University of Wisconsin – Milwaukee
2030 Think Tank
Meeting MINUTES
February 18, 2020, 7:30-9 a.m.
Lubar Entrepreneurship Center - Jendusa Conference Room

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

Absent: Connor Mathias

The meeting called to order 7:38 a.m.

1. Approval of the agenda
   The agenda was approved.

2. Approval of February 4, 2020 minutes
   The minutes were approved.

3. Announcements
   a. The chairs met with the Academic Staff senate. Senators had comments about visioning and questioned whether the committee’s recommendations will lead to action.
   b. The chairs will meet with the Faculty Senate on Thursday.
   c. They are still trying to reach students.
   d. The chairs and Scott Gronert will meet with CGS Dean Simon Bronner, Drew Knab, and Jonathan Hanes on Monday regarding tuition models. The chairs will report back to the committee the results of that conversation. The group will explore the feasibility of a reduced or scaled tuition model to attract more students. Committee members expressed some skepticism that this would happen. The committee noted that UWM needs to offer something distinct, and student experience and branding is more important than lowering tuition. Reducing financial burden through scholarships was noted as a potentially better strategy, although that would require substantial fundraising.

4. Old Business - None

5. New Business –
   a. Strategy discussion
      i. Increase student demand/revenue – Discussion separated into sub-categories
         1. Student Success Initiatives ideas
            - Create one seamless system for students from admission to graduation
            - Adjust calendar to meet needs of students
            - Model after Georgia State
            - Experiential learning
         Discussion noted that there are several initiatives currently underway, and the committee reinforced these efforts. There was consensus that
the infrastructure for student support should be closely examined to make sure it is optimally serving students. The potential for a more optimal academic calendar was also a point of discussion, particularly given the high percentage of UWM students with outside jobs.

2. Recruit High Achieving students ideas:
   - National scholars program
   - Common App (noted that this is already being pursued)
   - Increase size of honors college
   - Increase participation in undergraduate research – capacity to grow. Need more faculty involvement. How can this be reflected in faculty workload?
   - Get high achieving Milwaukee students to want to come to UWM
   - Build partnership with charter and choice schools

Discussion focused on evaluation of high touch practices; how is it rolled out to a bifurcated campus? Think about how these are all linked. There should be a whole section on rewarding faculty for taking on additional responsibilities, such as advising undergraduate research students.

3. Student Experience/Campus Pride ideas
   - Make UWM a destination campus
   - Experiential learning for all students – many categories: volunteer, study abroad, undergraduate research
   - Physical improvements to campus and surrounding community
   - Men’s basketball success as a rallying point for students?
   - Expand use of learning communities?

Discussion noted that the final report should include a section focused on aesthetics. Create an area/campus where people want to come and they will come.

4. Distinctive Education and Brand ideas
   - Narrow gen ed; may need to change the financial model; a plan developed and implemented by a set date; establish a number. What competencies do we want students to have? A university-wide set of requirements.
     i. Margaret and Scott volunteered to develop a more detailed framework
   - Focus on improving First Year Experience
   - Increase emphasis on Meta Majors? Check in with Jeremy Page. Does every student begin in a meta major? Is this a 2030 recommendation? Uniformity. If we’re looking at a cohesive first year program, meta majors would need to be a component. We need to rethink what makes us unique brand; a much more
cohesive first year experience with a small cohort that stays together.

b. Expand alternative revenue streams/non-traditional student revenue - deferred
c. Reduce expenses/improve operational efficiency - deferred
d. Maintain and enhance research productivity - deferred
e. Prepare for potential large-scale institutional changes - deferred

6. Future Scheduling
   a. Content and topics for upcoming meetings
      i. Next meeting – continue with discussion of Increasing student demand/revenue
      ii. Chairs will be meeting with Chancellor next week.
      iii. Chancellor is scheduled to come to the March 17 meeting (during spring break)
           – cancel and reschedule for March 10

Meeting adjourned at 9:08 a.m.