside (green): 31%, 35%, 28%, 22%
- UW Comprehensives (red): 12%, 17%, 15%, 11%
- All NSSE (blue): 9%, 9%, 8%, 7%

Seniors

Seniors chart — "20 or More Hours Per Week Off Campus" by year (2004*, 2006, 2008, 2011):
- UW-Parkside (green): 44%, 43%, 43%, 39%
- UW Comprehensives (red): 28%, 32%, 32%, 29%
- All NSSE (blue): 26%, 28%, 27%, 25%
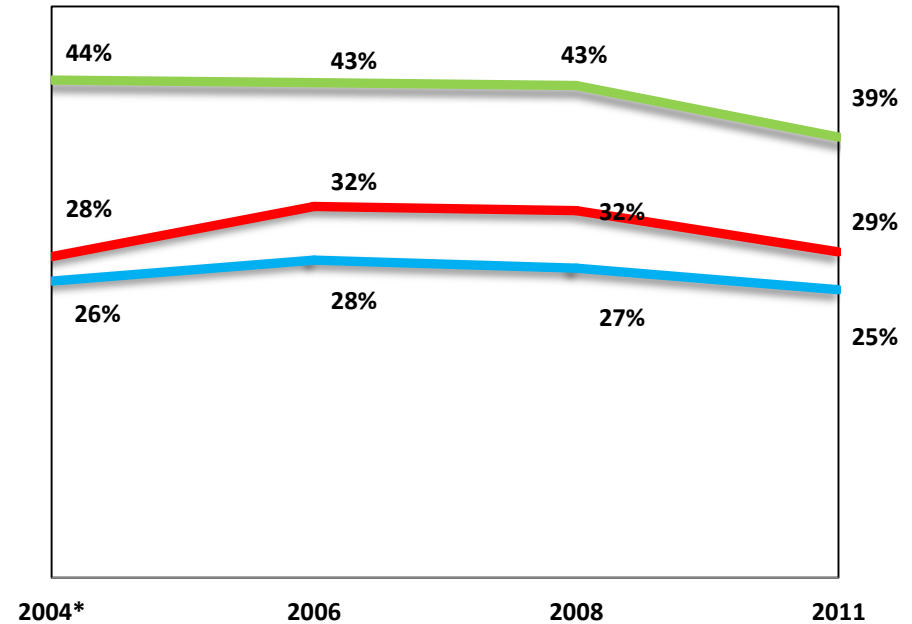
Legend:
- UW-Parkside
- UW Comprehensives
- All NSSE

*The 2004 UW comparison group included all UW institutions

First Generation

Percent of First Generation Students in Cohort First-time Full-time Freshmen			
Fall 2010	**Fall 2011**	**Fall 2012**	**Fall 2013**
55.1%	**58.3%**	**58.6%**	**55.7%**

