

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

<b>Your Institution:</b> UW-LaCrosse	
<b>Program/Initiative:</b> Plan 2008	<b>Year Established:</b> 2006-07
<b>Target Audience (check all that apply):</b> Administration: <input type="checkbox"/> Faculty: <input type="checkbox"/> Academic Staff: <input type="checkbox"/> Classified Staff: <input type="checkbox"/> Students: X Campus Community: <input type="checkbox"/> Other: <input checked="" type="checkbox"/> If other, please specify: female and minority students	
<b>Race/Ethnic Groups Affected by this Program/Initiative (check all that apply):</b> African American/Black: <input type="checkbox"/> X American Indian: X <input type="checkbox"/> Latino/Hispanic: X <input type="checkbox"/> Southeast Asian: <input checked="" type="checkbox"/> Other Asian: <input type="checkbox"/> European American: <input type="checkbox"/> Other: <input checked="" type="checkbox"/> If other, please specify: women	
<b>Cost of Program/Initiative:</b> \$3,500	<b>Funding Sources:</b> UW-L Foundation Grant
<b>Description:</b> Development and distribution of a video promotion program to enhance recruitment of female and minority high school students into the information systems undergraduate major.	
<b>Point Person(s):</b> Dr. Kuang-Wei Wen	<b>Department/Unit(s):</b> Information Systems Department
<b>Departments/Units/Groups Involved:</b> information systems department and the educational technology services department	
<b>Goals &amp; Expected Outcomes:</b> The goal is to specifically promote the information systems discipline to female and minority students who have become uninterested in the computer-related areas nationwide. It is expected that this initiative will increase the enrollment of women and minority students in UW-L's Information Systems major program after 2008.	
<b>Actual Measurable Outcomes for Plan 2008 Goals, Including Impact on Enrollment, Retention, and/or Graduation, and/or long term potential thereof:</b> The enrollment levels of women and minority students in the Information Systems Department	
<b>Intersections Across Plan 2008 Goals:</b> This initiative supports Goals 2 and 4 of Plan 2008; It will enhance the recruitment efforts of other groups on campus and also enhance the climate on campus.	
<b>Assessment Practices and Program Changes in Response to Challenges:</b> The Department's assessment of student enrollment revealed the trend of reducing numbers of female and minority students. This has led to faculty discussion and identification of more direct and effective recruitment strategies, among which is the current project. The project was fully funded and has been progressing as planned.	
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