

University of Wisconsin – Milwaukee
2030 Think Tank
Meeting Minutes
November 11, 2019, 8:00 – 9: 30 a.m.
Regents Room, 211 Chapman Hall

Introductions, review committee charge, and logistics

Present: Jennifer Doering, Kris O'Connor, Jackie Fredrick, Paul Roebber, Kathy Dolan, Chia Vang, James Peoples, Margaret Noodin, Stan Yasaitis, Leigh Wallace, Alejandra Lopez, Wilkistar Otieno

Excused: Scott Gronert, Laretta Henderson, Connor Mathias

1. The goal of the committee was reviewed and states: “A UW Milwaukee 2030+ Think Tank work group will examine how UWM can position itself for decades of continued success. They will use a thoughtful process with input from faculty, students, staff, stakeholders, and outside resource experts to produce recommendations that will serve as a road map of proactive innovation.”

The group will be discussing timeline and reporting recommendations that encompass operating structure and enrollments in broad strokes, not specific to department, but to student populations. These recommendations will be made in spring.

2. Committee timeline and initial scheduling

The primary focus of discussion was planning for the data gathering phase:

In order to identify specific issues, data about drops in enrollment and the causes of these drops is needed. Initially the committee needs to use the data that is collected and look at both optimistic and pessimistic projections and use that information as a baseline to determine how to move forward. Along with data there is a need to look at national trends with a focus on our

competitors in Wisconsin and Illinois. Another important factor is to look at what employers want.

Working with experts from higher ed, the community, business leaders and our students will help us understand how to shape the future of education. There is a need to prioritize critical issues and to make sure that the recommendations of the committee can be implemented. Focus groups will be created to gather information from all partners.

It was also suggested that the committee should reach out to the deans to get an executive summary of their strategic planning.

The group wants to take a historical look at the work that has successfully increased retention and why it has worked including a focus on what actions were taken that affected change.

Rebranding might help change our status as a “second choice” campus. As part of this emphasize all that Milwaukee offers to college students. It was suggested that Tom Luljak attend a meeting to talk about rebranding. In conjunction with rebranding it was suggested that the website be retooled to reflect student expectations.

The committee would like to present recommended actions that are informed by data.

Advising practices are critical. The discussion of UWM advising practices focused on a need to generate a feeling of trust and comfort so that the student population feels safe and nurtured. This needs to expand beyond advising to generating a closer relationship between the students and their professors. A one credit course could be offered with an overview of the situations they will face as students and how they can address and overcome any obstacles with a focus on first generation and freshman students.

Website should be looked at in conjunction with branding.

Look at quality of teaching. How do we assess service from faculty – student contact. Make small shifts to engage students with professors in an effort for the faculty to see students as a whole person.

Update registration processes to go paperless. What is the student experience of our website including application and registration processes?

Look at national trends and best practices

Do focus groups targeting our audience.

Get information on who our business partners are with the goal of meeting with them to gather their input.

3. Finalize topic areas for data gathering phase

UWM Enrollment / Budget Projection

Katie Miota, Drew Knab and Jonathan Hanes will be invited to the next meeting in order to present UWM Enrollment and Budget projections.

HLC accreditation constraints.

The HLC accreditation constraints are going to be reviewed via Dev Venugopalan

UWM general education curriculum plans

These need to become a tool to create a citizen of the future who can adopt to change. Invite Dave Clark.

National trends and best practices

The committee will look at University Innovation Alliance membership to see what their data analytics are. One goal would be to get schools and colleges to have uniform processes for student mobility. To accomplish this, we need to get advisors and professors work together. Getting a report on student access would be informative: What have we tried at UWM and what has succeeded? Get history of other macro campus planning and review processes what has been worked on.

4. Discuss potential subcommittee topic areas – TBD.