Enriching Minds... Changing Lives

STUDENTS OF COLOR ENROLLMENT
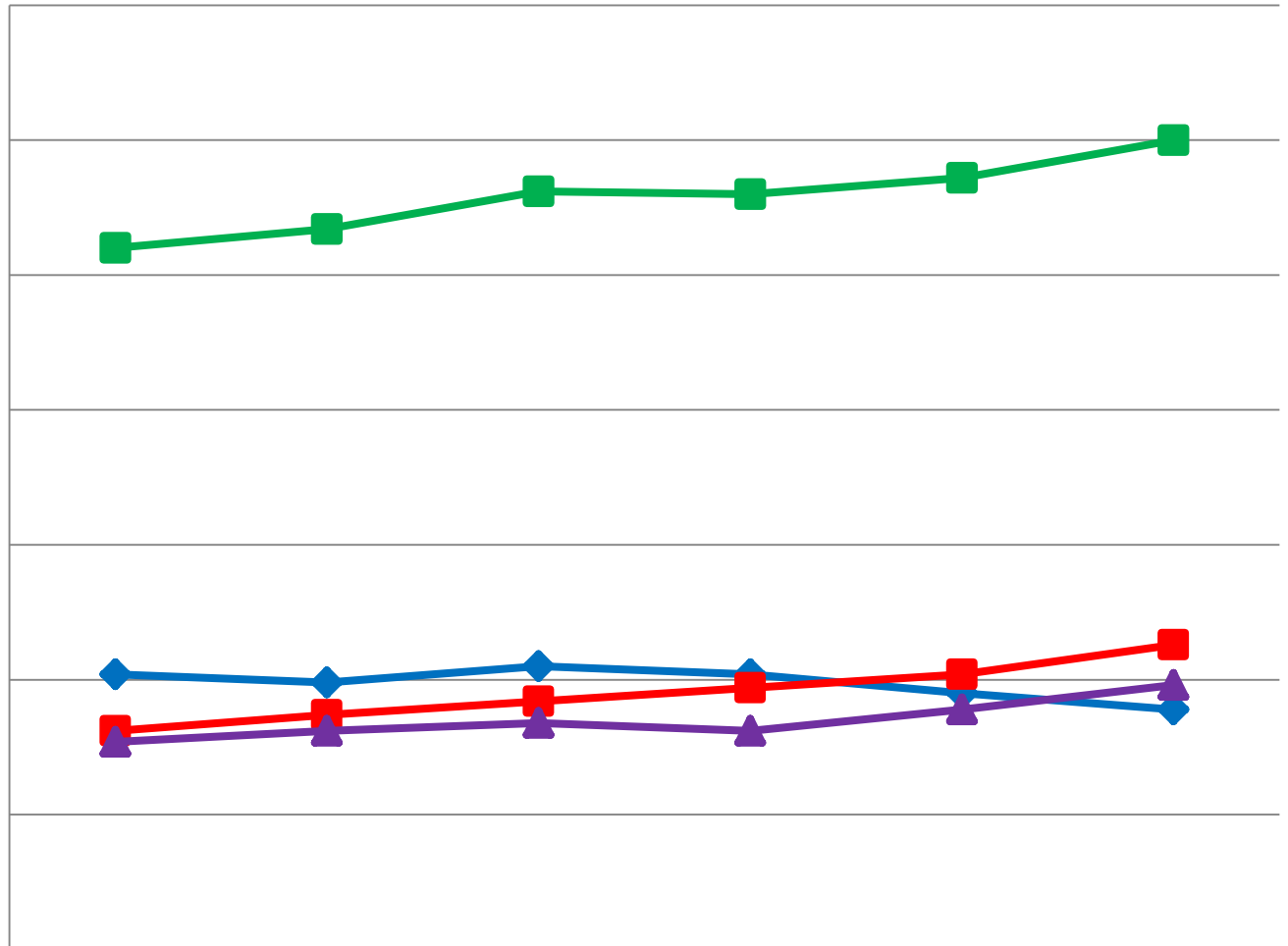
	2008	2009	2010	2011	2012	2013
African American/Black	10.2%	9.9%	10.5%	10.2%	9.5%	8.9%
Hispanic/Latino	8.1%	8.7%	9.2%	9.7%	10.2%	11.3%
Other Students of Color	7.7%	8.1%	8.4%	8.1%	8.9%	9.8%
Total Students of Color	26.0%	26.7%	28.1%	28.0%	28.6%	30.0%

