

**Plan 2008 Phase II Programs & Initiatives
Outcomes Reporting Form
January 2007**

Your Institution: University of Wisconsin-La Crosse	
Program/Initiative: College of Business Admin. Student Mentor Program Year Established: 2001	
Target Audience (check all that apply): Administration: <input type="checkbox"/> Faculty: X <input type="checkbox"/> Academic Staff: <input type="checkbox"/> Classified Staff: <input type="checkbox"/> Students: X <input type="checkbox"/> Campus Community: <input type="checkbox"/> Other: <input type="checkbox"/> If other, please specify:	
Race/Ethnic Groups Affected by this Program/Initiative (check all that apply): African American/Black: X <input type="checkbox"/> American Indian: X <input type="checkbox"/> Latino/Hispanic: x <input type="checkbox"/> Southeast Asian: X <input type="checkbox"/> Other Asian: X <input type="checkbox"/> European American: <input type="checkbox"/> Other: <input type="checkbox"/> If other, please specify:	
Cost of Program/Initiative:	Funding Sources:
Description: Pursuant to a Plan 2008 action item from Phase I, 1999-2003, directing the colleges to establish academic mentor programs for freshmen students of color, the College of Business Administration established its mentor program starting fall 2001. The program is coordinated through the Dean's Office. Assigning faculty mentors to all incoming freshmen of color is also part of Phase II as one of three main recommendations to the chancellor, and Goal 4 under Recruitment and Retention. Faculty volunteers from the department are assigned to new freshmen students each fall, based on the students' declared majors. From 12-15 faculty serve as mentors each year, in addition to their regular academic advising responsibilities. Workshops on mentoring training have been conducted each year with the help of the OMSS Director.	
Point Person(s): Amelia Dittman (CBA)	Department/Unit(s): College of Business Administration
Departments/Units/Groups Involved: Faculty from each academic department in the CBA: Accounting, Finance, Economics, Information Systems, Management, Marketing. The Assistant to the Dean. CBA freshmen of color.	
Goals & Expected Outcomes: Greater retention and persistence to earning degrees for students of color. Encouragement of more students of color to earn business majors/degrees, and practice in business careers.	
Actual Measurable Outcomes for Plan 2008 Goals, Including Impact on Enrollment, Retention, and/or Graduation, and/or long term potential thereof. College of Business Administration Retention of Freshmen Students of Color	
This table displays students of color who started as freshmen in the CBA and were assigned a faculty mentor for that year. The retention numbers are for these students, whether they remained as business majors, or not.	

Year Fall semester	# students	Retained to 2 nd year	Retained to 3 rd year	Retained to 4 th year	Retained to 5 th year/graduated
2001	14	13 (92.8%)	NA	8 (57.1%)	3 still here / 5 graduated
2002	13	11 (84.6%)	10 (76.9%)	9 (66.6%)	6 still here / 1 graduated
2003	10	9 (90%)	NA	8 (80%)	
2004	21	14 (66.6%)	12 (57%)		
2005	16	12 (75%)			
2006	21				

Intersections Across Plan 2008 Goals: This effort works toward student recruitment and retention. It meets one of three main recommendations to the Chancellor in 2004 by the Joint Minority Affairs Committee. And, the mentor program addresses the following Goals and Action Steps in UW-L's Plan 2008: Phase II, specifically Recruitment and Retention Goal 4, Action Step 1.

Assessment Practices and Program Changes in Response to Challenges: Biggest challenge is getting more students to respond to the program and initiatives made by the faculty mentors. We explore new ideas to increase that each year, among the mentors, former mentors and mentees, and Office of Multicultural Student Services.

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