Maintaining UWM's Momentum: The Importance of UWM's Research, Student Success & Community Engagement

Spring Plenary Address, February 3, 2016
Chancellor Mark A. Mone
University of Wisconsin-Milwaukee
Welcome and Overview

- Mid-year review and status update
- 2016 priorities in support of strategic directions
- Culture and climate
- Q&A
Positive Momentum

- Global exposure for UWM
- Fund raising / giving
- Sustainability recognition
- HLC re-accreditation
- Panther athletes’ GPA
- WUWM recognized

Review
January 3, 2016
Tenure system isn’t broke.
Don’t fix it.

December 15, 2015
Legislation would restore shared governance at UW to former status

December 17, 2015
Year in Review:
Education funding slashed

January 21, 2016
Zero In On College Affordability

December 15, 2015
Legislation would restore shared governance at UW to former status

January 8, 2016
Tenure’s tenuous future
Competition for Students

Our Conversations with You Two Years Ago: Mobilizing Campus around New Realities

Total Fall Enrollment, 1996-2021 (projected)

- Compound annual growth, 1996-2010: 2.8%
- Compound annual growth, 2011-2021: 1.2%
- Straight-line projection (2.8%)
- Actual projection

3.8M Enrollment gap in 2021

Today’s Challenges:
1. Slowing enrollment revenue growth
2. Intra-system competition for enrollment
3. “New” markets also crowding

Disinvestment & Re-investment

Funding for higher education from fiscal year 2015 to 2016

Disinvestment and Re-investment

Data: Center for the Study of Education Policy at Illinois State University and the State Higher Education Executive Officers

Review
Student Debt

Crossing the $1 Trillion Mark
Total US Student Loan and Credit Card Debt, in Billions

Student debt $1.1 trillion
Credit card debt $660 billion

Issues Across Campuses

Review

94% of college counseling directors say they've seen an increase of students with severe psychological problems.

Massachusetts Universities Investigated in 2014 for Possible Violations of Federal Law Handling Sexual Assault Complaints

- Amherst College
- Boston University
- University of Massachusetts Amherst
- Harvard College
- Harvard Law School

Source: ed.gov and clevelandpecrisis.org
Task Force Recommendations

- Sexual Violence Prevention, Reporting & Response
  - Task force formed last spring
  - Report and recommendations submitted in December
  - Next steps: Report review & implementation

- New Web site
  - uwm.edu/sexual-assault
Budget Activities

- Three campus budget meetings
- Work with governance groups and others
- Budget teams
- UWS task forces
  - Tuition
  - Tenure
- Advocacy efforts

Review
Path Forward

- Budget realities require clear direction
  - CCOET, BPTF, S/C, department-level

- Base budget:
  - UWS allocation, legislature, tuition task force

- Capital budget (17-19 and 19-21):
  - NWQ, IC-IRC, Basketball Practice, Lubar Center for Entrepreneurship, UWM Welcome Center, Student Union, Chemistry
Enrollment and Student Success

CEMAT actions and goal areas:
- Key markets identified and actions increased
- On-site admission events
- Student Success Collaborative Campus launch on Feb. 18
- Strategic Enrollment Management (SEM) plan
- 5-year plan completion goal: Summer 2016
- Visit uwm.edu/sem

Note: All of us have a role in attraction, retention, and graduation; critically important to our future
Key pillars: Students, Research and Engagement

- Student scholarships are essential
- $93+ million raised for campaign
- Donors believe in UWM and want to support us
Strength as a Research University

- No changes to research mission
  - *Journal Sentinel* op-ed
  - Research as a differentiator
  - Solving societal issues AND supporting state economy
  - Strengthen research partnerships
  - All research is critical
  - Carnegie classification
  - Impact of research on students
Strength as a Research University

Priorities
Partnerships Make a Difference

- Two worlds we live in: Revitalization and outgrowths of poverty
  - Education
  - Business
  - Healthcare
  - Entrepreneurship
  - Social equity, justice and entrepreneurship compact
  - Importance of partnerships and engagement
You and UWM Matter

What is at stake for Wisconsin – A few examples

- 730 fewer new nurses
- Absence of 500+ accounting graduates
- 1,051 fewer newly-licensed teachers
- Absence of 1,100+ degreed engineers

Figures are across 3 years

Priorities
Strengthening UWM Offense

- Through grit and determination ...
- Forcefully communicate effects of no longer being able to provide affordable, quality education
- Sending the message that an investment in UWM pays off

For every $1 invested in a college student, the U.S. gets back $7.46

Federal Reserve Bank of Boston study
Why We Are Here

- Importance of our valued talent: You
- Remarkable colleagues and accomplishments
  - Chia Vang, UWS Diversity Award
  - UWM awarded American Heart Fit-Friendly Workplace
  - Pam Conine & Sandi Smith recognized as theater interpreters
  - Mark Zoromski elected to Milwaukee Press Club Hall of Fame
  - Nursing recognized with “Students Before Profits” award
  - Robert Schneider receives Wis Bike Fed advocate award
Why We Are Here – In Your Words

Culture & Climate
How You Can Help

- We need your help
  - Recruitment
  - Retaining students
  - Alumni involvement
  - Donor relations
- Promote campus visits to potential students
- Become a UWM Ambassador
- Host an “About UWM” event at your child’s school
- Share names of successful alumni & others who may be interested in supporting UWM

uwm.edu/budget/how-can-i-help
Takeaways

- Momentum continues: Research, student success & engagement
- Difficult times require even stronger offense
- UWM matters more than ever
  - You and every part of this institution are important

Wrap-up
Questions and Answers

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