FROM THE PROVOST:

I love this time of year! I get to watch my all-time favorite holiday movie classics like *It’s a Wonderful Life*, *Elf*, *The Santa Clause*, the animated version of *The Grinch Who Stole Christmas*, *A Charlie Brown Christmas*, *White Christmas*, and the 1947 version of *Miracle on 34th Street*. I recall spending hours with my wife and daughters viewing these great movies and sharing laughter, tears, and wonderful memories. It’s one of our family traditions and one that we’ll repeat this holiday season.

This time of year, also offers us time (once the end of the semester work passes) to reflect on this year’s past events—the political turmoil in Wisconsin, hotly contested presidential and senatorial races, the unveiling of the Department of Public Instruction-UW Colleges Dual Enrollment Partnership, and the announcement about the Flexible Option program. This year was also a time to complete the Higher Learning Commission self-study process, push forward on the Bachelor of Applied Arts and Sciences degree-completion program and resulting mission change, operationalize our UW Colleges Strategic Plan, and establish institutional priorities.

One of the highlights of this past year for me was the completion of the Higher Learning Commission self-study process. I believe we had a highly meaningful experience with the self-study process and learned a great deal about the strengths, weaknesses, challenges, and opportunities that face our institution as we move forward. We also had a highly consultative process thanks to the efforts of co-coordinators Holly Hassel, Katie Kalish, and project manager Christa James-Byrnes. I am profoundly grateful for all the input we received on the self-study report which is the foundation of the self-
study. Literally hundreds of people contributed to our self-study report which resulted in a richly layered, multi-perspective document and one which we were praised for by the team of Higher Learning Commission peer evaluators that visited our institution in early November. We held nothing back—the report captured our institution, our culture, our passion, and our student-centeredness extremely well.

We will learn the outcome of the self-study process in late February or early March. We’ll learn about the continuing accreditation of our Associate of Arts and Science degree, the accreditation of the Bachelor of Applied Arts and Sciences degree-completion program, and the approval of our revised mission statement. After November’s site visit, and receiving positive feedback regarding our self-study process from the Higher Learning Commission office in Chicago, I am confident that we will receive all three.

As we enter this holiday season, I hope you, too, get to spend time with family and friends, find time to enjoy your favorite memories and traditions, and reflect on the past year and the year ahead. I hope, too, that you will take a few minutes when time permits, to read this edition of Academic Matters which contains important updates and news from many of us in the Office of Academic Affairs.

On behalf of all of us in the Office of Academic Affairs, I wish you a joyful holiday season, and a very happy and prosperous new year!
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New Instructional Design Program Manager for UW Colleges Online
By Dave Brigham

Dr. Kevin Crow has recently joined the UW Colleges Online staff as Instructional Design Program Manager. He will manage instructional design processes and procedures for new course development, course revision, course maintenance and deployment, quality control, and instructor training/support.

Kevin comes to us from Concordia University, Mequon, Wisconsin, where he has taught online courses in instructional design and technology and has served as an instructional design consultant to the faculty in the MBA program. He brings with him a wealth of experience in instructional design and consulting having also worked at Madison Area Technical College, Harper College in Palatine, Illinois, and Regis College in Denver. Kevin has experience as an administrator and has expertise in the area of universal design. He has actively contributed to the profession via contributions to journals and conference presentations.

Kevin holds an Ed.D. in Instructional Technology from Northern Illinois University, an MBA in Management from Rockford College, and a B.A. in Elementary Education from Concordia University in Chicago. We are lucky to have found someone with such excellent credentials and look forward to the contributions he will be making to our program.

Kevin’s office is located at 34 Schroeder Court in Madison where he can be reached by email at kevin.crow@uwc.edu and by phone at 608 270-7115.

Congratulations to Kevin on his new position!

ESFY Matters: Strengthening & Streamlining Campus Efforts
By Jennifer Flatt

Recently the ESFY Program announced its strategic priority for 2012-2015 for ESFY, to create and enhance a focused and coordinated approach to the first year on each campus throughout the UW Colleges. In this first year, 2012-2013, we hope each campus will have a series of conversations about their first-year programming among faculty, staff, and students. During those conversations we need to ask ourselves key questions:

- How can we build upon the programming we already offer?
- What effective ideas can we borrow from other campuses?
- How can we ensure that one group or individual is not duplicating the efforts of others on the same campus?
ESFY Campus Coordinators will also have a wonderful opportunity to work with an enrollment management tool developed in coordination with the Associate Vice Chancellor for Student Services and Enrollment Management as part of the Strategic Enrollment Management plan. Now in use in Student Services and University Relations offices on each campus, it is an online enrollment management platform called iPlan. Currently, campus Student Services personnel are working with campus University Relations personnel to update and maintain lists of broad-ranging campus efforts that include many retention-focused activities. ESFY Campus Coordinators, working in conjunction with their designated campus committee or working group, will now be able to add ESFY-related activities to these lists.

