University of Wisconsin-Parkside
Enriching Minds
Changing Lives
Welcome: Chancellor Debbie Ford
While on Campus...

Enriching Minds... Changing Lives
# Thank You

## Planning Team
- Diane Donnelly
- Debby Joling
- Julie Lee
- Catherine Mantuano
- Dennis Casey
- Steve Wallner
- Stephanie Sirovatka-Marshall
- Dave Olsen
- Angela Jensen
- Jim Heller
- John Mielke
- Don Lintner
- Gary Dreyer
- Kirk Messer
- Karen Sorensen
- Jana McLaughlin

## Team Support
- Cheryl Gundersen
- Beth McGee
- Laura Mason
- Creative Services
- Chef Joe
- Sodexo
- Facilities
- Jeff Alexander
- Dean Otu
- Dean Baldwin
- Dean Jacobs
- Dean Yohnk
- Students staffing the posters
- Student performers
- Campus Police
- Mail Services
- Shuttle Driver

## Greeters
- Kim Brudny
- Karen Grabher
- Linda Busha
- Laura Littel
- Amanda Welbon
- Sarah Rafferty
- Vivian Williams
- Ruth Tylock
- Andi Worrell
- Diane Tenuta
- Jo Cates
- Shana Lovings
- Student workers
“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
“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
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
Culture of Planning

ACCRREDITED

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”

Enriching Minds... Changing Lives
## Student Success: Fall Trends

<table>
<thead>
<tr>
<th>Category</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Student Enrollment</td>
<td>+7.6%</td>
</tr>
<tr>
<td>Transfer Enrollment</td>
<td>+9%</td>
</tr>
<tr>
<td>Housing Occupancy</td>
<td>+9%</td>
</tr>
<tr>
<td>FTE’s</td>
<td>+0.5%</td>
</tr>
<tr>
<td>Credit Hours</td>
<td>+2%</td>
</tr>
<tr>
<td>Retention (Yr 1-to-2)</td>
<td>+10%</td>
</tr>
<tr>
<td>Diversity of New Class</td>
<td>+2.6%</td>
</tr>
<tr>
<td>Average ACT</td>
<td>=21.0</td>
</tr>
<tr>
<td>Total Enrollment</td>
<td>-3%</td>
</tr>
</tbody>
</table>
## What They Study

### By College

<table>
<thead>
<tr>
<th>College</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Natural and Health Sciences</td>
<td>881</td>
</tr>
<tr>
<td>College of Business Economic and Computing</td>
<td>1,021</td>
</tr>
<tr>
<td>College of Social Sciences and Professional Studies</td>
<td>488</td>
</tr>
<tr>
<td>College of Arts and Humanities</td>
<td>431</td>
</tr>
<tr>
<td>Undeclared</td>
<td>1,674</td>
</tr>
</tbody>
</table>

### Major

<table>
<thead>
<tr>
<th>Major</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Management</td>
<td>749</td>
</tr>
<tr>
<td>Criminal Justice</td>
<td>305</td>
</tr>
<tr>
<td>Biological Sciences</td>
<td>254</td>
</tr>
<tr>
<td>Psychology</td>
<td>186</td>
</tr>
<tr>
<td>Applied Health Sciences</td>
<td>179</td>
</tr>
<tr>
<td>Sport Management</td>
<td>137</td>
</tr>
<tr>
<td>Communication</td>
<td>130</td>
</tr>
<tr>
<td>English</td>
<td>129</td>
</tr>
<tr>
<td>Sociology/Anthropology</td>
<td>125</td>
</tr>
<tr>
<td>Computer Science</td>
<td>124</td>
</tr>
</tbody>
</table>

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*Enriching Minds... Changing Lives*
## Paying for Most of Tuition and Expenses

<table>
<thead>
<tr>
<th></th>
<th>Freshmen</th>
<th>Seniors</th>
</tr>
</thead>
<tbody>
<tr>
<td>UW-Parkside</td>
<td>52%</td>
<td>79%</td>
</tr>
<tr>
<td>UW Comprehensives</td>
<td>48%</td>
<td>65%</td>
</tr>
</tbody>
</table>

