

9/24/2018

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

I.1. Education Committee Agenda

Thursday, October 4, 2018
9:00 – 10:30 a.m.
UW-Parkside Student Center
Ballroom A & B
900 Wood Road, Kenosha, Wisconsin

- a. Approval of the Minutes of the August 23, 2018 meeting of the Education Committee
- b. UW-Stout: Approval of the Bachelor of Science in Video Production [Resolution I.1.b.]
- c. Second Reading and Approval of the Proposed UW-River Falls Select Mission Change [Resolution I.1.c.]
- d. Report of the Vice President for Academic and Student Affairs
 - Update on UW System Restructuring Initiative
 - Review of Past Presentations and Discussion of Steps Forward Regarding Teacher Education in Wisconsin
- e. Host Campus Presentation entitled “Recommitting to Our Vision: Renewing an Academic Plan to Lead UW-Parkside to 2020” by Provost Robert Ducoffe

Program Authorization (Implementation)
Bachelor of Science in Video Production
UW-Stout

EDUCATION COMMITTEE

Resolution I.1.b.:

That, upon the recommendation of the Chancellor of UW-Stout and the President of the University of Wisconsin System, the Chancellor is authorized to implement the Bachelor of Science in Video Production at UW-Stout.

**NEW PROGRAM AUTHORIZATION
BACHELOR OF SCIENCE IN VIDEO PRODUCTION
UNIVERSITY OF WISCONSIN-STOUT**

EXECUTIVE SUMMARY

BACKGROUND

The University of Wisconsin-Stout submits this request to establish a Bachelor of Science in Video Production degree program. This proposal is presented in accord with the procedures outlined in Academic Planning and Program Review (SYS 102, revised July 2016, available at <https://www.wisconsin.edu/program-planning/>).

REQUESTED ACTION

Adoption of Resolution I.1.b., authorizing the implementation of the Bachelor of Science in Video Production at the University of Wisconsin-Stout.

DISCUSSION

Program Description. The University of Wisconsin-Stout proposes to establish a Bachelor of Science (B.S.) degree in Video Production (VP). This program will elevate the existing and successful Photography and Video minor to a Video Production major. The development of the program responds to industry advisory board recommendations, faculty and student interest, and identified need for graduates in the rapidly expanding fields related to the creation and presentation of video for online and multi-channel media distribution, such as social media, training and education, and digital display content.

The proposed VP program builds on the existing video and sound production studios and green screen room at UW-Stout. These spaces, which currently serve both the Learning Technology Services and the digital cinema concentration courses, will provide the basic infrastructure required for the program. In addition, partnerships will continue among the several units that check-out needed VP-related equipment, such as the Library, Communication Technologies Department, and School of Art and Design.

Mission. The proposed degree program is congruent with UW-Stout's mission as "a career-focused, comprehensive polytechnic university where diverse students, faculty and staff integrate applied learning, scientific theory, humanistic understanding, creativity and research to solve real-world problems, grow the economy and serve a global society." Video Production leverages interdepartmental collaboration and sharing of disciplinary expertise between the host department, Communication Technologies, and the School of Art and Design at UW-Stout. The proposed Video Production major aligns with the UW-Stout strategic plan and existing program array offering "undergraduate and graduate programs leading to professional careers in industry,

commerce, education and human services through the study of applied mathematics and science, art and design, business and management, social and behavioral sciences, education, family and consumer sciences, select engineering programs, applied technologies, select health studies, and technical communication.”

Student and Market Demand. Support for the Video Production degree program has been expressed by UW-Stout faculty, students, alumni and industry leaders of the current B.F.A. Entertainment Design program advisory board.

As described in letters of support, many students who have graduated with a minor in Photography and Video have ended up working in the Video Production field. All state that they would have benefited from more coursework in Video Production.

UW-Stout has received more than 10 letters of support from employers, including representatives from: Film Wisconsin, Milwaukee Filmmakers Alliance/Milwaukee Film, and Dreamworks Feature Animation. (A full compilation of the letters of support can be found at https://www.uwstout.edu/files/2018-08/2018_LettersofSupport.pdf.) The proposal is also closely aligned with the 2017 study and action plan commissioned by Milwaukee Film with ICF: Strategic Consulting.

Learning Outcomes, Credit Load, and Tuition. Graduates of the program will have advanced technical knowledge and skills to create and edit video and media products in a team environment, under the guidance of producers and directors. They will meet the increasing demand for video content by business, industry, and all sectors of our economy.

