

# Background to development of UW Oshkosh Strategic Planning Process

#### October 2000:

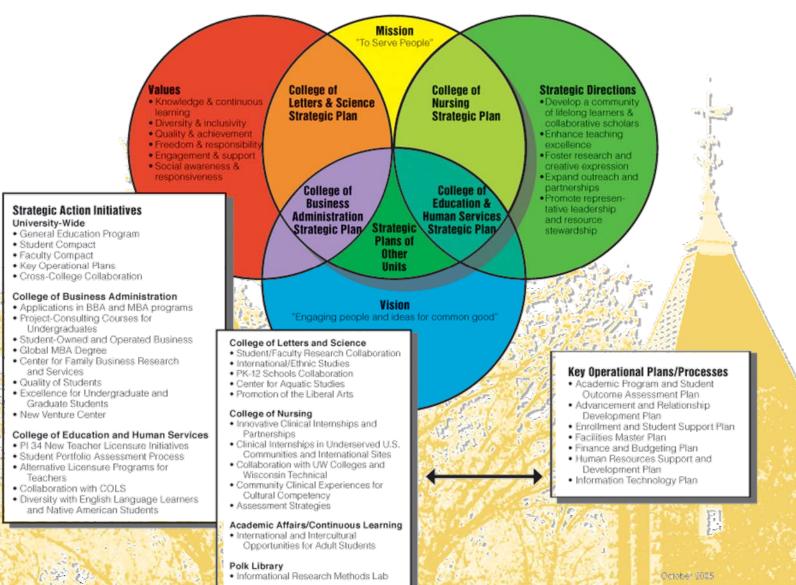
Chancellor Richard Wells initiated Strategic Planning Process involving hundreds of people from internal and external constituencies

Governing Ideas

Strategic Action Initiatives (both campus-wide and college-based)

Key Operational Plans

### Alignment of the **GOVERNING IDEAS**, Strategic Action Initiatives and Key Operational Plans at University of Wisconsin Oshkosh



### Drafting of Five-year Academic Program Plan



#### October 2005:

Original draft written by staff of Provost's Office and the deans, with input from Academic Affairs

Draft taken to faculty, staff and student governance groups

#### September 2006:

Executive Summaries of Key Operational Plans placed on line

### Establishment of University's Re-accreditation Process



#### Fall 2001:

Re-accreditation Self-Study Team began work

Hundreds of individuals and dozens of campus units worked on the document

#### September 2006:

By time of completion of the Academic Program Plan, the writing and production groups of the Self-Study Team were in final stages of preparing the re-accreditation report

### Establishment of University's Re-accreditation Process



January 2007:

Key operational plans — especially the Academic Program Plan — provided framework for final shape of self-study report

"The most significant change since the last HLC visit has been the development of the University's first comprehensive strategic and operational plan and planning process. By focusing resources on identified priorities, the University has raised the level of academic preparedness and retention of first-year students, strengthened the enrollment of students of color, increased the number of degrees conferred, and developed distinctiveness for its level of engagement with the community and the region, and its 'green,' and sustainability initiatives."

"During a period of significant financial reductions brought about by a reduced state appropriation, the University found a way to maintain the integrity of its teaching programs and the morale of the faculty and students through reallocation of resources, administrative alignments, and generation of new resources through some innovative 'cost recovery' programs."

"During this same period of reduced resources, the University demonstrated its commitment to diversity through the investment of resources in multicultural programs and significant increases in women in administrative and leadership roles. Faculty members also report better access to instructional technology and library resources. However, as a result of the adjustments made, the University was left with a very 'lean' administrative structure. It is the observation of this team that the institution is now understaffed in senior academic leadership areas."

"In summary, the team found that the University of Wisconsin is characterized by a strong sense of collegiality, open/transparent processes, visible and useful involvement in the community and region, and

excellent chancellorial leadership. The University of

Wisconsin Oshkosh is a well-run university that is

promoting both the private goods and the public

benefits of higher education."

As a result of the HLC team visit, UW-Oshkosh was granted a ten-year, unconditional re-accreditation.

### Campus Reaction to HLC Report

- The Report also noted that the areas of General Education and campus-wide assessment needed continued attention
- \* The LEAP Initiative of the Association of Colleges and Universities (AAC&U) has been a central focus of the University's academic planning process

### Campus Reaction to HLC Report

- The Chancellor and the Provost immediately charged a campus-wide Liberal Education Reform Team (LERT)
- \* Design a liberal education plan that would spell out the essential aims, learning outcomes, and guiding principles for a twenty-first-century college education, as well as address the concerns of the HLC

### LERT Composition and Charge

- 25 faculty members, staff and students, as well as a number of support personnel
- Presently working on its own modified version of AAC&U's Essential Learning Outcomes for Students
- \* The team tri-captains (faculty members from English and Business and the Dean of Letters and Science) will present progress reports to the Provost on an annual basis