Making this tool even more useful is a feature that allows all campuses to view what other campuses are doing for enrollment management, retention, and student success. If one campus wants to tweak (or add) a Student Success Series, for example, the information—including sometimes flyers and promotional materials—will be on their screens after just a few clicks. After campus-based conversations about ESFY take place to identify student needs, each ESFY Campus Coordinator will be able to work with Student Services and others to examine possible ways to fill that need, programming that in some instances has already been vetted by another campus.

Lisa Seale and I learned more about this tool at a recent meeting of the Student Services Strategic Enrollment Management Core Team, and I’m excited for the ESFY Campus Coordinators to get a look at it soon. It is one important way in which ESFY can strengthen its collaboration with Student Services on every campus and way in which the UW Colleges together can build a stronger ESFY Program.

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**Senate Inclusive Excellence Committee & UW Colleges Service-Learning Advisory Group Updates**

**By Lisa Seale**

**Working Together**

I am pleased to provide updates about two groups I have been working with a good deal this Fall semester, the Senate Inclusive Excellence Committee and the UW Colleges Service-Learning Advisory Group.

**UW Colleges Inclusive Excellence Summit Held**

The UW Colleges Senate Inclusive Excellence Committee, the UW Colleges/UW-Extension Office of Inclusion, and the Wisconsin Institute for Public Policy and Service (WIPPS, located at UW-Marathon County) co-sponsored an Inclusive Excellence Summit that took place at UW-Rock County on Friday, November 16. The summit took the form of a workshop exploring ways to bring various models of public dialogue projects (sometimes called intergroup dialogue) to interested UW Colleges campuses and UW Colleges as a whole. Three groups of presenters joined via distance technology (Skype): the Sustained Dialogue Campus Network, University of Michigan’s Program on Intergroup Relations, and the University of Illinois at Chicago’s Office of Diversity. Three representatives the Public Conversations Project presented in person.
Participants included campus ESFY coordinators, campus Inclusive Excellence point persons, campus deans and associate deans, and members of Student Services offices. The event was co-funded by a Bringing Theory to Practice seminar grant from the American Association of Colleges and Universities and by the Office of Inclusion. As a next step, the Office of Academic Affairs is working with the Senate Inclusive Excellence Committee in preparation of a Bringing Theory to Practice Program Development Grant proposal.

**UW Colleges Service-Learning Advisory Group Named**

This year’s UW Colleges Service-Learning Advisory Group was announced in early November; its first meeting took place via WisLine teleconference on November 26. Since then, two members, Kyle Kendall and Deborah Cole, have stepped down due to other obligations. I am pleased to announce that Elizabeth Owen (UW-Barron County, English and Student Services) and Patti Wise (UW Colleges Program Manager, BAAS), have been appointed in their places. The group’s full membership is as follows:

<table>
<thead>
<tr>
<th>Name</th>
<th>Campus/Organization</th>
<th>Department/Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iddi Adam</td>
<td>UW-Marshfield/Wood County</td>
<td>Geography/Geology</td>
</tr>
<tr>
<td>Frances Auld</td>
<td>UW-Baraboo/Sauk County</td>
<td>English; Campus ESFY Coordinator</td>
</tr>
<tr>
<td>Bobbie Boettcher</td>
<td>UW-Baraboo/Sauk County</td>
<td>Student Services; Campus BAAS Professional Experience Coordinator</td>
</tr>
<tr>
<td>Joseph Foy</td>
<td>UW-Waukesha</td>
<td>Associate Dean; Political Science</td>
</tr>
<tr>
<td>Joel Friederich</td>
<td>UW-Barron County</td>
<td>English</td>
</tr>
<tr>
<td>Mike Jurmu</td>
<td>UW-Fond du Lac</td>
<td>UW Colleges Service-Learning Coordinator; Geography/Geology</td>
</tr>
<tr>
<td>Kaili Lee</td>
<td>UW-Rock County</td>
<td>Student Services; Campus BAAS Professional Experience Coordinator</td>
</tr>
<tr>
<td>Elizabeth Owen</td>
<td>UW-Barron County</td>
<td>English, Student Services</td>
</tr>
<tr>
<td>Laurie Petri</td>
<td>UW-Marshfield/Wood County</td>
<td>Library</td>
</tr>
<tr>
<td>Jennifer Walsh</td>
<td>Wisconsin Campus Compact</td>
<td>Director, WiCC</td>
</tr>
<tr>
<td>Patti Wise</td>
<td>UW Colleges</td>
<td>Program Manager, Bachelor of Applied Arts and Sciences Degree and Special Assistant to the Provost for Returning Adult Academic and Student Services</td>
</tr>
</tbody>
</table>