Students matriculating full-time into this program can complete the curriculum in four years, spanning eight semesters. The program will be comprised of 66 major credits, 40 general education credits, and 14 selective credits for a total of 120-degree credits. All but 18 credits of the course content required to support the proposed B.S. in VP are currently being offered at UW-Stout as part of other UW-Stout programs.

Standard tuition and fee rates will apply. For the 2018-19 academic year, the residential tuition and fees have been approved for \$315.23 per credit per semester for a full-time Wisconsin undergraduate resident student who is enrolled in 12 credits per term. Of this amount, \$38.24 is attributable to the segregated fee, \$17.18 to the textbook fee, \$26.00 to the eStout fee and \$233.81 is attributable to tuition.

RELATED REGENT AND UW SYSTEM POLICIES

Regent Policy Document 4-12: Academic Program Planning, Review, and Approval in the University of Wisconsin System.

UW System Administrative Policy 102: Policy on University of Wisconsin System Array Management: Program Planning, Delivery, Review, and Reporting.

**REQUEST FOR AUTHORIZATION TO IMPLEMENT A
BACHELOR OF SCIENCE IN VIDEO PRODUCTION
AT UW-STOUT
PREPARED BY UW-STOUT**

ABSTRACT

The University of Wisconsin-Stout proposes to establish a Bachelor of Science (B.S.) degree in Video Production (VP). The development of the program responds to industry advisory board recommendations, faculty and student interest, and identified need for graduates in the rapidly expanding fields related to the creation and presentation of video/media for non-broadcast, online/multi-channel media distribution such as social media, training and education, and digital display content. This proposed program will also elevate the existing and successful Photography and Video minor to a Video Production major. Graduates will bring advanced technical knowledge and skills to create and edit finished still and video/media products in a team environment, under the guidance of producers and directors. They will meet the increasing demand for video content by business, industry, and all sectors of our economy. The program will be comprised of 66 major credits, 40 general education credits, and 14 selective credits for a total of 120-degree credits. All but 18 credits of the course content required to support the proposed B.S. in VP are currently being offered at UW-Stout as part of other UW-Stout programs.

PROGRAM IDENTIFICATION

Institution Name

University of Wisconsin-Stout

Title of Proposed Program

Video Production

Degree/Major Designations

Bachelor of Science

Mode of Delivery

Single institution

Face-to-face instruction and 50%+ but less than 100% Distance Education

Projected Enrollments and Graduates by Year Five

Table 1 represents enrollment and graduation projections for students entering the program over the next five years. UW-Stout anticipates 20 new students in the first year of the program, with a modest increase in new student enrollments each year through Year 5 of the program. Anticipated continuing student enrollments include students who are existing UW-Stout students moving into the VP program from the minor or from other UW-Stout programs (for example, the B.F.A. in Entertainment Design, Digital Cinema concentration). These existing UW-Stout students moving into the VP program are estimated to be 15 students in Year 1, 10 in Year 2, and 5 in Year 3. Enrollment retention is estimated to be 73% from the first to second fall,

and then 94% from year to year, similar to overall retention rates for UW-Stout undergraduates. By the end of Year 5, it is expected that 112 students will be enrolled in the program, and a minimum of 56 existing students will have graduated from the program.

Table 1. Five Year Degree Program Enrollment Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
New Students	20	25	30	35	35
Continuing Students	15	39	60	78	77
Total Enrollment	35	64	90	113	112
Graduating Students	0	0	14	37	56

Tuition Structure

For students enrolled in the B.S. in VP, the standard tuition and fee rates will apply. For the 2018-19 academic year, the residential tuition and fees have been approved for \$315.23 per credit per semester for a full-time Wisconsin undergraduate resident student who is enrolled in 12 credits per term. Of this amount, \$38.24 is attributable to the segregated fee, \$17.18 to the textbook fee, \$26.00 to the eStout fee and \$233.81 is attributable to tuition.

Department or Functional Equivalent

Department of Communication Technologies

College, School, or Functional Equivalent

College of Arts, Communication, Humanities and Social Sciences (CACHSS)

Proposed Date of Implementation

August 2019

DESCRIPTION OF PROGRAM

Overview of Program

The proposed B.S. in VP will be comprised of 66 major credits, 40 general education credits, and 14 selective credits for a total of 120 degree-credits. The curriculum includes a required 3-credit senior-level practicum. All but 18 credits (six courses) of the course content required to support the proposed B.S. in VP are currently being offered at UW-Stout.