### LERT Composition and Charge

- By next year, the team will adopt a framework to guide the development of a new General Education Program
- In 2009 and 2010 it will implement these General Education changes and other prioritized Liberal Education action initiatives

### Participation in AAC&U Workshops

- Provost invited to AAC&U's headquarters in Washington D.C. in August 2007 to discuss General Education concerns of the nation's leading state university systems
- UW-Oshkosh will send teams to AAC&U conferences on:
  - "Integrative Designs for General Education and Assessment" in Boston later this month, and
  - the "Institute on General Education" in Minneapolis in late May and early June

# Evolving Nature of the Academic Program Plan



Created in fall 2006 with the intention that it be an evolving document with an annual review, no one anticipated how much the plan would change due to:

- Liberal Education Initiative
- Voluntary System of Accountability
- Passage of the Growth Agenda
- UW System
   Campus Climate Survey
- UW System
  Equity Scorecard Project

- Campus Teams on Sustainability, External Grants Expansion, and Undergraduate Research
- First-Year Experience and Titan Advantage Programs
- Center for Scholarly Teaching

# Review of Existing Strategic Action Initiatives



While incorporating the modifications listed above, the University through its Academic Program Plan will continue to review its earlier established Cross-College Strategic Action Initiatives

- Engaged Learning
- Globalization and Diversity
- Community Engagement, and
- Student Excellence

# Review of Existing Strategic Action Initiatives



These efforts were considerably advanced through the funding last year of a number of Academic Initiatives such as:

- Laboratory and Clinical Simulation Programs in Nursing
- Outreach and Collaborative programs in Education and Human Services
- Family Business Center in the College of Business
- Campus-wide Center for Scholarly Teaching

# Continuing Efforts to Address Major Challenges



#### Student Profile

Plans are underway to develop both a high school-to-university transition program and a first-year experience program

#### Faculty Profile

Enhanced by the hiring of more than 20 new faculty members for 2007-2008, and the projected hiring of an even greater number for 2008-2009

# Continuing Efforts to Address Major Challenges



### Curriculum Structure, Program Planning, and Program Review

Addressed by developing a modified program review process, and LERT will focus on General Education reform and student outcomes assessment

#### Financial Support

State funding of the Growth Agenda and private funding of the University's Capital Campaign have increased opportunities for new and improved academic programs, student/faculty collaborative research and student scholarships

# Continuing Efforts to Address Major Challenges



#### **Graduate Studies**

The number of graduate students has increased this year, and the new administrative structure of the division offers the promise of renewed vitality

### Outreach, Adult Access, Community Engagement, and Summer Session

Development of the Bachelor of Applied Studies degree, renewed funding for the Graduation Project, and hiring of director for the Center for New Learning and new Assistant Vice Chancellor for the Division of Lifelong Learning and Community Engagement

### Program Changes since 2000

UNIVERSITY OF WISCONSIN OSHKOSH

- Majors Dropped
   Communicative Disorders and Music Therapy
- Minors Dropped
   Sports Medicine/Athletic Training, Theatre
   Education, Minor in Elementary Education Major,
   and Coaching

### Program Changes since 2000

UNIVERSITY OF WISCONSIN OSHKOSH

#### Majors Added

English as a Second Language, Theatre Arts, Environmental Studies, Athletic Training, and Fire and Emergency Response Management

#### \* Minors Added

Japanese Language and Culture, Global Business, Strength and Conditioning, Interdisciplinary Social Justice, Art History, and Interdisciplinary Neurosciences





#### Degrees Added

Accelerated On-line Bachelor to BSN Program, Master of Social Work — collaborative with UW-GB, Global MBA, and Bachelor of Applied Studies in Leadership and Organizational Studies

#### \* Realignment

Economics moved from the College of Letters and Science to the College of Business

- UW Oshkosh will continue to develop its strengths and address areas of concern strategically and with intentionality
- \* It will do so while maintaining the quality of education and the levels of expertise its students need to lead northeastern Wisconsin forward in an ever-changing global society



#### Entitlements to Plan

currently

- Women's Studies Major
- Japanese Studies Major
  - collaborative with UW-Whitewater

in the near future

- Doctor of Nursing Practice (DNP)
  - collaborative with UW-Eau Claire



Programs Supported by Growth Agenda funding and completion of New Academic Building scheduled for 2011

- New programs, such as Healthcare Emphases and collaborative Sustainability venture between Letters and Science and College of Business
- Growth in existing programs, such as medical technology,
   English as a Second Language, and entrepreneurship; and
- Expanded collaborative programs in Nursing, Education and Human Services, and Lifelong Learning and Community Engagement with various UW Colleges and WTCS institutions

### UNIVERSITY OF WISCONSIN OSHKOSH

#### Realignment

Move Teacher Education, Adapted Physical Education, and School Health Education components of the department of Kinesiology and Health to the College of Education and Human Services