

Purpose Made Possible: Year Two Accomplishments and Year Three Goals

Theme One: Aligning our financial model with institutional vision

The Year-Two accomplishments of Theme One team include:

- Implemented budget forecast reporting
- Initiated broader communication and ongoing budget workshops
- Established institutional financial health metrics.
- Developed budget framework for supporting new programs through academic growth initiative
- Reviewed foundation investment strategies to determine if the Foundation was invested with the best investment partner to guarantee benchmark-exceeding returns and identify all unproductive assets.

The goals for Year Three include finalizing non-curricular metrics tracking and continuing to evaluate alternative budget models. For example, in terms of non-curricular metrics for tracking, University Advancement, Marketing and Enrollment, Student Affairs, Business Affairs and the University College submitted 153 strategic data points to begin collecting data on in the 2024-25 academic year.

Theme Two: Expanding educational opportunities for student success

The Year-Two accomplishments of Theme Two include:

- Developed a comprehensive institutional enrollment and marketing plan
- Piloted the first phase of Program Portfolio Management
- Launched the Growth Initiative, which utilizes internal and external data to generate new online programs that align with market demands. Now in its second year, the Growth Initiative has launched several new programs including the Master of Social Work, slated to begin in Fall 2025.
- Expanded collection and analysis of recruitment metrics and updated recruitment materials with colleges to create an inclusive visit strategy

These initiatives have resulted in increased enrollments, operational efficiencies and a more unified approach to recruiting students.

The Theme Two team established four major outcomes for Year Three that are aimed at furthering access to a UWSP education:

- Developing a strategic blueprint for cultivating new markets in Wisconsin and beyond. A New Market Coalition comprised of representatives from Admissions, Marketing and Enrollment Insights, Business Development, CPS, Marshfield, and Continuing Education is creating a foundation for expanding high school, business and external partnerships.
- Optimizing technology to ensure UWSP remains competitive and responsive to the needs of students. This year's efforts center on enrollment technology aimed at scaling institutional growth.

- Continuing the Growth Initiative. Leveraging UWSP's long-standing reputation as a leader in sustainability to raise the university's national profile and ensure its mission is relevant for generations to come. An Integrated Sustainability Coalition is exploring a university wide model that integrates sustainability into all aspects of UWSP learning and operations.

Theme Three – Enhancing the Student Experience

The Year-Two accomplishments of Theme Three team include:

- Improved student access to High Impact Practices (HIPS) by increasing opportunities for internships through Student Affairs, by expanding funding opportunities for students' study abroad programs, and by increasing the amount of funding for undergraduate research and creative activity.
- Implemented a student internship tracking system to increase the number of internships available across the university.
- Deployed Civitas, a new schedule planner for students to support student degree completion and retention.
- A focus study group examined Underrepresented Student (URS) student success and their sense of belonging. The input provided data to support grant applications.

The Year-Three goals for Theme Three focus on strategies that enhance student support, including:

- Providing additional staff training in Civitas to map students' academic progress to support retention, persistence, and completion.
- Seeking funding through a TRIO grant proposal that was submitted in summer 2024, and the team hopes to receive confirmation by late spring of 2025.
- Creating new learning communities in the residence halls through partnerships between Student Affairs, Housing and Residence Life, and Academic Affairs.
- Developing collaborative health and wellness programs for students.
- Operationalizing a new emergency aid program for students.
- Hiring a non-traditional student coordinator funded by segregated fees and the development of a first-year experience program by June 2025.

Theme Four - Serving our internal and external communities for impact

The Year-Two accomplishments of Theme Four team include:

- Implemented the Collaboratory software tool to collect data focused on off-campus activities and partnerships to demonstrate the work being done campus-wide to serve the region and inform the narrative about positive impacts UWSP has in our communities.
- Conducted a well-being survey to better understand the wellness needs and priorities of our faculty and staff. Responses from the survey guided development of a faculty and staff wellness action plan for Year Three.