Student Learning Outcomes and Program Objectives

Upon completion of the Video Production major, students will be able to:

1. Demonstrate applied knowledge of video production technologies.
2. Apply principles of cinematic, photographic and visual theory to video production projects.
3. Demonstrate and apply collaborative solution-oriented analysis toward meeting client applied/commercial video needs and requirements.
4. Demonstrate proficiency in planning and supervising location and studio video production for efficient production of client projects within assigned time schedules.
5. Apply effective leadership, supervision and teamwork strategies to solve problems and collaborate to complete projects.

6. Apply technical and management concepts, techniques and procedures to solve problems associated with applied and commercial video production projects.
7. Evaluate quality of work produced, group performance, production efficiency and factors influencing effectiveness of project.
8. Evaluate the content of video production projects for issues (ethical, social, political or personal) that are raised and/or purposes that are served or challenged by the content.

Program Requirements and Curriculum

Admission requirements align with general undergraduate admission requirements to UW-Stout which are found at <https://www.uwstout.edu/admissions-aid/how-apply/how-apply-new-freshmen>. Standard preparatory academic coursework is outlined in the areas of English, Math, Science and Electives. A minimum score of 18 on the ACT and a 2.0 high school GPA is also required.

Table 2 illustrates the program curriculum for the proposed program. The program requirements are comprised of 120 credits, of which 66 are major credits, 40 general education credits, and 14 selective credits. All courses will be offered face-to-face. The university-required General Education and Diversity courses can also be completed 100% online; 75% of the 66 major credits (Professional/Technical component) and 14 selective credits are also planned to be available in hybrid format. Hybrid courses will be delivered using distance education technologies and non-traditional meeting times including online instruction and face-to-face applied workshops on weekends and/or summer/winter terms.

Table 2: Program Curriculum

General Education and Diversity courses required for graduation (*40 credits)

Racial and Ethnic Studies	6 credits*
Global Perspectives	6 credits*
Communication Skills	9 credits
Analytical Reasoning and Natural Science	10 credits
Arts and Humanities	6 credits
Social and Behavioral Sciences	6 credits
Cross-disciplinary Issues	3 credits
Social Responsibility and Ethical Reasoning	3 credits

*Students can select courses that count for more than one requirement within General Education (GE), Racial and Ethnic Studies (RES), and Global Perspectives (GLP).

Academic program or major course requirements (66 credits)

ART 100 Drawing I	3 credits
BUMKG 330 Principles of Marketing	3 credits
BUMKG 370 Integrated Marketing Communications	3 credits
DES 176 Introduction to Digital Narrative	3 credits
DES 375 Digital Cinema Studio	3 credits
GCOM 151 Graphics Software Tools	3 credits
ICT 103 Information and Communication Technologies	3 credits
INMGT 365 Project Management	3 credits
MUSIC 350 Digital Sound Studio	3 credits

VID 200 Video Production Technologies	3 credits
VID 310 Commercial Motion Graphics	3 credits
VID 331 Advanced Video Production	3 credits
VID 420 Virtual and Augmented Reality Video Applications	3 credits
VID 430 Visual Effects and Compositing	3 credits
VID 440 Video Production Practicum	3 credits
PHOTO 130 Introduction to Still and Moving Image Photography	3 credits
PHOTO 310 Introduction to Photographic Lighting	3 credits
PHOTO 330 Introduction to Video Production	3 credits
PHOTO 375 Product Photography	3 credits
PHOTO 411 Photojournalism and Documentary Photography	3 credits
PHOTO 415 Advertising Photography	3 credits
PHOTO 425 Corporate Communications and Public Relations Photography	3 credits

Selectives (14 credits)

Selectives can come from approved university courses, minors, and transfer credits. 14 credits

Total Credits **120 credits**

Assessment of Outcomes and Objectives

At UW-Stout, a university-wide policy is in place whereby biannual reports, called Assessment in the Major (AIM) reports, summarize the primary methods used to assess student learning and progress throughout programs. The program evaluation form can be obtained from the UW-Stout provost’s office at <http://www.uwstout.edu/admin/provost/assessment.cfm>.