Retention Rates

2nd year Retention Rate Vs Plan
New Freshmen Entering Full-Time in Fall

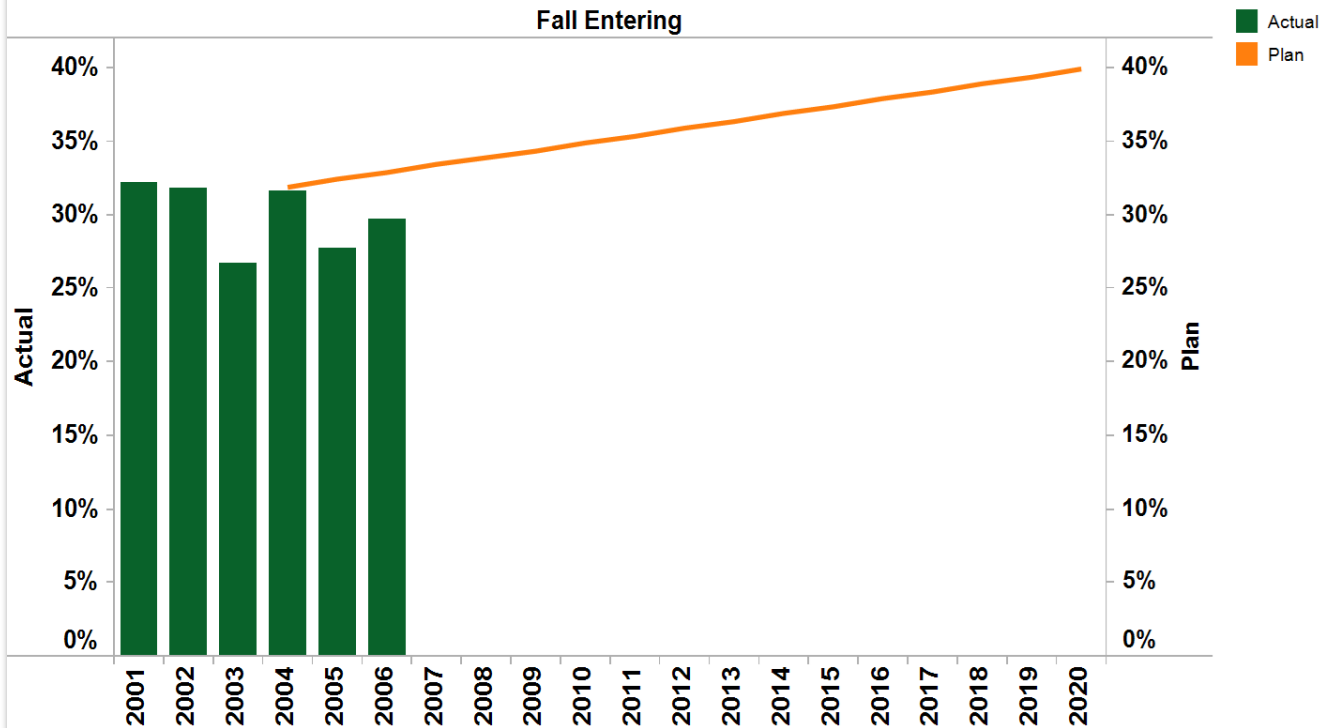Fall New Freshmen % retained to 2nd year

