University of Wisconsin – Milwaukee  
2030 Think Tank  
Meeting Minutes  
April 14, 2020, 3:30-5 p.m.

Teams Meeting

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

Absent: Laretta Henderson, Connor Mathias

Call to order: 3:36 p.m.

1. Approval of the agenda  
   Agenda approved.

2. Approval of March 24th minutes  
   Minutes approved.

3. Announcements  
   The co-chairs shared an initial draft of the report with Chancellor Mone and Provost Britz. They were generally positive and shared feedback. The Chancellor sees a paradigm shift in higher education and feels strongly about a robust online presence. There may be multiple rounds of social distancing – the university needs to separate the immediate impact (next 18-24 months) from the 2030 impact. Online learning is an important part of the university’s future. Chancellor Mone, Provost Britz, Vice Chancellor Van Harpen, and Sue Weslow will be joining the meeting next week.

   Perspective from the business world from Jackie: Many industries are launching what were long-term plans now (within the next year). The current situation has sped up the implementation of telehealth by at least three years. Perhaps the university could blend short-term and long-term goals. Can we get there in five years rather than ten? We should consider new ways of using technology; UWM could lead the way.

   Jackie also noted that the future workforce must have strong technology competency, and the committee agreed that this should be a core competency in the new Core Curriculum.

   The committee discussed two potential reduced tuition scenarios. The first was to reduce tuition by 10% for the first two years of attendance, and the second matched the tuition to the average of the comprehensive UW System schools for the first two years (~20% reduction). In order to be revenue neutral, the first scenario would need to draw and ~800 additional students, and the second scenario would have to draw ~1500 additional students. There is no data to indicate how many additional students would be drawn to UWM for either scenario. Sometimes, price point matters. People want value, but they also want quality.
The committee discussed several implications of the current crisis on the short- and long-term future of UWM and UW System, including potential consolidations or closures of campuses. The committee also discussed the long-term shift towards online learning. Committee members noted that we are not positioned to compete on price against the big players in the online market. Only a fraction of our courses are truly 100% online. We’re a long way from being a strong competitor. This conversation will continue with the Chancellor at the next meeting.

There was consensus that society will always need knowledge, but how will we impart that knowledge in the future? There are two things going on – an increased reliance on local while recognizing that we are connected globally. UWM may be well positioned in a locally focused environment given our location in the state’s population center.

The Chancellor has extended the deadline for the final report to May 29.

4. Old Business – None

5. New Business –
   a. Review draft recommendations and Chancellor’s feedback
      i. Different term for pillar (synergy?)
      ii. Competencies
         1. Entrepreneurship – do we want to hang our hat on this idea? Chancellor would like to see entrepreneurship as a signature competency. The LEC has moved rapidly online and could be the linchpin behind this idea. Should entrepreneurship be part of our culture?
         2. Technology – core competency
         3. Working in team environments – factors in entrepreneurship and technology
         4. Would leadership and initiative be competencies?
      iii. Multiple modes of delivery – same experience whether they’re in person or online. How do you teach teams/communication or build these experiences in an online environment? Are we confusing the medium and the message? Is there a way to separate what we’re doing vs. how we’re doing it? A mix where students get quality mentoring and peer networking is a good goal.
      iv. Welcoming and inviting place for students – culture change, structural change, affordability, more emergency grants.
      v. Leader in non-traditional models of education – adult learners, upskilling employees, micro-credentialing, University college, uniform onboarding for students, and fluid movement to majors.
      vi. Top-tier research university – collaborative and interdisciplinary. How do we enforce that centers are interdisciplinary? Perhaps if funds were allocated centrally, that might be the impetus to ensure the centers were interdisciplinary. Infuse entrepreneurship and design thinking into faculty research and graduate education.
      vii. Partnerships with business/other universities – experiential learning, global health.
   b. Discuss final report strategy and timeline

6. Future Scheduling
a. Content and topics for next week's meeting
   i. “Check” ourselves by listing major impediments and what we recommend to overcome them.
   ii. Operational pieces.

The meeting adjourned at 5:01 p.m.