

UW-WTCS Committee on Baccalaureate Expansion  
Minutes of June 9, 2004 Meeting  
Administration Building, Madison Area Technical College  
10 AM - 3 PM

Committee members present: Brent Smith, co-chair, Charles Pruitt, co-chair, Mary Alsteens, Eileen Connolly-Keesler, Mary Quinnette Cuene (via telephone), Deborah Mahaffey, Cora Marrett, William Messner, Lee Rasch, Robert Sedlak, Craig Stark and Lori Weyers. Absent: Roger Axtell, Erika Sander, Allan Kehl, and Joseph Stensland.

Staff members present: Gabrielle Banick, Kathleen Cullen, Janet Washbon, Frank Goldberg, Larry Rubin, Sharon Wilhelm, and Gail Bergman.

Note: Presentation materials from the June 9 meeting can be found on the committee website at <http://www.uwsa.edu/opar/cobe/meetings/index.htm#June>

- A. The meeting was called to order by the co-chairs Brent Smith and Charles Pruitt.
- B. Frank Goldberg, UWS, provided information on the return on investment of a bachelor's degree. The latest data (from NorthStar Economics) shows that for UW students the return on investment to the individual is 30% and the return to Wisconsin is 9%. Wisconsin ROI is similar to ROI for other states, regardless of the methodology used in the calculation. In general, the return on investment of the bachelor's degree is always positive. (See website for details.)
- C. Janet Washbon, WTCS, presented a draft set of goals. The goals included the Vision 2020 targets for growth in Wisconsin average per capita income and the number of college graduates in Wisconsin and general goals for expanding degrees within specific fields and populations. The committee may further refine the general goals after it develops a better understanding of the proposals for baccalaureate expansion and the associated costs. (See website for details.)
- D. The committee began hearing presentations on various proposals aimed at increasing the number of bachelor degree holders in Wisconsin. The proposals are available on the website at <http://www.uwsa.edu/opar/cobe/meetings/index.htm#June>
- E. Proposal 1 - Increasing the Number of Baccalaureate Degree Holders through Collaboration between the Wisconsin Technical College and the University of Wisconsin Systems, Lee Rasch, President, Western Wisconsin Technical College and Jeff Rafn, President, Northeast Wisconsin Technical College.

Questions and comments included:

1. Is there any information on the demand in Wisconsin for the degree options presented ("One Plus One", Bachelor of Applied Science, and Occupational/Pre-Major Associate of Science) either from students or from employers?
2. Are the adult students who might be served by these degrees working adults?
3. Does the UW System have the capacity to enroll more transfer students from the WTCS?
4. Since Illinois offers some of the degree options presented, what can we learn from their experiences?
5. How could the proposed degree options increase access to a bachelor's degree for minorities and low-income populations? One way would be to find a way to provide financial aid to part-time students.

6. What kinds of programs or options are attractive to minorities and low-income populations? We could look at current programs such as CUTIP or at current WTCS minority enrollment data by program for possible ideas.

F. Proposal 2 - Baccalaureate Expansion: A Structural Proposal, Bill Messner, Chancellor, UW Colleges and Bill Ihlenfeldt, President, Chippewa Valley Technical College.

Questions and comments included:

1. How will this proposal increase the number of bachelor's degree holders in Wisconsin? By restructuring the UW Colleges, they could serve more adult students who desire a bachelor's degree.
2. What has been the success of hybrid institutions in other states? What challenges have they faced? We might want to further investigate the Penn State model and other institutions that have adapted this model.
3. We need to see what state and other policies might be affected by any proposal.
4. We should look at student outcomes data – both for Wisconsin students and for students in the proposed models in other states.

G. Proposal 3 - Expansion of UW-Stout/WTCS Collaboration, Increase curricular alignment across programs to produce more seamless transfer toward completion of baccalaureate degrees through on-site and on-line delivery options, Robert Sedlak, Provost and Vice Chancellor, UW-Stout. (Note: Bob will provide a written document outlining the answers to the components of proposals questions.)

Questions and comments included:

1. Does Stout see itself as the lone provider in the UW System of "upside down" degrees and other degree completion programs for WTCS students? No, but it sees itself as a leader.
2. How has Stout been able to expand and offer new degree programs of this type (Bachelors in Industrial Management and Service Management)? It offers them through customized tuition pricing where enrollees pay the full cost of the program – around \$225 per credit – about 150% of the cost of on-campus credits.
3. How has Stout been able to ensure students of predictable courses offerings so that they can complete the degree programs as scheduled? They start with a large cohort (25-30) with students taking 6-9 credits each semester as part of a 3-year plan. The cohorts are staggered. The courses are offered on-line or via compressed video.
4. What are the outcomes for students in these programs? The retention and graduation rates are about the same as for on-campus students. The cohort model is a positive factor on retention. Math is a challenging area for the students.
5. How are student services delivered? At the start of the program, faculty and staff meet the students. Stout uses its portal and course management tools to make email and other communications easy. Stout has an ombudsperson to handle any problems that haven't been resolved via standard contacts.

- H. Proposal 4 - Collaborative Agreement between Waukesha County Technical College (WCTC) and Marquette University (MU), WCTC and MU have developed a transfer program in nursing and engineering to benefit underserved populations. The goal of the initiative, which has been recognized through a congressional award, is to allow students to complete their first two years at WCTC and transfer to MU to complete their baccalaureate degree, Ray Walter, WCTC Associate Dean for Electronics.

Questions and comments included:

1. Could this model be replicated without the funding provided by the congressional award? They plan to have a replication plan by this fall. Their goal is that the model could be implemented without external funds; possibly funds would need to be reallocated from low-enrollment programs.

- I. Proposal 5 – Models for Baccalaureate Expansion, Lori Weyers, Vice President for Learning, Northeast Wisconsin Technical College.

Questions and comments included:

1. What was the cost of the credits at the transfer institutions? From \$200-\$240 per credit at Lakeland College and around \$250 per credit at Franklin University. However, since most of their WTCS courses transferred, the program ended up being cost-effective for students.
2. What differences in the models might be attributed to the transfer institutions being private colleges? They were willing to work as equal partners – both sides wanted the agreement to work and were willing to make curriculum changes where needed.
3. Since students in these programs were reported to be highly successful, we need to understand what led to this success.

- J. Summary/Next Steps including agenda items for September 14 meeting and soliciting additional models.

1. We should look at areas where bachelor degree holders are needed – at least as a starting point.
2. We should share the proposals with and seek additional proposals from other groups within the UW and WTC Systems, including WTCS presidents and UW chancellors.
3. We should investigate experiential learning to determine if it might assist in moving adult students toward bachelor's degrees.
4. We should review the proposals and attempt to incorporate realistic targets and expand the proposals in other ways.
5. We should solicit additional models/proposals. (A web page (<http://www.uwsa.edu/opar/cobe/proposals/>) has been added to the site welcoming models/proposals.)
6. We should look at other states.