

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

Your Institution: UW-Milwaukee	
Program/Initiative: Recruitment and Outreach Satellite Initiatives Private Industry Council (PIC) Year Established: 2006	
Target Audience (check all that apply): Administration: <input type="checkbox"/> Faculty: <input type="checkbox"/> Academic Staff: <input type="checkbox"/> Classified Staff: <input type="checkbox"/> Students: <input checked="" 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: <input checked="" type="checkbox"/> American Indian: <input checked="" type="checkbox"/> Latino/Hispanic: <input checked="" type="checkbox"/> Southeast Asian: <input checked="" type="checkbox"/> Other Asian: <input checked="" type="checkbox"/> European American: <input type="checkbox"/> Other: <input type="checkbox"/> If other, please specify:	
Cost of Program/Initiative: \$500	Funding Sources: 101
Description: With a presence at the Private Industry Council (PIC), the satellite initiative is designed to deliver proactive recruitment and outreach activities at an offsite location that connect prospective students and their families to UWM programs, services and opportunities.	
Point Person(s): Yohlunda Mosley Hill	Department/Unit(s): Department of Recruitment and Outreach (DRO)
Departments/Units/Groups Involved: The Department of Recruitment and Outreach has established a collaborative working relationship with the staff of UCC and PIC. In addition to the consistent staffing presence from DRO, outreach efforts are augmented with representation and services from other appropriate UWM academic and support units.	
Goals & Expected Outcomes: Provide general and specific information regarding educational opportunities and resources available at UWM to high school junior, senior, and graduated TRE/D students and encourage prospective new freshman and transfer students to make appropriate choices. Assist applied, admitted and enrolling TRE/D students in making a smooth and successful transition to the University of Wisconsin-Milwaukee by strategically providing appropriate developmental activities designed to build a sense of community and connection that will ultimately positively influence student retention and success. Provide general information regarding college preparation and introductory information about UWM to high school TRE/D freshmen and sophomores. As appropriate, provide general career and college admission information to upper middle TRE/D school students with emphasis placed on the importance of education and making positive choices. Encourage, motivate and assist all students and families in understanding the value of pursuing higher education, with emphasis on opportunities and excellence within UWM and the broader University of Wisconsin System. Partner with high school colleagues, sister institutions, community agencies and other constituencies to insure that the educational needs of all individuals seeking information regarding UWM and the UW System are met.	
Actual Measurable Outcomes for Plan 2008 Goals, Including Impact on Enrollment, Retention, and/or Graduation, and/or long term potential thereof: Fall, 2006: <ul style="list-style-type: none"> • 10 appointments scheduled with students from PIC, 0 students admitted 2007 to Date: <ul style="list-style-type: none"> • 40 students attended Open House • 16 appointments facilitated with students on-site • 20 students accepted from PIC, with one student awarded the College of Engineering and Applied Sciences scholarship (\$10,000); one student admitted to the School of Architecture and Urban Planning 	

Intersections Across Plan 2008 Goals:

- Increase the number of Wisconsin high school graduates of color who apply, are accepted, and enroll at UW System institutions.
- Encourage partnerships that build the educational pipeline by reaching children and their parents at an earlier age.

Assessment Practices and Program Changes in Response to Challenges:***Assessment:***

- Students with whom we have had contact as a result of the satellite office will be mailed a short survey to assess their experience/satisfaction with services received.
- Ongoing communication takes place with the staff from PIC to determine the effectiveness of contact with students, as well as programs coordinated on-site and on-campus.

Challenges:

- Low student participation on-site: Plans are being discussed to coordinate marketing efforts to attract prospective students to the PIC location.

Prepared by: Jan Ford**Contact Info:** 229-4445, jford@uwm.edu