Questions about the work of the UW Colleges Service-Learning Advisory Group may be addressed to UW Colleges Service-Learning Coordinator Mike Jurmu.
The University of Wisconsin Colleges enrolled 647 veterans during the 2011-12 academic year, a slight decrease of 32 from the number enrolled the year before, according to the UW System Office of Policy Analysis and Research (OPAR).

Military veterans represented about 4.5% of the approximately 14,000 students enrolled in the UW Colleges during the 2011-12 academic year. As an institution, the UW Colleges serves the second highest number of veterans in the UW System, following only UW-Milwaukee.

The UW Colleges is fully approved for the certification of educational benefits for veterans and veterans’ dependents under both federal and state veterans’ administration programs. All of the 13 campuses and UWC Online have an assigned Campus Coordinator for Veterans Services, who is a certifying official and an advocate for each veteran’s academic success.

Services for veterans at the UW Colleges include specialized academic advising, educational networking, accommodation plans, mental health counseling, and family support services. Several campuses have also been successful in creating a veterans club, a designated space for veterans to gather, and a system for matching vets with vets for tutoring and study groups.

The Central Office sponsors training workshops annually for the Campus Coordinators for Veterans Services. Ongoing training is critical in order to ensure that we are providing the most accurate, up-to-date, and comprehensive service delivery.

Finally, the UW Colleges continues to participate in the UW Systemwide Committee on Veterans Issues (SCOVI). This Committee provides oversight for the guidelines, best practices, and advocacy for veterans being served throughout the entire UW System.
The Growth Agenda in a Local Context
By Greg Nettesheim

Each December a big part of my time is taken up with drafting the UW Colleges Accountability Report. Accountability Reports are produced annually by each unit within the University of Wisconsin System then shared with the Board of Regents and other stakeholders. You can find out more about accountability reporting within the UW System at http://www.wisconsin.edu/opar/accountability/. Previous versions of the UW Colleges Accountability Reports can be found on the IR SharePoint site.

The overarching theme guiding accountability reporting in the UW System is the Growth Agenda. Because we are a statewide university system, the context for the Growth Agenda is statewide as well. But we in the Colleges know that the context for each UW Colleges campus is far more local. It is clear that the team from the Higher Learning Commission understood that as well, having scheduled visits to all 13 campuses and to the UW Colleges Online office. Part of my challenge in preparing the Accountability Report is reminding, or in some cases informing readers of these local contexts while describing the ways in which UW Colleges campuses contribute to meeting the goals of the Growth Agenda within those contexts.

One goal of the Growth Agenda is to “increase the number of Wisconsin graduates and expand educational opportunities through improving access…” The chart shown below illustrates the local contexts within which the UW Colleges campuses are working to meet this goal.

<table>
<thead>
<tr>
<th>Campus</th>
<th>County</th>
<th>% of County Residents with a Baccalaureate Degree*</th>
<th>% of Campus Enrollment from this County</th>
<th>% of Campus New Freshmen who are First-Generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baraboo/Sauk</td>
<td>Sauk</td>
<td>20%</td>
<td>60%</td>
<td>75%</td>
</tr>
<tr>
<td>Barron County</td>
<td>Barron</td>
<td>18%</td>
<td>48%</td>
<td>60%</td>
</tr>
<tr>
<td>Fond du Lac</td>
<td>Fond du Lac</td>
<td>18%</td>
<td>73%</td>
<td>51%</td>
</tr>
<tr>
<td>Fox Valley</td>
<td>Outagamie/Winnebago</td>
<td>26%/20%</td>
<td>51%/28%</td>
<td>65%</td>
</tr>
<tr>
<td>Manitowoc</td>
<td>Manitowoc</td>
<td>18%</td>
<td>93%</td>
<td>45%</td>
</tr>
<tr>
<td>Marathon County</td>
<td>Marathon</td>
<td>21%</td>
<td>77%</td>
<td>59%</td>
</tr>
<tr>
<td>Marinette</td>
<td>Marinette</td>
<td>14%</td>
<td>55%</td>
<td>79%</td>
</tr>
<tr>
<td>Marshfield/Wood County</td>
<td>Wood</td>
<td>24%</td>
<td>46%</td>
<td>56%</td>
</tr>
<tr>
<td>Richland</td>
<td>Richland</td>
<td>14%</td>
<td>36%</td>
<td>54%</td>
</tr>
<tr>
<td>Rock County</td>
<td>Rock</td>
<td>20%</td>
<td>85%</td>
<td>75%</td>
</tr>
<tr>
<td>Sheboygan</td>
<td>Sheboygan</td>
<td>21%</td>
<td>88%</td>
<td>70%</td>
</tr>
<tr>
<td>Washington County</td>
<td>Washington</td>
<td>26%</td>
<td>74%</td>
<td>48%</td>
</tr>
<tr>
<td>Waukesha</td>
<td>Waukesha</td>
<td>39%</td>
<td>71%</td>
<td>47%</td>
</tr>
<tr>
<td>UWC Online</td>
<td>State-wide</td>
<td>25.8% of Wi residents</td>
<td>91% from Wi residents</td>
<td>63%</td>
</tr>
</tbody>
</table>