72.4 (preliminary)
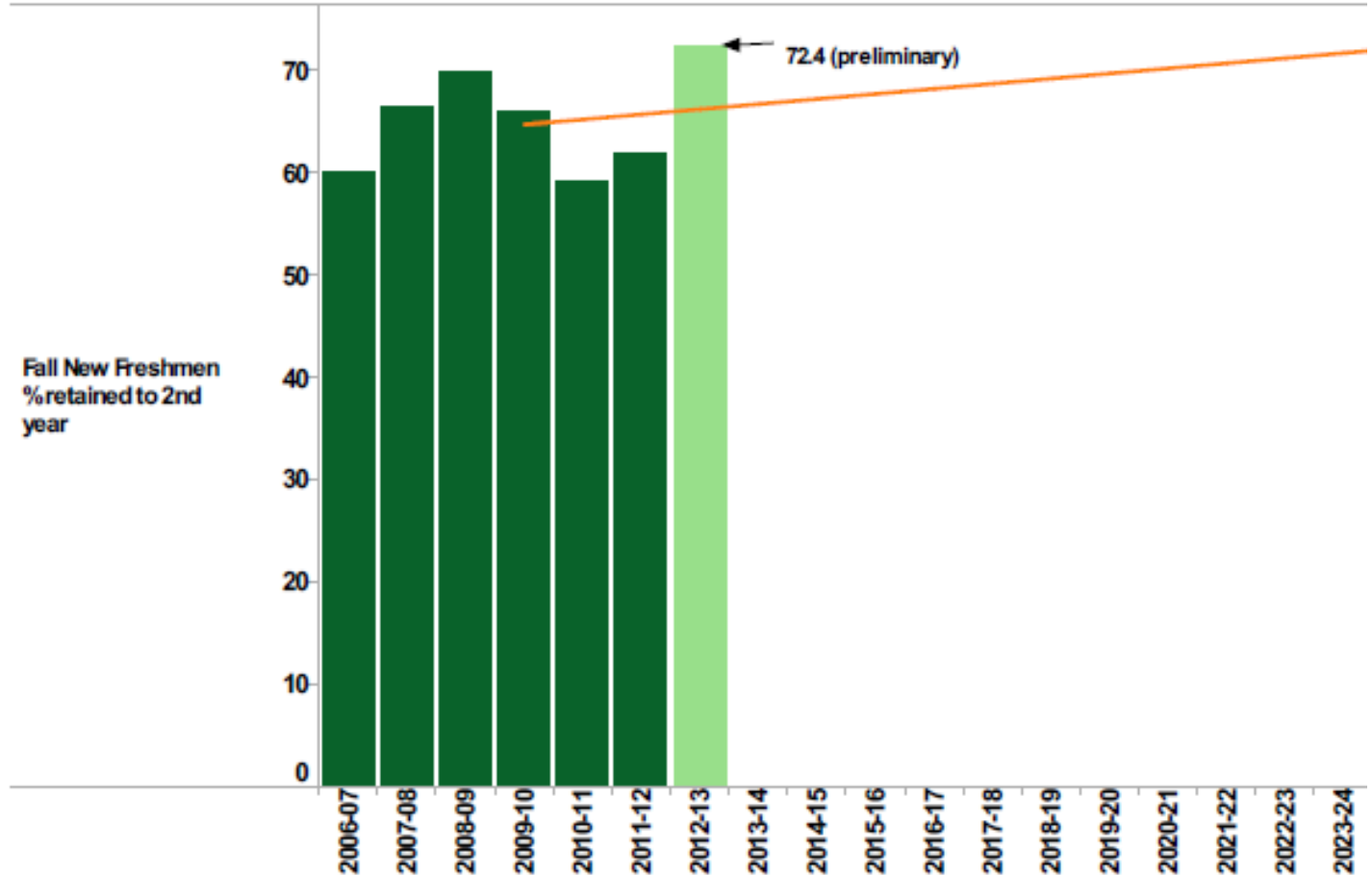
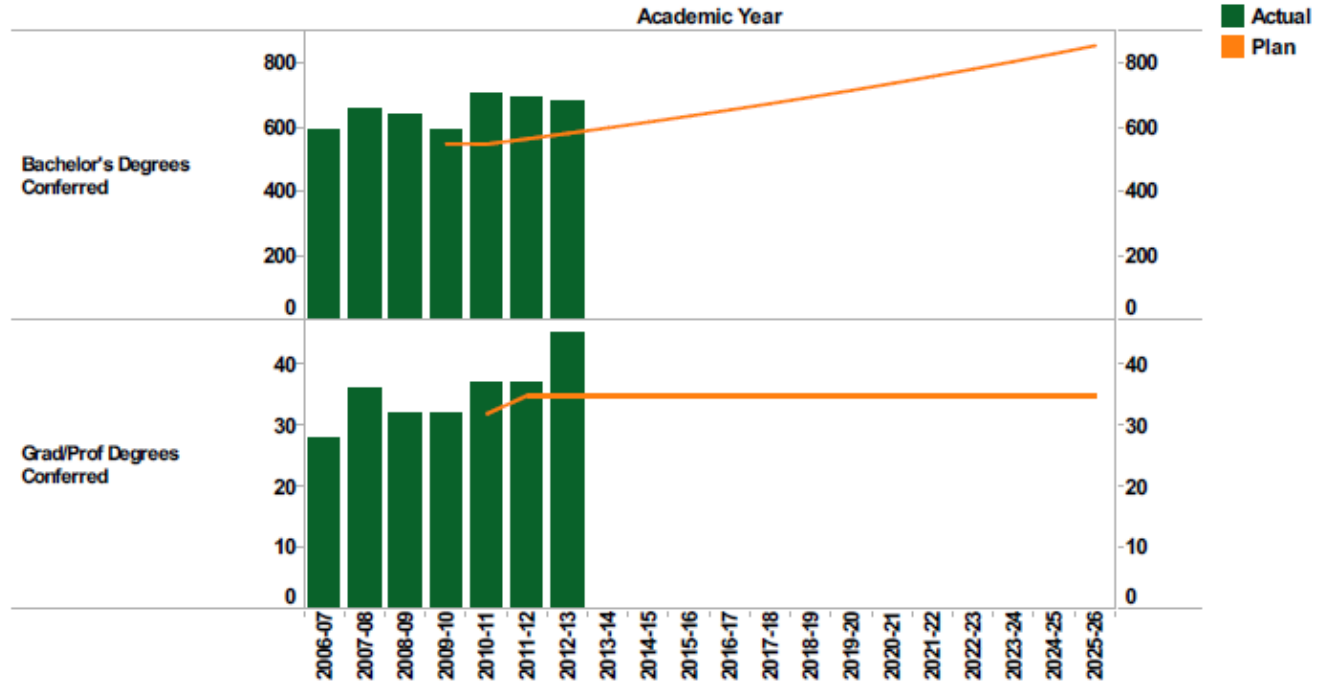Enriching Minds... Changing Lives

