From the Provost

You will no doubt notice that Academic Matters has a fresh look. The new design, created by our colleagues in UW Colleges Marketing, coincides with the twelfth anniversary of the production of Academic Matters which has been produced from its inception by Executive Assistant to the Provost Sharon Brickl. I hope you enjoy the new format!

Each day, as I walk through the corridors of our administrative offices on Lake Street in Madison, I pass a sign on an office door that states, "KEEP CALM AND CARRY ON." As I thought about my message for this edition of Academic Matters, my mind kept returning to this simple phrase. In these uncertain times when there is uneasiness about looming budget reductions, I find comfort in the "keep calm and carry on" phrase. It reminds me to take a deep breath and stay focused on what matters.

It is true that this is a stressful time in the life of our institution. Our budget reduction work is an open process which I know has created stress and uncertainty. I will do whatever I can to make sure that the tough decisions ahead will do the least harm possible to the dedicated people who carry out our mission every day.
While I realize that this is a busy time of the academic year, I trust that you will find a moment to review the contents of *Academic Matters*. In this edition you will find informative articles about Who's Who in Academic and Student Affairs, learning technology developments, the UW Colleges new marketing campaign, the UW Colleges libraries, the new developments in the UW Colleges assessment program, the recently launched UW Colleges statewide recruiting campaign, the UW Colleges Concurrent Enrollment Program, the launching of the UW Colleges Bachelor of Applied Arts and Sciences degree completion program, the UW Colleges Retention Task Force, and the growth in the UW Colleges international student population.

On behalf of the Office of Academic and Student Affairs, I wish you a very productive, successful academic year!
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Interim Associate Vice Chancellor for Academic Affairs

By Sharon Brickl

We are pleased to welcome Rex Hieser to the Office of Academic and Student Affairs. Rex will be serving as Interim Associate Vice Chancellor for Academic Affairs for 2013-2014 while Lisa Seale is on leave. Rex is an Associate Professor of Psychology and has been a faculty member at UW-Marinette (1978-1989) and UW-Fox Valley (1989-present). He has previously been the chair of the Senate Steering Committee, an associate campus dean, a department chair, and a variety of other administrative positions.

Update on Who’s Who in the Office of Academic & Student Affairs

Compiled by Sharon Brickl

**Greg, Lampe** - Provost and Vice Chancellor for Academic & Student Affairs (608) 263-1794. Greg has primary responsibility over the activities and staffing of the Office of Academic & Student Affairs for the UW Colleges. His responsibilities include oversight of the academic departments, personnel issues regarding hiring, retention, tenure and promotion of faculty, institutional research, inter-institutional collaborations and articulations, returning adult academic and student affairs, Bachelor of Applied Arts and Science (BAAS), Office of International Education, concurrent enrollment program, virtual teaching and learning center, UW Flexible Option, UW Colleges Online and distance education programs, professional development of faculty and academic staff, student support services and enrollment management, grants, budget for academic affairs, accreditation, and academic planning and program review.

**Rex Hieser** - Interim Associate Vice Chancellor for Academic Affairs (608) 263-7217. Rex’s principal responsibilities include reviewing and interpreting academic policies and procedures, academic program development and review; library planning; articulation and transfer issues; instructional staffing and budgeting; organizing and facilitating the New Deans, New Chairs and New Associate Deans orientations; advancing the Engaging Students in the First Year initiative; assisting in the institution’s assessment of student learning program; and supervising the Director of Library Support Services, the Coordinator for Professional Development, the Coordinator for Engaging Students in the First Year, and the Institutional Assessment Coordinator.

