UWM’s Impact

Progress Through Partnerships

UW-Milwaukee Chancellor Mark A. Mone
Fall Plenary Address
September 20, 2018
Overview

- Positive highlights
- Budget and fall enrollments
- UWM’s strategic objectives
- Strategic partnerships
- Questions and answers
Positive Highlights
Positive Highlights

Three Campuses, One Mission
Positive Highlights: Campaign

TOTAL AMOUNT RAISED

$205.3M

$38.2M*  
FY18  
+16.4%

19,425 Donors;  
60,936 Gifts

8,993 New Donors

Breaks previous fundraising record
Positive Highlights: Campaign

- $4.1M – Scholarships offered
- 1,884 – Students offered scholarships
- 289 - Salaries supported (FY18 by headcount)
UWM Budget Snapshot

- **Context and where we are**
  - FY19 budget – experiencing significant improvement
  - FY17-19 4.04% pay plan underway

- **Current financials**
  - Institutional balanced budget in FY18

- **Efficiency and effectiveness**
  - Strategic position control transitioning to ...
  - ... New budget model
  - Integrated Support Services
Budget Process and Future

- **2019-21 biennial budget process underway**
- **Continued pay plan is top priority**

**Operational budget**
- Board of Regents has asked for increase in state support
- Enrollment challenges (cost of college)
- Finding alternative revenue streams

**Capital budget**
- 2019-21 budget request is favorable for UWM
- Trend may continue into 2021-23
## Fall Enrollments

### Projected Total Enrollment

<table>
<thead>
<tr>
<th></th>
<th>Milwaukee</th>
<th>Waukesha</th>
<th>Washington County</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2018*</td>
<td>24,861</td>
<td>1,672</td>
<td>721</td>
<td>27,254</td>
</tr>
<tr>
<td>Fall 2019</td>
<td>24,752</td>
<td>1,607</td>
<td>712</td>
<td>27,071</td>
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*Based on 9/17/18 enrollment

### Fall 2018 Enrollments

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<tbody>
<tr>
<td>Continuing Students</td>
<td>71%</td>
<td>17,604</td>
<td></td>
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<tr>
<td>New Students</td>
<td>19%</td>
<td>4,683</td>
<td></td>
<td></td>
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<tr>
<td>Transfer/Re-entry</td>
<td>10%</td>
<td>2,404</td>
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*Estimated*
Strategic Objectives

- Student success
- Research excellence
- Community engagement and talent pipeline
Strategic Partnerships

✓ Multiple schools/colleges
✓ Student-centric
✓ Innovative revenue streams
✓ Bold thinking
NM Data Science Institute

Talent pipeline
Branding region as a tech hub
Problem-solving research
Cindy Larson
Director of Digital Communications, Tier One Automotive Supply
Alumna, University of Wisconsin-Milwaukee
NM Data Science Institute

Three major MILWAUKEE organizations are investing big in TECH TALENT.
Higher Education Regional Alliance (HERA)

Increase the percentage of individuals in the M7 region with a high quality postsecondary credential to 60% by 2027

Key Outcomes

- Increased educational attainment
- Program array supports regional needs
- Secure talent bridge between higher ed & regional employers

- 176,000 postsecondary students
- 23 organizations, including 18 colleges/universities
- Unprecedented collaboration for M7 region
Lubar Entrepreneurship Center

- A differentiator for UWM
- Programming keeps growing
- Welcome Center - opportunity for branding
- Facility to open spring 2019
## M-Cubed: Impact

<table>
<thead>
<tr>
<th>M³ Dashboard Progress toward 2021 Goals</th>
<th>2015-16 Base</th>
<th>2016-17</th>
<th>2021 GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAFSA completion rate:</td>
<td>45%</td>
<td>72.6%</td>
<td>80%</td>
</tr>
<tr>
<td>4-year high school completion rate:</td>
<td>58.2%</td>
<td>60.9%</td>
<td>72%</td>
</tr>
<tr>
<td>MPS graduates enrolled in post-secondary education:</td>
<td>43.8%</td>
<td>48%</td>
<td>60%</td>
</tr>
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</table>
People Are Our Power

- UWM guiding values – continuing campaign
- Diversity, equity and inclusion framework
  - 3 phases – operating structure, implement plan, evaluate
  - Outputs – long-term blueprint, reports
- Male allies and advocates
  
  Register: https://uwm.edu/ombuds/
- Sexual misconduct/Title IX
- Employee development and supervisor training
The UWM Brand
The UWM Brand
The UWM Brand

- Importance of building image / visibility
- Brand ambassadors
LOOKING AHEAD

- Candidate debates on campus
  - Tammy Baldwin and Leah Vukmir, Oct. 8
  - Tony Evers and Scott Walker, Oct. 26
- Alumni Awards Evening, Oct. 12
- Panther Prowl, Oct. 13
- UWM Homecoming Celebration, Nov. 10
- Classroom safety training - [http://uwm.edu/safetytraining](http://uwm.edu/safetytraining)
- Master Chats - [https://uwm.edu/alumni/masterchats/](https://uwm.edu/alumni/masterchats/)
Summary

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