*% of residents 25 and older with a bachelor’s degree; source: http://quickfacts.census.gov/qfd/states/55/55103.html
Mobile Learning User Group Growing
By Pat Fellows

This fall we started a mobile learning user group for faculty and staff of the UW Colleges who are interested in learning more about mobile learning. We are at almost 50 members, with even more joining us for our Blackboard Collaborate sessions. While our first couple sessions focused on iPads, our most recent presentation was a high level presentation on mobile learning done by Dr. Scott Hamm from Abilene Christian University.

In addition to the Blackboard Collaborate presentations the user group has a SharePoint site: https://collab.uwex.uwc.edu/uwc/academicaffairs/mobile/default.aspx that is open to any UW Colleges faculty and staff as visitors. Members (ask Pat Fellows to become a member) can participate in discussions, post documents and participate in surveys, etc. Members also receive personal invitations to the Blackboard Collaboration sessions. Links to archives of all Blackboard Collaborate sessions are posted in the Announcements as are upcoming programs.

Need a break from grading and writing exams? Join us in a Blackboard Collaborate session on the Study Day, December 14th for a brown bag lunch session to discuss our favorite apps on droids, iOS, and windows devices. We’ll meet for 45 minutes. The link will come out the week of the session.

Join us and learn with us. If you have ideas for future sessions, send them to Pat Fellows.

UW Colleges Study Abroad Update
By Tetyana Schneider, Study Abroad Coordinator

Two exciting study abroad programs are planned to go in the beginning of January. Stephanie Vrabec (UW-Fox Valley) and Paul Whitaker (UW Marshfield) are traveling with 11 students from UW-Barron County, UW-Marshfield/Wood County, UW-Rock County, and UW-Fond du Lac to Belize to study tropical ecology. The students will be able to explore the pristine rivers, lush rainforests and ancient Mayan ruins, conduct research projects and earn 3 credits in Biology.

Rachel Knighten (UW-Fox Valley) is taking another 11 students from UW-Fond du Lac, UW-Fox Valley, UW-Sheboygan, UW-Marathon County, UW-Washington County, and UW-Stevens Point to Nicaragua for three weeks to fully immerse in the language culture and traditions of this beautiful country. The students will live with host families and engage in meaningful service learning projects in the local communities.

Four students were awarded with partial UW Colleges Study Abroad scholarships in the amount of $1,000 each. Five more study abroad courses in various academic areas will be offered this coming summer to Ghana, Japan, Peru, China, and Oxford.
New Website Launches Without Problems
By Howard Cosgrove, UW Colleges Marketing Accounts Manager

Everything went smoothly as UW Colleges launched a new website on Dec. 3.

Vicki Keegan, Director of Marketing and the organizer of the website, said that there were very few problems, and she thanked faculty and staff for helping to make the launch a success. “We sent out a survey the week before the launch and got more than 300 responses,” Keegan said. “We were able to implement many of the suggestions in the days before the site went live, so I think we eliminated most of the potential objections.”

The new site uses responsive design to correctly display on tablets and smart phones, so faculty and staff can have access to the website from any device without having to load a separate application.

More importantly, Keegan said that the new Drupal content management platform will allow UW Colleges Marketing to redesign all of the UW Colleges campus websites over the next 2-3 years and keep them updated much more quickly and efficiently than under the old system. “We are already moving forward on planning for the first few campus websites using the UW Colleges site as a template,” she said. “The content management system will let us give each campus a customized look and function without having to reinvent the whole design and organization.

Best Wishes For a Joyous Holiday Season
And a Wonderful New Year!!
The Academic Affairs Staff