**Rich Barnhouse** - Associate Vice Chancellor for Student Affairs and Enrollment Management (608) 890-2076. Rich’s principal responsibilities include providing leadership for the implementation of the strategic enrollment management plan (iPlan) for the institution and the management of the student affairs functions of the central office. These include: Office of the Registrar and Admissions, Office of Marketing and Enrollment, Office of Student Financial Aid, Alcohol and Other Drug Education (AODE) Programs, Student Accessibility Services, Student Support Services (TRIO), Veterans Services, Minority/Disadvantaged Programs, Student Life, Student Governance, Access-to-Success Programs, and Pre-College Programs. Rich also oversees the areas of federal and state compliance, student complaints,
Sharon Brickl – Executive Assistant to the Provost, (608) 263-1794. Sharon provides administrative support to the Provost and manages the daily operations of the office. She also coordinates the tenure/promotion process, the post-tenure review process, and requests for emeritus status. Sharon is the liaison between the central office and department chairs, answering questions on policy and procedures. She develops the annual schedule of CEO/deans meetings and produces the monthly deans meeting agendas. In addition, Sharon develops the academic calendar, coordinates the production of the Academic Affairs newsletter, maintains the listing of UW Colleges collaborative agreements and coordinates the annual distribution and collection of outside activities information.

Margaret Cleek – Interim Director of Distance Education, (608) 270-7101. Margaret is responsible for the planning and administrative management of UW Colleges Online, and of all non-online DE including compressed video (CV) and WisLineWeb (WLW) throughout the UWC thirteen campuses. She interacts with department chairs, campuses and the provost regarding issues of curriculum, staffing, enrollment, and scheduling, and with the faculty/staff teaching in all DE programs. In addition, she works with other institutions with which UWC has collaborations. The search for a Dean of Distance Education concludes during the fall semester.

Larry Graves - Registrar and Director of Admissions, (608) 262-9048. Larry manages the records and admissions components of the PeopleSoft Relational Information System (PRISM). He interacts with department chairs and campus student service personnel regarding the following: transferability and recording of credits, admission processing for international applicants, enrollment issues and reporting, residency and tuition remission appeals, course maintenance, processing of official academic transcripts and student service matters. Additionally, he works with the appropriate committees regarding curriculum, policy, and student services issues.

Tom L. Neal – Coordinator, Engaging Students in the First Year, (ESFY) - (608-355-5235). Tom works to promote and coordinate the ESFY initiative institution-wide. He works with the Interim Vice Chancellor for Academic Affairs, the Senior Information Manager, and the campus ESFY coordinators to assess and improve ESFY-related programming and to provide support for ESFY programming on the campuses. Tom is also the Associate Dean and an Associate Professor of Chemistry at UW-Baraboo/Sauk County.

Asif Habib – Professional Development Coordinator, (262) 521-5526. As the institution’s Professional Development Coordinator, Asif identifies and communicates workshops, conferences and award opportunities of potential interest to faculty and staff and administers transmittal of grants and awards materials to various Senate committees and the UW System; he provides support to the Senate Professional Development Committee, the Senate Teaching Awards Committee and the UW Colleges Colloquium Planning Committee; serves as the UW Colleges Administrative Representative to OPID and acts as liaison for UW System programs and awards. Asif is a professor of chemistry and has taught at UW-Waukesha since 1989. He has served as chair of the Senate Professional Development Committee.

Vicki Keegan – Executive Director of Marketing and Enrollment, (608) 265-5771. Vicki manages the UW Colleges Marketing Department and the Statewide Recruiting office. The Marketing department provides academic and non-academic misconduct, grade appeals, and Behavior Intervention Teams. Providing leadership, support, consultation, and resources for the 13 student affairs offices on the campuses and UW Colleges Online are also primary tasks for Rich's office.
support and leadership to the UW Colleges in the following areas: market research, brand development, marketing planning, communications, advertising and promotions, publications, direct mail, graphic design, website consulting and development, public relations, and media relations. Vicki also serves as a marketing and communications resource for the UWC campus CEO/deans, marketers and communicators, and student affairs staff. In addition to marketing and communication, Vicki is responsible for the Statewide Recruiting office. This new office provides direct recruitment of high school students to increase enrollment throughout the UW Colleges. In this role, Vicki supervises the Assistant Director of Statewide Recruiting/Connect Project Manager and oversees the development and implementation of the statewide recruiting plan.