Graduation Rates
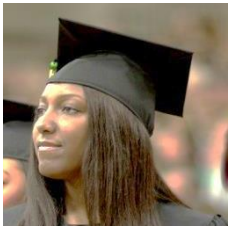
**6-Year Graduation Rates vs. Plan
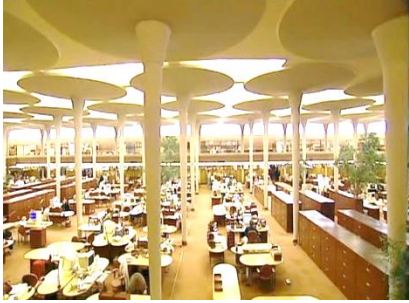New Freshmen Entering Full-Time in Fall**

Degrees Conferred

Undergraduate and Graduate Degrees Conferred

Our Dynamic Personality

University of Wisconsin-Parkside
Enriching Minds
Changing Lives

- 93% acceptance rate for medical school applications over past decade

- Carnegie Foundation Community Engagement Classification

- The only AACSB-International accredited business program based in Racine, Kenosha or Lake County, Ill.

- 90% placement rate for students into professional theater and entertainment industries

- Home of the only NCAA Division II university in the state – public or private

- 66 of our student-athletes earned all academic honors across in 2013-2014

Our Commitment
To Students

- Create Student-Centered Flexibilities

- Address Current and Future Skills Gaps

- Discover New Ways to Support the Greater Community

Student Success and Partnerships

Partnerships and Pathways

Wisconsin Technical Colleges

Gateway	Blackhawk	Fox Valley	Lakeshore	Madison Area
Milwaukee Area	Mid-State	Moraine Park	Nicole Area	North Central
Northeast	Southwest	Waukesha County	Western	Wisconsin Indian Head

University of Wisconsin System

University of Wisconsin-Milwaukee – 3-2 Nursing

Consortial Programs:
- Health Information Management – undergraduate
- Sustainable Management – undergraduate, graduate
- Consortial MBA – on-line