This evaluation will include a summary of the program objectives, indirect and direct assessment methods of student learning, and an interpretation and dissemination of the evaluation results. Review outcomes will enable biyearly improvements to the program and plans for future improvement and provide program indices and facts. Methods used to assess student learning are correlated with program objectives and will include standardized tests, portfolios, course-embedded assessments or other direct measures of student learning and performance. Plans for improvement may include proposed modifications in course content, course sequencing, changes in teaching methods or other proposed changes designed to improve student performance.

In coordination with the program faculty, the program director of the proposed VP program will use the results of the assessment review to continually improve the program. As students begin to graduate with a degree in VP, the program director will analyze results data from surveys of the alumni and employers in conjunction with UW-Stout’s Planning, Assessment, Research and Quality Office survey of graduates, as is typical for most UW-Stout programs, for the purpose of continuous improvement.

Diversity

In both the general education and required program courses, students are exposed to learning that prepares them to work with persons representing diverse beliefs, ethnicities, genders, and socio-economic backgrounds, as well as with persons living with disabilities. As part of the general education requirements, students take courses in Social and Behavioral Sciences, Cross-disciplinary Issues, and Social Responsibility and Ethical Reasoning. A majority

of the courses offered in these categories cover topics related to diversity and multiculturalism. Students must also satisfy six credits in each of the Racial and Ethnic Studies and Global Perspectives categories. In addition, students in the VP program will be encouraged to take advantage of numerous study abroad and student exchange opportunities.

The faculty and staff implementing the VP program will continue to work with counselors in UW-Stout's Offices of Admissions and International Education to utilize a spectrum of efforts to ensure a diverse and multicultural campus society (<https://www.uwstout.edu/about-us/mission-values/inclusive-excellence> and <http://www.uwstout.edu/services/multicultural/>). UW-Stout personnel will infuse program curriculum with a wide variety of perspectives, including, but not limited to, race, sex, gender identity, sexual orientation, religion, socioeconomic status, and age. Specific efforts include the Diversity Bridge Team, the Intercultural Development Ambassador, and the Stout Inclusive Leadership Coalition. Also, faculty in the VP program will recruit and support (for example, through the English as a Second Language Institute) a diverse and intercultural student population, as they work toward institutional internationalization.

The College of Arts, Communication, Humanities and Social Sciences (CACHSS) makes a concerted effort to be inclusive of individuals from diverse populations and backgrounds. For example, current faculty and staff work in partnership with student organizations as faculty advisors, make presentations on such topics as the social impact of media, and participate in workshops as needed. They also guide student service programs, such as Disability Services, pre-college programs, and Multicultural Student Services, to provide outreach, advising, and organization of academic programs and events as needed.

Projected Time to Degree

Students matriculating full-time into this program can complete the curriculum in four years, spanning eight semesters. The program does not specifically require summer or winter session coursework, although options are available during both sessions for students to expedite their timeline, enable course repeats, or regain placement in the timeline.

In addition to students matriculating directly into the VP program, it is expected that some students attending other UW institutions (and outside the UW System) will find this major desirable for their educational goals. Faculty and staff will work to meet the needs of transfer students who are interested in completing their education at UW-Stout. The *Selectives* core of the curriculum is intended to foster additional benefits with applying transfer credits towards degree completion.

Program Review

UW-Stout will review the VP program in alignment with UW System Administrative Policy 102, section 6.1. This includes first reviews and recurring institutional reviews on a four-year cycle.

UW-Stout's Planning and Review Committee (PRC) conducts formal reviews of degree programs in accordance with UW System policy and the UW-Stout four-year required cycle. As part of this review, present and past students, faculty, and program advisory committee members

are surveyed. The program director develops a self-study report that is reviewed by the PRC, with final results presented to the Faculty Senate and the provost.

Because the discipline of VP is dynamic, involved faculty recognize the need to network with others to remain current with advancements and progress in the field. Therefore, the VP faculty will use planning and review tools that involve peer-based classroom observation, actively participate in national organizations, monitor student retention in the program, and observe placement rates for UW-Stout graduates.

Accreditation

UW-Stout is accredited by the Higher Learning Commission of the North Central Association of Colleges & Schools. The VP program is not seeking program-level accreditation at this time. However, the VP advisory committee will utilize annual program assessment data to evaluate future need for accreditation through the National Association of Schools of Art and Design (NASAD) or another accrediting body as appropriate. In addition, UW-Stout is certified for excellence in distance education practices by the United States Distance Learning Association (USDLA). Quality measures will be implemented for the online aspects of the proposed curriculum.