**Valerie Murrenus Pilmaier** – Institutional Assessment Coordinator, (920) 459-6647. Val is an Assistant Professor in the English Department at the UW-Sheboygan campus. As Coordinator of the UW Colleges’ Assessment Program, she works closely with the Senate Assessment Committee, Department Assessment Coordinators, Campus Assessment Coordinators, the Senior Information Manager and the Associate Vice Chancellor to help them plan, implement and respond to concerns regarding the Colleges’ assessment program.

**Gregg Nettesheim** – Senior Information Manager, (608) 263-5991. Gregg works in the areas of institutional research and institutional effectiveness, collecting, creating and distributing management information for UW Colleges’ staff and faculty. This includes compiling and organizing data in the areas of student enrollment, transfer and transfer success, curricular analysis, assessment of student learning and achievement, and assessment of the student experience.

**Bill Trippett** - Director of Student Financial Aid (608.263-7727). Bill manages the federal and state financial aid programs for the 13 campuses of UW Colleges and UW Colleges Online, overseeing the central financial aid processing office, where 65 million dollars of aid is disbursed to more than 9,000 students. Additionally, he is responsible for ensuring that the institution is in compliance with federal and state financial aid regulations, supervising eight fulltime staff, managing short and long-range planning activities to ensure that the policies and practices of the Student Financial Aid Office support the academic mission of the UW Colleges, informing and training campus staff regarding changes in financial aid process, practice or regulations, reviewing federal and state financial aid program regulations and implementing departmental procedures to ensure compliance, and preparing financial aid data reports as required by institutional and outside agencies.

**Tim Urbonya** – Director of International Education for the UW Colleges, (608) 263-9676. Tim oversees international programs at UW Colleges, including the recruitment and enrollment of international students and study abroad programs that provide opportunities for local students to study overseas.

**Patti Wise** – Special Assistant to the Provost for Returning Adult Academic and Student Services (608) 263-0476. Patti oversees the program design, staffing, and service delivery for the implementation of the Adult Student Initiative (ASI) across the UW Colleges. The ASI Program seeks to improve adult student success and degree completion by emphasizing highly structured pathways to degree, applied learning in and out of the classroom, and the integration of comprehensive student services. In addition, Patti serves as the Program Manager for implementation of the Bachelor of Applied Arts and Sciences (B.A.A.S.) Degree Completion Program. Patti also provides leadership and direction to other targeted projects designed to support the UW Colleges’ growth agenda attainment goals.
What's Happening in Learning Technologies?

By Pat Fellows and Karla Farrell

Karla and Pat have been really busy with many projects over the summer. The most notable and noticeable is our new presence on Facebook. “Like” the UW Colleges Learning Technology Facebook Page at https://www.facebook.com/UWCX.LTC to stay on top of D2L updates, trends in learning technologies, upcoming events, and more. We plan to add a Twitter feed to the CITS Training website for those who do not want to use Facebook and don’t want to miss out on the news! You will be able to either follow the Learning Technology Center on Twitter or go to the CITS Training website (http://cits.uwex.uwc.edu/training) and read the Feed! We will send out an announcement once this is live. For everyone who is interested in learning more about Facebook and Twitter in education we will be offering session as part of our Fall brownbag Web Conference Series. These sessions will be interspersed with the Mobile Learning User Group sessions.

Watch for both emails and posts on our Facebook site to follow.

UW Colleges Marketing Launches the U for YOU Campaign

By Howard Cosgrove – Marketing

By now, most people have seen the UW Colleges’ new U for YOU advertising campaign. It started appearing on billboards and in newspaper ads last summer and is on the new campus view books now being distributed. Although it looks like a big departure from our past communications, the U for YOU campaign is strongly based on the UW Colleges mission and our traditional role as the institution of access.