(2011 NSSE)
Federal Pell Grants Recipients

<table>
<thead>
<tr>
<th>Year</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-07</td>
<td>1,421</td>
</tr>
<tr>
<td>2007-08</td>
<td>1,578</td>
</tr>
<tr>
<td>2008-09</td>
<td>1,627</td>
</tr>
<tr>
<td>2009-10</td>
<td>2,016</td>
</tr>
<tr>
<td>2010-11</td>
<td>2,303</td>
</tr>
<tr>
<td>2011-12</td>
<td>2,229</td>
</tr>
<tr>
<td>2012-13</td>
<td>2,191</td>
</tr>
</tbody>
</table>
20 or More Hours Per Week Off Campus

**Freshmen**

- 2004: 31%
- 2006: 35%
- 2008: 28%
- 2011: 22%

**Seniors**

- 2004: 26%
- 2006: 28%
- 2008: 32%
- 2011: 32%

*The 2004 UW comparison group included all UW institutions*
### First Generation

<table>
<thead>
<tr>
<th>Percent of First Generation Students in Cohort First-time Full-time Freshmen</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall 2010</strong></td>
</tr>
<tr>
<td>55.1%</td>
</tr>
</tbody>
</table>

*Enriching Minds... Changing Lives*
STUDENTS OF COLOR ENROLLMENT

<table>
<thead>
<tr>
<th>Year</th>
<th>African American/Black</th>
<th>Hispanic/Latino</th>
<th>Other Students of Color</th>
<th>Total Students of Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>10.2%</td>
<td>8.1%</td>
<td>7.7%</td>
<td>26.0%</td>
</tr>
<tr>
<td>2009</td>
<td>9.9%</td>
<td>8.7%</td>
<td>8.1%</td>
<td>26.7%</td>
</tr>
<tr>
<td>2010</td>
<td>10.5%</td>
<td>9.2%</td>
<td>8.4%</td>
<td>28.1%</td>
</tr>
<tr>
<td>2011</td>
<td>10.2%</td>
<td>9.7%</td>
<td>8.1%</td>
<td>28.0%</td>
</tr>
<tr>
<td>2012</td>
<td>9.5%</td>
<td>10.2%</td>
<td>8.9%</td>
<td>28.6%</td>
</tr>
<tr>
<td>2013</td>
<td>8.9%</td>
<td>11.3%</td>
<td>9.8%</td>
<td>30.0%</td>
</tr>
</tbody>
</table>
Retention Rates

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

Fall New Freshmen % retained to 2nd year

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Graduation Rates

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

Fall Entering

- 0%
- 5%
- 10%
- 15%
- 20%
- 25%
- 30%
- 35%
- 40%

Actual
Plan


University of Wisconsin-Parkside
Enriching Minds, Changing Lives
Our Dynamic Personality
• 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
University of Wisconsin-Parkside

Student Success and Partnerships

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### Partnerships and Pathways

#### Wisconsin Technical Colleges

<table>
<thead>
<tr>
<th>Gateway</th>
<th>Blackhawk</th>
<th>Fox Valley</th>
<th>Lakeshore</th>
<th>Madison Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee Area</td>
<td>Mid-State</td>
<td>Moraine Park</td>
<td>Nicole Area</td>
<td>North Central</td>
</tr>
<tr>
<td>Northeast</td>
<td>Southwest</td>
<td>Waukesha County</td>
<td>Western</td>
<td>Wisconsin Indian Head</td>
</tr>
</tbody>
</table>

#### 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

#### International

**Illinois**

Rosalind Franklin University of Medicine and Science, Lake County Illinois

**University of Western Sydney**

Country: Australia

**University of Fortaleza**

Country: Brazil

**Beijing Information Science and Technology University**

Country: China

**Beijing Technology and Business University**

Country: China

**Ostfalia University of Applied Sciences**

Country: Germany

**Indian Institute of Cost and Management**

Country: India

**All Hollows College**

Country: Ireland

**University of Calabria**

Country: 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

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High Impact Learning Practices

- Study Abroad
- Undergraduate Research
- Student Organizations
- First-year Experience
- Learning Communities

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High Impact Learning Practices

• Community-based Learning

• Internships and “Ranger-Link” externship program

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

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University of Wisconsin-Parkside
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
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
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
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
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

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
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.”

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