JUSTIFICATION

Rationale and Relation to Mission

The proposed VP degree is congruent with UW-Stout's mission as "a career -focused, comprehensive polytechnic university where diverse students, faculty and staff integrate applied learning, scientific theory, humanistic understanding, creativity and research to solve real-world problems, grow the economy and serve a global society" (<https://www.uwstout.edu/about-us/mission-values>). VP leverages interdepartmental collaboration and sharing of disciplinary expertise between the host department, Communication Technologies, and the School of Art and Design at UW-Stout. The proposed VP major aligns with the UW-Stout strategic plan and existing program array offering "undergraduate and graduate programs leading to professional careers in industry, commerce, education and human services through the study of applied mathematics and science, art and design, business and management, social and behavioral sciences, education, family and consumer sciences, select engineering programs, applied technologies, select health studies, and technical communication."

The proposed VP degree program at UW-Stout will directly contribute to the University of Wisconsin System Mission (RPD 1-1) by addressing each of the mission statement's overarching themes found at: <https://www.wisconsin.edu/regents/policies/the-university-of-wisconsin-system-mission/>. A new VP major at UW-Stout will satisfy specific objectives of Wisconsin's educational charge by:

1. **Developing human resources, as well as by discovering and disseminating knowledge.** A VP program at UW-Stout will help meet the expanding market for fields related to the creation and presentation of video/media for non-broadcast, online/multi-channel media distribution to elevate Wisconsin's growing technology sectors.

2. **Extending knowledge and its application beyond UW-Stout's classrooms and laboratories.** Students in UW-Stout's VP program will be engaged in hands-on, practical creative research projects to prepare them to work effectively with industry partners.
3. **Serving and stimulating society by developing students with industry-ready skills and new approaches to solving research problems.** The VP program will utilize a career-focused curriculum that guides training and learning activities to produce quality results by students, while developing critical thinking skills for continual improvement.
4. **Heightening the sense of purpose in students.** The VP program will enable students to realize their own technical expertise through deliberate, coordinated instruction and creative research opportunities. This experience will provide students with an ability to self-identify with jobs that require creative and technical expertise.
5. **Addressing a basic UW System goal to search for truth.** By embedding original, authentic creative research experiences into classroom activities, students will be taught to use theories, methods, and techniques critically to plan, produce, and distribute video/media content. Graduates will be thoughtful decision makers and apply legal and ethical standards as they pertain to video/media production, especially when decisions involve new ways of addressing societal needs.

Support for the VP program has been expressed by UW-Stout faculty, students, alumni and industry leaders of the current B.F.A. Entertainment Design program advisory board. UW-Stout has received more than 10 letters of support from employers, including representatives from Film Wisconsin, Milwaukee Filmmakers Alliance/Milwaukee Film, and Dreamworks Feature Animation. A full compilation of the letters of support can be found at https://www.uwstout.edu/files/2018-08/2018_LettersofSupport.pdf. The proposal is also closely aligned with the 2017 study and action plan commissioned by Milwaukee Film with ICF: Strategic Consulting.ⁱ

The nature of the VP industry necessitates sustained attention to the rapid development of VP technology and collegial collaboration between team members. A broad range of disciplinary expertise exists within the Department of Communication Technologies and the School of Art and Design faculty and instructional academic staff. All personnel that will be assigned to the proposed courses in the Professional/Technical component of the VP major have an extensive professional record of individual and shared juried international exhibitions, peer-reviewed presentations, and prestigious industry awards.

As described in letters of support, many students who have graduated with a minor in Photography and Video have ended up working in the VP field. All state that they would have benefited from more coursework in the VP area. An example of the range of use for video skills is provided by recent B.F.A. Entertainment Design alum (May 2018) Gus Johnson. His short online video sketches have been viewed over a billion times.ⁱⁱ

The proposed VP program builds on the existing video and sound production studios and green screen room at UW-Stout. These spaces, which currently serve both the Learning

Technology Services and the digital cinema concentration courses, will provide the basic infrastructure required for the program. In addition, partnerships will continue among the several units that check-out needed VP-related equipment (such as the Library, Communication Technologies Department, and School of Art and Design).