We took the first step in creating a new communications platform in 2012 by having STAMATS, a nationally respected higher education consulting firm, help us review our brand promise. A brand promise is an internal statement of our institutional mission as seen from the student’s point of view. After small group sessions and an institution-wide survey with input from faculty, staff and students, we arrived at the following statement:

UW Colleges is an affordable, supportive, and local University of Wisconsin education for students with complex lives who want to discover their life’s work and make a difference.
The survey also helped us define five attributes or proof points under the brand promise which you will see frequently in UW Colleges communications and which we hope you will also use frequently in your conversations with friends and associates:

1. We are the University of Wisconsin in your community.
2. We offer an accessible pathway to a degree and a career.
3. Everyone is committed to student success.
4. You will be taught by exceptional faculty who are focused on teaching.
5. We offer the most affordable UW education.

The U for YOU campaign was developed by a design agency in 2013 based on our updated brand promise, mission, and other factors.

At its heart, “there’s a U for YOU” answers the unspoken emotional question of the student who is wondering, “is there a college or university that’s right for me?” The question could be asked by a first-generation student or an adult pondering whether to return to college. It could be a valedictorian, or someone who did not excel in high school and who may not have a clear idea of his or her future.

Our promise, that we are that student’s lowest cost, highest quality, most accessible path to a University of Wisconsin degree, is captured emotionally in the affirmative statement: There is a U for YOU.

The big, red U visually elevates every UW Colleges campus to University status and reminds people that the first word in our name is University. The traditional shape of the U reminds students, parents and the community that we are part of one of the largest and most respected university systems in the world. We are the University of Wisconsin in your community. Globe U can’t say that. The technical college next door can’t say that.

The best advertising starts with a strong logical and analytical foundation rooted in the mission statement, brand promise, competitive analysis, student profile, etc. Then it expresses that idea in a way student find comfortable and likeable. The look and feel of the U for YOU campaign says to those students who are wondering about their future, “Come on in. We are the U for YOU”.

In a time of ongoing budget uncertainty, we believe the U for YOU campaign can not only be a source of pride, but will also help us recruit students and maintain our enrollment.

**News from UW Colleges Libraries**

By Ann Vogl

The following article was written by one of our wonderful academic librarians, Ann Vogl, who recently left UW-Baraboo/Sauk County to pursue a career with UW-Stout. We all wish her the best and look forward to working with her at a new level in the future. –Cheryl Nessman, Director, LSS
@ Your Campus Library
By Ann Vogl

Did you know that you and your students can “chat” with a librarian to get online research help? A UW Colleges wide chat service was started in 2011 through a collaboration of all 13 campus libraries. The librarians wanted to expand their customer service to the points of user need. Look for chat widgets and chat links in your favorite library database or on your campus library websites.

In our initial year, the librarians answered 102 chats. This number grew to over 500 in 2012, and we are on pace to do even more this year.

Questions can range from “how do I request a book” to “I need help finding scholarly articles on autism.” The great thing about the service is that a librarian at UW-Barron can help a student at UW-Sheboygan, and they will get the same great service. The librarians collaborate to cover all chats during library open hours. This means that if your campus library closes a little earlier, another campus librarian may be available to help because their campus is still open until 8pm.

The UW Colleges Libraries are always looking for ways to support and help our campus communities. So chat away!
New Developments in the UW Colleges Assessment Program

By Valerie Murrenus Pilmaier

The UW Colleges’ Assessment Program has had quite an eventful year. Last year at this time, we were gearing up for a visit by the Higher Learning Commission and were happy to find that they were impressed with the state of our assessment program. The success of our assessment program is directly attributed to all of the players in our assessment program – the Campus Assessment Coordinators, Department Assessment Coordinators, the members of the Senate Assessment Committee, the Senior Informational Manager (Gregg Nettesheim), Associate Vice Chancellor for Academic Affairs (Lisa Seale and Interim Rex Hieser), the Institutional Assessment Coordinator (especially Laura Lee, who held this position prior to me) and the instructors who do help to provide the data for our institutional, departmental and campus assessment projects. Thank you for enabling us to have a general education assessment program that rivals the best in the nation and is a leader in the UW System.

