



# MOON SHOT FOR EQUITY

PLAN	GOAL	IMPACT
<p><b>UW-Milwaukee</b> has teamed with <b>Carthage College, Milwaukee Area Technical College</b> and <b>UW-Parkside</b> to form the first regional consortium committed to the Moon Shot initiative. Through a partnership with education firm EAB, we'll share data, ideas and best practices to confront racial inequality in college completion.</p>	<p>Eliminate the equity gap by 2030. This means ensuring all students – regardless of race, ethnicity or economic status – graduate from college at the same rate. <b>Southeastern Wisconsin's six-year graduation rate for all students is 48%, but it's only 32% for Latinx students and 20% for Black students.</b></p>	<p>Southeastern Wisconsin has a significant workforce shortage for jobs requiring higher education. <b>Bridging the equity gap will make a huge difference</b> by creating positive outcomes for all students, producing more college graduates to fill in-demand jobs, growing the regional economy and benefiting the entire state of Wisconsin.</p>

## CHALLENGES

### REGIONAL

Milwaukee and southeastern Wisconsin consistently rank among the country's worst regions for educational attainment for people of color.

Racial disparities ranked as the Milwaukee region's biggest challenge in a 2018 survey of Metropolitan Milwaukee Association of Commerce board members and the CEOs of its member companies.

Southeastern Wisconsin also has a significant workforce shortage for jobs requiring higher education, and regional employers have committed to narrowing racial disparities in the workforce.

### UWM

Graduation rates for Black and Latinx students are well below those for all UWM students.

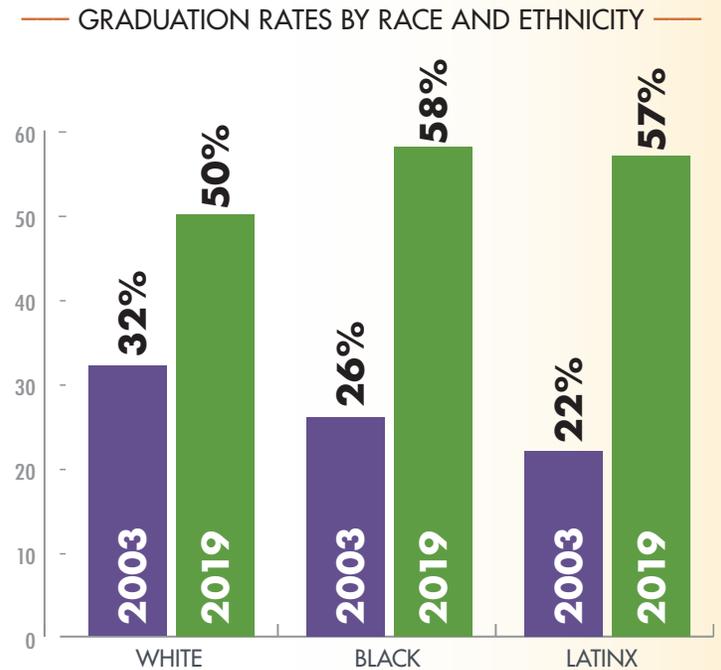
Graduates tend to earn more money than students who start college but don't complete their degree.

Students with financial challenges often need to spread their schooling over a longer time span and take longer to graduate.

Moon Shot is the path to addressing all of these issues simultaneously.

## CASE STUDY

One of the first universities to implement Moon Shot's tools and approaches was Georgia State University. This chart shows six-year graduation rates, broken down by ethnicity, for first-time, full-time freshmen at GSU. It represents the elimination of the equity gap.



Source: Georgia State University



For more information, visit [uwm.edu/moon-shot](http://uwm.edu/moon-shot)

We will remove obstacles and create solutions that help **ALL students** earn their degree.

## ACTION STEPS

Improving Efficiency	Reducing Hurdles	Incorporating Technology
<p>Create academic maps giving students clear guides toward completing coursework in their majors.</p> <p>Group similar programs of study under broader academic umbrellas called metamajors. These metamajors allow students who are undecided on a major to still take courses of interest that will count toward their degree.</p>	<p>Provide retention grants that allow students with financial hardships to stay enrolled.</p> <p>Help adult learners with some college credit come back to school to complete their degrees.</p> <p>Work with two-year institutions to align courses and degree programs so that UWM students don't have to spend time and money on additional courses.</p>	<p>Introduce an upgraded Navigate app for first-year students, which provides more ways to connect with advisors and support services.</p> <p>Use Navigate's early-warning system, which helps advisors track student performance and reach out to those who are struggling.</p> <p>Encourage students to use a new Navigate feature that will let them see their entire four-year academic plan.</p>

## CLOSING THE EQUITY GAP AT UWM

UWM has a unique dual mission of providing access to education for students from all walks of life while also promoting world-class research. We have the UW System's **highest enrollment of Black and Latinx students**, and we are **UW System's top transfer destination**. By implementing the Moon Shot initiative, UWM will have a positive impact on the lives of hundreds of new college graduates and the bottom lines of businesses that hire them.

### UWM'S 6-YEAR GRADUATION RATES

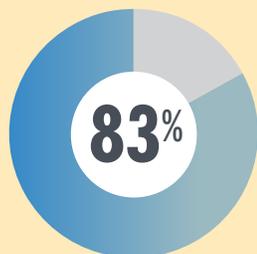


\*data for full-time freshmen in 2013

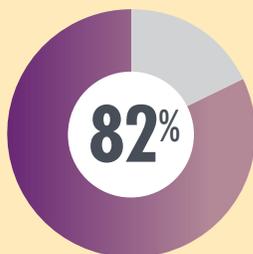
### UWM BACHELOR'S DEGREE PROJECTIONS

Time frame	Before equity gap is closed	After equity gap is closed	Increase in total graduates
2021-23	7,004	7,021	17
2023-25	6,485	6,718	233
2025-27	6,279	6,677	398
2027-29	6,317	6,732	415
2029-31	6,341	6,757	416
2031-33	6,192	6,595	403
<b>Total increase in graduates from 2021-2033</b>			<b>1,882</b>

### UWM PRODUCES 5,000+ GRADUATES ANNUALLY



83% of UWM students are from Wisconsin.



82% of UWM graduates from the past 10 years live and work in Wisconsin.

Our region has a 40,000 employee shortage, with about two-thirds of jobs requiring higher education.

Sources: Higher Education Regional Alliance (herawisconsin.org); UW System fact book; UW System informational memorandum, 2016-17; UWM Data Warehouse; Western Interstate Commission for Higher Education, Knocking at the College Door: Projections of High School Graduates, 2020, knocking.wiche.edu.