Elevating UWM’s Impact: An Action Plan for our Changing Context

UW-Milwaukee Chancellor Mark A. Mone
Fall Plenary Address
September 28, 2017
Positive Highlights

MADE IN MILWAUKEE, SHAPING THE WORLD.
THE CAMPAIGN FOR UWM

UWM launches $200 million campaign to support students, research, engagement

Karen Herzog, Milwaukee Journal Sentinel
Published 7:00 p.m., CT Sept. 25, 2017

The University of Wisconsin-Milwaukee on Mond publicly launched a $200 million private fundraising campaign to support student scholarships, research and community engagement.

The goal is the most ambitious in the university’s year history and double that of the last campaign which ended in 2008 after surpassing its $100 million goal by $25 million.

University leaders said they already have commitments for about 85% of the new goal, with contributions of more than $170 million from some 17,000 donors.

Forty-eight donors each contributed more than $1 million to UWM, according to Patricia Borger, UW-M’s vice chancellor for Development and Alumni Relations.

ARCHIVES: Amid rough seas for UW System, wave of distinct challenges hits UW

Major gifts included $10 million from Marianne and Sheldon Lubin to establish a new Lubin Entrepreneurship Center and $5 million from Mary and Ted Kilner through the Keiben Foundation for faculty support, scholarships and entrepreneurship.

"UWM makes a tremendous impact on southeastern Wisconsin and support to th
Positive Highlights

The University of Wisconsin-Milwaukee now has first accredited public health school in Wisconsin.

- New WI freshmen up 4%
- New IL freshmen up 8%
- Retention rate at historic high of 74%
- Increased retention of African American students
Outcomes, Context and Actions

**Actions**
- S/C work in teaching, research & engagement aligned with CSOWG goals, pathways, metrics
- Seizing strategic opportunities (long-term) / partnerships to take charge of our strategic priorities
- Driving home the case for investing in UWM
- Intensifying political lobbying & stakeholder communication

**Why/Outcomes**
- Strengthening UWM, city, region & state
- Elevating value of a college degree
- Magnifying R1 impact
- Retention & graduation rates
- Employment, graduate school options
- Budget support

**Context/Issues**
- Political – (e.g. funding, policy)
- Social unrest / divide(s)
- Sociocultural – attitudes toward college
- Public higher education funding
OUTCOMES: Why We Are Here

180,000 alumni who make an impact on our region

5,642 graduates in 2017 filling the talent pipeline

28,109 degrees granted over 5 years

$59M research expenditures

1,500 entrepreneurship connections
OUTCOMES: Why We Are Here

- UWM’s importance to region
  - Students
  - Research
  - Community impact
  - Workforce and talent development
CONTEXT

- Perceptions about the value of a college degree
- Technology
- Demographics
- Enrollments
- State and federal budgets

People Are Putting Less Faith in Four-Year College Degrees, Poll Finds

By Catherine Geveritz on September 7, 2017 3:48 PM | No comments

Americans are increasingly doubting the value of a four-year college degree, according to an NBC/Wall Street Journal poll released Thursday.

The poll still tilts in favor of the bachelor's degree, but by the slimmest of margins. Only 28 percent of the 1,200 adults surveyed think that a four-year degree is worth the cost because it will lead to good jobs and higher lifetime earnings. Forty-seven percent doubt it will...
Figure 4. Number of high school graduates varies sharply by region

## CONTEXT: Demographics

### Wisconsin Population

2010 Census vs. 2040 Projections

<table>
<thead>
<tr>
<th>Age</th>
<th># People</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-17</td>
<td>+ 27,438</td>
<td>+ 2.1%</td>
</tr>
<tr>
<td>18-64</td>
<td>+ 15,150</td>
<td>+ 0.4%</td>
</tr>
<tr>
<td>65-84</td>
<td>+ 598,121</td>
<td>+ 90.8%</td>
</tr>
<tr>
<td>85+</td>
<td>+ 168,205</td>
<td>+ 141.9%</td>
</tr>
</tbody>
</table>

766,236 of the 808,914

- 94.7% of the growth – 65+!
- Double the number of “old-timers”!

Source: MRA
CONTEXT: Enrollments

- Revenue implications: $2M base/year for 1% change
- Overall, we are expecting a 2.4% decline in enrollments due to prior year enrollments
- Were anticipating as much as a 4% decline
- Many bright spots
  - Preliminary numbers indicate:
    - Growth in new freshmen by 3.8%
    - Increase in underrepresented students by 4.5%
    - Increase in new master’s by 9.5%
    - Modest decrease in international students of 2.9%
CON Text: State and Federal Budgets

- **2017-19 state budget**
  - Overall positive direction for UWS and UWM – and we acknowledge that the path has been difficult
  - Employee compensation: 2% + 2% pay plan
  - Capital budget
  - Accountability / performance funding

- **2018 federal budget**
  - Advocating for research program allocations
  - House passed bill; Senate continues to work on their spending bill
  - Perkins Loan program
CONTEXT: National Issues

- Safety and inclusion
  - DACA
  - Title IX
  - Transgender rights
- Free speech / hate speech
*The actions listed here are a sampling of many strategic opportunity initiatives.
ACTIONS: Outstanding Learning Environment

- Improve retention and graduation rates
- Close the achievement gap
- English and math reform
- Big projects
  - Lubar Entrepreneurship Center
  - Strategic enrollment management
- Outstanding learning, exemplified

*The actions listed here are a sampling of many strategic opportunity initiatives.*
ACTIONS: Exceptional Research University

- Grow interdisciplinary problem-based research teams
- Implement tactics to attract and retain excellent graduate students (including stipends)
- Strengthen health, water, STEM and entrepreneurial fields
- Big projects
  - Freshwater University
  - Connected Systems Institute

*The actions listed here are a sampling of many strategic opportunity initiatives.*
**ACTIONS: Community Engagement / Talent**

- $M^3$ (MPS, MATC and UWM)
- Social Entrepreneurship
  Justice and Equity
  Compact (SEJEC)
- Student work experiences
- Teacher and talent pipelines

*The actions listed here are a sampling of many strategic opportunity initiatives.*
Summary

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Questions and Answers