Exciting news for our assessment program was the approval of the Intercultural Skills proficiency by the UW Colleges’ Senate in January of 2013. Mirroring a national movement initiated by the Association of American Colleges and Universities to assess higher education’s ability to create a global awareness skill-set in our students, our Intercultural Skills proficiency was four years in the making. After the proficiency was approved by Senate, our Department Assessment Coordinators (DACs) and the Senate Assessment Committee worked industriously in the summer months to create rubrics that would enable our DACs to begin assessing this proficiency in the fall of 2013. Because this is a new proficiency, we will offer DACs the opportunity to assess it for the next two assessment cycles. We look forward to the data that assessing this proficiency will generate.

Currently, our DACs are working in concert with the UW Colleges’ library council to revise A6, our Analytical Skills’ Information Literacy proficiency indicator, to better assess the Information Literacy skill-sets that our students need in order to be successful in the current technological world that we live in. Further, since we have not revised the Analytical Skills proficiency since 2007, we began reviewing all of the performance indicators in August to determine if revisions need to be made, and we will continue this discussion at our meeting at UW Waukesha in January. Having finished up last year’s assessment cycle on September 15 with the completion of the final assessment reports that focused on Quantitative and Communication Skills, our DACs are now beginning a new assessment cycle that focuses on Analytical, Aesthetic or Intercultural Skills (or a combination thereof).

Campus Assessment Coordinators (CACs) are hard at work, as well! On Friday, September 27, the CACs had their first face-to-face meeting at UW Sheboygan. Topics of discussion were the campus plans for assessment for 2013-2014 and creating a campus cycle of assessment. Our CACs work with their campuses to create useful assessment programs, ranging from town halls and focus groups, surveys of students and faculty/staff, and outreach. The data that they generate from these assessment projects significantly impacts climate, facilities, morale, and retention on the campuses. Please take a look at our assessment website for more information about assessment in the UW Colleges:

http://www.uwc.edu/academics/assessment. If you have any ideas, questions or concerns about assessment in the Colleges, please feel free to
contact any DAC, CAC, Senate Assessment Committee member or me, as we would love to hear from you!

Thank you for your support of assessment in the Colleges. With your help and cooperation, we continue to better our already exceptional programs.

**UW Colleges Hires Statewide Recruiters**

**By Rich Barnhouse**

With high school classes projected to continue shrinking until 2015, UW Colleges is implementing several initiatives to help maintain enrollments. One of the ways we hope to sustain, and even increase, enrollment is by expanding our recruiting beyond our traditional territories. This fall, UW Colleges will, for the first time, deploy statewide recruiters to serve all UW Colleges campuses.

Our four new recruiters will primarily target students and counselors at smaller high schools that have not regularly sent students to UW Colleges campuses in the past. They will offer information about all UW Colleges campuses and programs via a new institutional view book, website and other resources. We expect that the expansion of student housing to more campuses also will make it more feasible to recruit students from beyond the traditional commuting distance.

The four districts are mostly in the western part of the state. (see map below) Recruiters will live and work in their districts.

Molly (McFarlane) Stonesifer is the lead recruiter and will be recruiting region I in far northwestern Wisconsin. Last year she was a recruiter for UW-Marinette in Michigan’s Upper Peninsula. Molly has her bachelor’s and master’s degrees from UW-Superior.

Gina Jordan is the recruiter for region II, centered roughly on the I-39 corridor. Before joining UW Colleges she was employed at St. Paul Lutheran School in Stevens Point. Gina is a graduate of UW-La Crosse.