Institutional Program Array

As Wisconsin's Polytechnic University, UW-Stout is working to develop a full complement of available degree and/or minor options in the area of communication technologies. The proposed VP degree is part of that array. New curricula resulting from these programs will increase coverage of instructional topics, while avoiding redundancies. These programs will collectively expand opportunities for students, faculty, and staff at UW-Stout. For example, the proposed VP program will synergize with the existing Photography and Video minor and the Enterprise Technology minor. The major will integrate with degrees in Digital Marketing Technology, Entertainment Design, Graphic Communications, Graphic Design and Interactive Media, as well as Professional Communication and Emerging Media. It is anticipated that enrollment in all the above-named fields will increase. The long-term impact of this approach is to strengthen combined disciplines, while better addressing the needs, opportunities, and eventual career trajectory of students well beyond the university.

The 24-credit Supplemental Professional core of the VP degree is built upon pre-existing curriculum drawn from seven existing fields of study and five departments, including:

- Department of Art and Art History
- Department of Communication Technologies
- Department of Design
- Department of Operations and Management
- Department of Communication Studies, Global Languages, and Performing Arts

The 42-credit Professional/Technical core of the VP major is built upon eight existing upper-division courses drawn from the existing Photo and Video minor and the Digital Cinema concentration of the B.F.A. Entertainment Design major.

Other Programs in the University of Wisconsin System

Within the UW System, four universities offer film programs under CIP Code 50 (Visual and Performing Arts): UW-Milwaukee – *Film, Video, Animation, and New Genres* track; UW-River Falls – *Stage and Screen Arts* major; UW-Superior – *Digital Cinema* track; and UW-Stout – *Digital Cinema* concentration of the *Entertainment Design* major. UW-Oshkosh offers its *Radio, TV, Film* major under CIP Code 09 (Communication, Journalism, and Related Programs). Regionally, the University of Minnesota, Columbia College-Chicago and DePaul University also offer film programs under Visual and Performing Arts departments.

Once approved, the VP degree will be the only program within the UW System under CIP Code 10 (Communications Technologies/Technicians and Support Services), specifically CIP Code 10.0201, Photographic and Film/Video Technology/Technician and Assistant. The B.S. in VP degree is offered by fewer than half of the UW System institutions and does not constitute an *unnecessary duplication* as defined in UW System Administrative Policy 102.

Need as Suggested by Current Student Demand

The Photography and Video minor was implemented in 2013 as a revision of the previous Applied Photography minor. Over 50 students have declared the Photography and Video minor, while courses aligned with the minor enroll more than 300 students each semester. Current enrollment figures and student surveys collected from students in the existing minor suggest a strong demand for a video production program. Approximately 30% of current Photo and Video minors are School of Art and Design B.F.A. majors, with Entertainment Design and Graphic Design representing the largest group. It may be suggested that this group represents students who likely would have selected the VP major at enrollment. Over 1,000 students are currently majoring in UW-Stout's B.F.A. programs and the demand continues to increase. It is anticipated that the VP program will be attracting new students to UW-Stout, given the unique nature of the program, the strong reputation as a National School of Art and Design accredited institution, and industry demand.

Need as Suggested by Market Demand

The Motion Picture Association of America identifies the process of producing video content for today's audiences as a major industry and a significant private sector employer that supports over 600,000 jobs, generates \$47 billion in wages, and pays an average salary 42% higher than the national average. These numbers are according to the latest economic impact figures.ⁱⁱⁱ

The United States video production industry is a nationwide network of more than 94,000 small businesses; 85% employ fewer than 10 people and are located in every state in the country. The U.S. Bureau of Labor Statistics Occupational Outlook Handbook lists "Film and Video Editors and Camera Operators" as a growth area, predicted to grow 12% from 2016 to 2026, faster than the average for all occupations. In 2016 the median annual wage was \$59,040.^{iv} The number of internet-only platforms, such as streaming services, is likely to increase, along with the content produced for these platforms. The U.S. Department of Labor predicts an 18% growth nationally and a 9% growth in the Minneapolis-St. Paul Metropolitan Statistical Area (MSP-MSA) through 2024, which includes northwest Wisconsin.^v Current employment in the MSP-MSA totals approximately 1,500 individuals directly involved in video production with a median annual wage of approximately \$55,000. The Milwaukee-MSA employs an estimated 1,000 personnel with a median annual wage of approximately \$50,000 and has a projected 7% growth through 2024.