Illinois

Rosalind Franklin University of Medicine and Science , Lake County Illinois

International

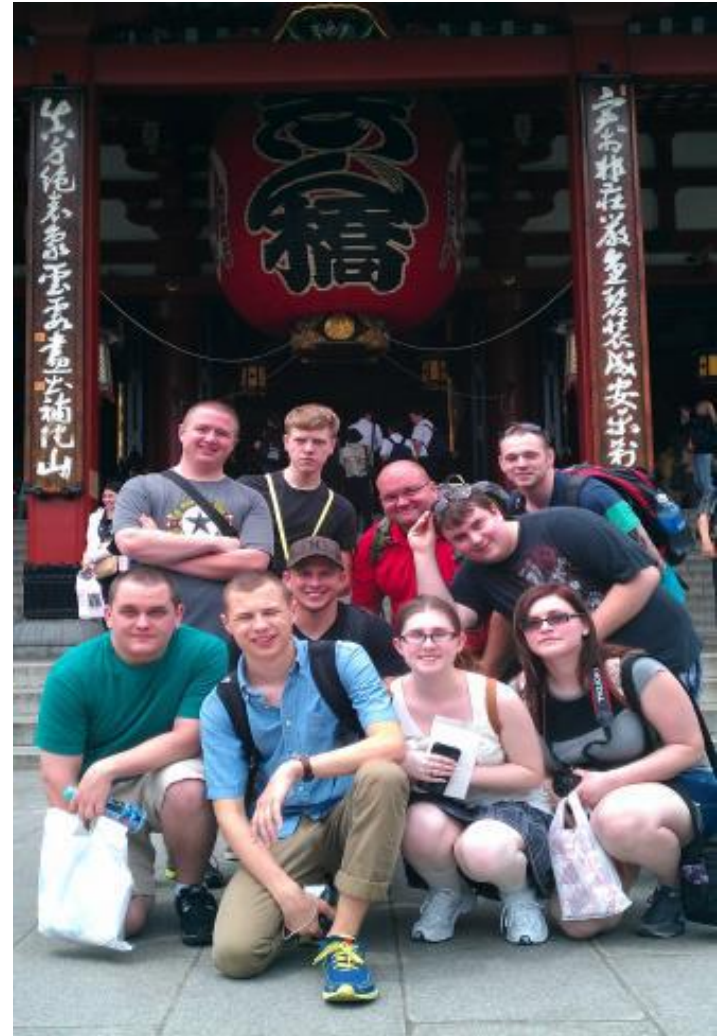| Institution	Country
University of Western Sydney	Australia
University of Forteleza	Brazil
Beijing Information Science and Technology University	China
Beijing Technology and Business University	China
Ostfalia University of Applied Sciences	Germany
Indian Institute of Cost and Management	India
All Hollows College	Ireland
University of Calabria	Italy

Engaged Learning

- Increase Likelihood Students Earn a Degree

- Develop Talent with 21st Century Skills for in-Demand Careers

- Engage and Strengthen Regional Community

- Develop Talent ready to work, to adapt, to grow, and to contribute

Enriching Minds... Changing Lives

High Impact Learning Practices

- Study Abroad

- Undergraduate Research

- Student Organizations

- First-year Experience

- Learning Communities

Enriching Minds... Changing Lives

- Community-based Learning

- Internships and "Ranger-Link" externship program

- Project based learning in the Ralph Jaeschke Solutions for Economic Growth Center

Enriching Minds... Changing Lives

Barriers to Success

Financial

- Reductions in state support
- Use of cash to fund base expenses
- Increased costs of technology
- Transfer of costs from municipalities to University
- Flat Enrollment
- Impacts ability to provide competitive salaries

Responsive Actions

- Fiscal Planning for three year horizon
- Strategic Initiative request process
- Program and Service Prioritization
- Strategic Enrollment Planning
- Asking "where do we invest" and "what do we stop doing?"

Enriching Minds... Changing Lives

Barriers to Success

Enrollment

- Lack of market share of high school graduates and adult learners
- Flat Enrollment

Responsive Actions

- New and revised academic programs
- Investments in aggressive recruitment strategies
- Investments and programs to improve student experience
- Title III Grant – Graduate Parkside
- Digital Communications Initiative and new Web presence
- Partnerships, articulations and new delivery models

Enriching Minds... Changing Lives

Barriers to Success

Pace of Change

- Competing Priorities – HLC, Strategic Planning, New HRS
- Unfunded Mandates
- New expectations within antiquated policies and processes

Responsive Actions

- Increased internal communications
- Encouraging collaboration across functions and campus