Jessa Prissel is the recruiter for region III, which runs from the Wisconsin River to the Mississippi in the west-central part of Wisconsin. Recently, she was a college representative/recruiter for Globe University in Eau Claire. Jessa earned her bachelor’s degree at UW-Eau Claire.

Erin Wierenga is the recruiter for region IV in the south-central part of the state. She formerly was a recruitment specialist for Moraine Park Technical College. Erin has a bachelor’s degree from UW-Stevens Point.

Monday, September 16, was the first day of employment for Gina, Jessa and Erin. Molly started her position on August 1. All four participated in a two-week orientation led by Margaret Millspaw during which they visited every campus and UW Colleges Online.
UW Colleges Concurrent Enrollment Program Update

By Tricia Wessel-Blaski

I have been making campus visits to survey and study the structure and processes of concurrent enrollment on each campus. It is my intention to conduct a full inventory of current campus programs. It has been great to meet so many new colleagues, and I am in awe of all of the “best practices” I have observed already. These visits will continue through the month of October. The research into campus processes will drive the development of an integrated UW Colleges Concurrent Enrollment program. I am working on the purchase of a Web Portal designed for concurrent enrollment that will create efficiencies of processes and personnel. I am
excited to map out a concurrent enrollment program structure within the umbrella of the UW Colleges that still allows for an individual identity on each campus.

I am currently in negotiations with some of our 4-year system partners to develop a UW System Concurrent Enrollment Consortium. Many University of Wisconsin Campuses have implemented concurrent enrollment programs. This does present an excellent opportunity for students; however, there is not much consistency across programs in terms of standards and common modes of operation. This lack of consistency and duplication of efforts makes it confusing for high schools, generates unneeded competition, and is not cost-competitive. To solve many of these issues, UW Colleges and UW-Oshkosh are working on an innovative collaboration in the state of Wisconsin.

My colleague, Gregory Kleinheinz, and I will be presenting at the National Alliance of Concurrent Enrollment Partnerships (NACEP) national conference in Jacksonville, Florida, this October. The presentation, “ Concurrent Enrollment Trends in Wisconsin: University of Wisconsin System Consortium,” will discuss and evaluate our collaboration process thus far.

I am working with Greg Lampe and Sylvia Ramirez to identify and write grant proposals to further secure the sustainability of this UW Colleges’ program and to ensure access to all high school students, regardless of their financial means.

This should be an exciting year for concurrent enrollment in the State of Wisconsin, and I am honored to be a part of it.

UW Colleges Bachelor of Applied Arts and Sciences (BAAS) Degree Completion Program Update

By Patti Wise

For the first time this fall, UW Colleges students were able to enroll in courses in the new Bachelor of Applied Arts and Sciences (BAAS) degree completion program. Over 50 students from the six participating UW Colleges campuses enrolled in BAAS courses offered at either the UW Colleges or one of the six participating UW four-year partner institutions.

To date, the Senate BAAS Curriculum Committee has approved 60 junior/senior-level courses for the BAAS degree along with 80 courses from the UWS partner institutions. The BAAS degree completion program provides an attractive option for students who have completed an associate degree, are place bound due to family or work responsibilities, and want to complete their bachelor’s degree close to home.

This applied baccalaureate degree offers the unique opportunity for students to earn 15 credits in service-learning and internship courses, and six credits in a year-long senior capstone seminar.

Service-learning is a teaching and learning approach that integrates community service with academic study. As approved by the UW Colleges Senate, a service-learning (SL) designation can be earned for a BAAS course that embeds a service-learning component that accounts for at least 20% of course content. To
date, twelve SL courses have been approved for the BAAS degree. Here are two examples:

CTA 326 Community Based Theatre: Local and Global – This course surveys the history, the theory, and the exemplar practitioners of community-based performance with the goal of preparing and executing an applied theatre event for the benefit of a community partner. Students will work closely with their classmates, the instructor, and local agencies to bring techniques learned in class for conflict resolution, education, and community building to partner organizations.

ENG 307 Writing for Non-Profit Organizations – The course examines various approaches to proposal writing for projects that support non-profit organizations in their local communities. Students will develop a basic understanding of how to locate and understand proposal requests, how to identify grant-funding sources, and how to write grant applications. A service-learning project will allow students to apply these skills to serve community needs.

Internship courses allow students to gain valuable professional experience outside the classroom by applying concepts learned from related coursework in a career or service-oriented environment. Students work under the supervision of a faculty member and receive credit based on hours worked and completion of a final report summarizing how their experiences reflect classroom learning and how they will apply their experience in future work. Here are two examples:

BIO 394 Internship in Biological Sciences – An individually-arranged internship in a biological or medical laboratory, field station, or clinical setting in academia, business, industry, or other organization for students to gain practical experience as biology researchers.

HIS 394 Internship in History – An individually arranged internship in an area museum, historic site, public agency, preservation project, or other cultural organization for students to gain practical experience as public historians.

The campus BAAS Professional Experience Coordinator assists with exploring, establishing, and coordinating service-learning and internship placements in the community.

The UW Colleges Retention Task Force

By Gregg Nettesheim

Late last summer the Retention Task Force began its work, developing a plan to investigate student retention. The goal of this study will be to better understand what we can all do to promote improved student retention. One of the institutional priorities for 2013-2014 is to improve the fall-to-spring retention rate of new freshmen from 85 to 88 percent, and the fall-to-fall retention rate of new freshmen from 58 to 60 percent.

The Retention Task Force includes Chairman Patrick Hagen along with Greg Ahrenhoerster, Rich Barnhouse, Gregg Nettesheim, John Short, Franklyn Taylor, and Margaret Turnbull.

In charging this group Chancellor Cross identified the following tasks:

• Define retention and how it applies to the UW Colleges (e.g. fall to fall; fall to spring; retention to the AAS degree; retention within the UW System; retention to a BS or BA degree)
• Compare UW Colleges retention rates to those of peer institutions
• Categorize retention rates by student type (age, race and ethnicity, first generation; gender, high school rank, etc.)
• Identify barriers or impediments to retention (internal barriers and external barriers)
• Evaluate resources related to retention

Over the course of one face-to-face meeting and one teleconference the task force has identified a potential list of comparable institutions for comparison. We have also developed a list of student characteristics for use when measuring retention. This list will supplement those characteristics already being used. The first group of these supplementary measures includes:

• Measuring the retention rates of students taking one or more developmental courses
• Comparing retention rates for students who declare majors within their first year with those who do not,
• Measuring the retention rates of students who apply and enroll very close to the start date of a semester. For this last group we will include an additional measure of college readiness, e.g. high school rank or composite Act score.

The Retention Task Force expects to conclude its work in January.

If you would like to see the most recent retention reporting for UW Colleges new freshmen you can link to the UW Colleges Institutional Research SharePoint site. To find UW Colleges-wide retention rates navigate to UWC Reports, then to Student Retention. To see retention rates at a particular campus navigate to Campus Reports, then to a particular campus, then to Student Retention.

**International Student Enrollment Up 48 Percent This Fall**

**By Tim Urbonya**

UW Colleges international student enrollment grew 48 percent this fall from the same period a year ago and has doubled over the last two years. Fall enrollments stood at 92 compared with 62 a year ago and 46 in the fall of 2011.

While most of the enrollment remains concentrated at UW-Richland (35) and UW-Marinette (32), nine of the 13 campuses have international students enrolled this fall with UW-Marathon County increasing from two to 10 students. UW-Marinette saw the largest total increase, expanding from 19 students in the fall of 2012 to 32 students this fall.

Virtually all of the growth in international enrollment came from an increase in independent students who pay full non-resident tuition. While program students increased by one to 27 this fall, independent students increased 81 percent to 65 students.
UW Colleges international students come from 27 different countries. China leads the way with 32 students, followed by 19 students from Korea and six from Saudi Arabia.