Enriching Minds... Changing Lives

University of Wisconsin-Parkside

UW-Parkside Pillars for Excellence

Stewardship & Operational Excellence

Partnerships & Pathways

Academic Excellence & Quality

Student Success

Telling Our Story

COLLABORATION – INTERDISCIPLINARY – HIGH IMPACT

Enriching Minds... Changing Lives

Academic Excellence & Quality

Goals & Initiatives

- Implement Academic plan
- Introduce new and redesigned academic programs to align with regional needs

How We Will Measure Success

- Accreditation of academic programs, awards
- Quality of our graduates

University of Wisconsin-Parkside
Enriching Minds
Changing Lives

Student Success

- Enrollment Growth

- Implementation of Strategic Enrollment Management plan

- Increased participation in high impact learning practices and student engagement

- Success of Graduate Parkside, Retention Task Force and Faculty Learning Community for Student Retention

Enriching Minds... Changing Lives

Partnerships & Pathways

- Success of educational collaborations across campus and with partners

- Articulation Agreements

- International Relationships

- Continued Carnegie Classification as Engaged University
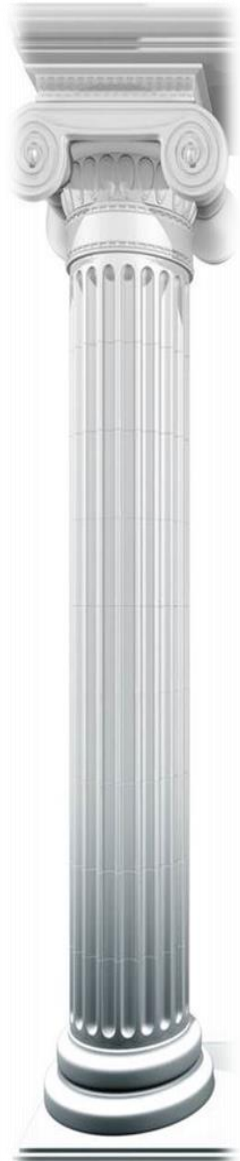
Stewardship and Operational Excellence

- Working within and meeting individual strategic and measurable goals

- Help create and own role in well designed plans, policies and practices

- Responsibility in creating linkages and relationships to provide seamless service to one another, students and community

- Realize and own our individual role in building the culture and morale of campus

- Being excellent stewards of our resources

Enriching Minds... Changing Lives

Telling Our Story

- **Attention**
- **Access and Affordability**
- **New at UW-Parkside**

- Raise our collective ability to realize and share "lived experience" of UW-Parkside learning and growing

- Build capacity of campus to align and contribute to our storytelling

- Expand reach and quality of stories into the community, region and beyond

Enriching Minds... Changing Lives

Engaged Learning
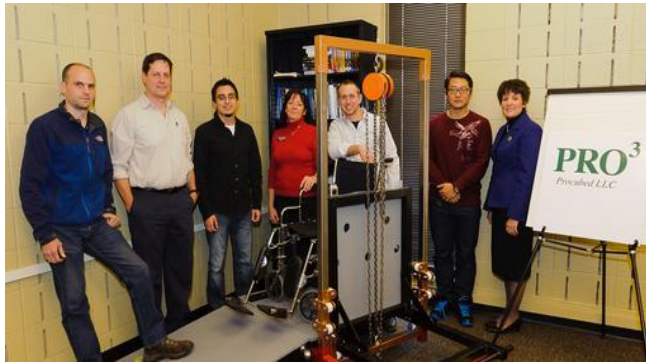
University of Wisconsin-Parkside

Enriching Minds... Changing Lives

"The society that builds a new university assesses the future optimistically. It bets that the future will be better than the past and that the *university* will help make it better."

--Irvin G. Wyllie, Chancellor
Our First at the University of Wisconsin-Parkside

University of Wisconsin-Parkside
Enriching Minds
Changing Lives

Lead in Changing Times

"Challenges make you discover things about yourself that you never really knew. They're what make the instrument stretch--what make you go beyond the norm."

"*The University of Wisconsin-Parkside has been and will continue to be the place where ideas are born, challenged and changed - and a learning community that enriches minds, changes lives, and brightens futures.*"

--Irvin G. Wyllie, Chancellor

University of Wisconsin-Parkside

Enriching Minds
Changing Lives