Emerging Knowledge and Advancing New Directions

Video Production, as UW-Stout envisions the discipline, is an emerging field, incorporating aspects of technical and design programs, but also management and humanities, with significant possibilities for work with colleagues and units across the university. The new VP program will emphasize collaboration between the technical and artistic aspects of video production, mirroring the university's success with this curricular model, notably UW-Stout's award-winning Game Design and Development programs. For example, students in Game Design-Art and Computer Science-Game Design are required to take a number of courses together, emulating industry models and resulting in high-quality final projects. The Student Game Expo (SGX) is now attended by thousands of visitors every semester. It is expected that the new VP program will experience similar success. Further, UW-Stout already hosts a Film

Festival and competition organized by the Department of English and Philosophy, held in cooperation with students and faculty from art and communication technologies areas. Faculty from the Professional Communication and Emerging Media program work closely with faculty in both Art and Design and Communication Technologies to create digital narratives and projects that incorporate storytelling, journalism, social media, fandom, and other areas emphasized in their programs.

The VP program will build on and enhance the existing partnership between design and communication technologies. It will create new opportunities for cross-disciplinary teams of students, bringing together students from programs that emphasize technical skills with those that emphasize art and/or design skills, to form interdisciplinary teams. Such courses contribute to a collaborative work environment and make possible teams that reflect those that students will encounter in their professional lives. Advisory boards emphasize the importance of team skills in the modern workplace, and the VP program will be built around the acquisition and practice of such skills.

ⁱ Greater Milwaukee Film Industry Cluster Analysis and Action Plan (2017, January). Retrieved from: http://mkefilmmakeralliance.org/wp-content/uploads/2017/11/MKEFilmReport_Final.pdf

ⁱⁱ Gus Johnson (2018, August). Retrieved from: <https://www.youtube.com/user/gustoonz>

ⁱⁱⁱ The Economic Contribution of the Motion Picture & Television Industry to the United States (2015, February). Retrieved from: <https://www.mpa.org/wp-content/uploads/2015/02/MPAA-Industry-Economic-Contribution-Factsheet.pdf>

^{iv} Bureau of Labor Statistics, Film and Video Editors and Camera Operators (2017, May). Retrieved from: <https://www.bls.gov/ooh/media-and-communication/film-and-video-editors-and-camera-operators.htm>

^v O Net OnLine Summary Report for: 27-04032.00- Film and Video Editors (2018, August). Retrieved from: <https://www.onetonline.org/link/summary/27-4032.00>

University of Wisconsin - Stout
Cost and Revenue Projections For Newly Proposed Program- B.S. in Video Production

	Items	Projections				
		2019	2020	2021	2022	2023
		Year 1	Year 2	Year 3	Year 4	Year 5
I	Enrollment (New Student) Headcount	20	25	30	35	35
	Enrollment (Continuing Student) Headcount	15	39	60	78	77
	Enrollment (New Student) FTE	20	25	30	35	35
	Enrollment (Continuing Student) FTE	15	39	60	78	77
II	Total New Credit Hours	400	500	600	700	700
	Existing Credit Hours	300	774	1193	1559	1546
III	FTE of New Faculty/Instructional Staff	0.40	0.80	0.20	1.00	-
	FTE of Current Fac/IAS	1.60	2.00	2.80	2.00	3.00
	FTE of New Admin Staff	0.20	-	-	-	-
	FTE Current Admin Staff	-	0.200	0.200	0.200	0.200
IV	New Revenues					
	<i>From Tuition</i>	\$163,667	\$297,874	\$419,118	\$528,178	\$525,219
	<i>From Fees</i>	\$0	\$0	\$0	\$0	\$0
	<i>Program Revenue (Grants)</i>	\$0	\$0	\$0	\$0	\$0
	<i>Program Revenue - Other</i>	\$0	\$0	\$0	\$0	\$0
	<i>GPR (re)allocation</i>	\$0	\$0	\$0	\$0	\$0
	Total New Revenue	\$163,667	\$297,874	\$419,118	\$528,178	\$525,219
V	New Expenses					
	Salaries plus Fringes					
	<i>Faculty/Instructional Staff</i>	\$161,416	\$222,707	\$240,986	\$261,766	\$265,693
	<i>Other Staff</i>	\$15,865	\$16,103	\$16,345	\$16,590	\$16,839
	Other Expenses					
	<i>Facilities</i>	\$5,000	\$10,000	\$15,000	\$10,000	\$10,000
	<i>Equipment</i>	\$2,857	\$3,925	\$4,017	\$4,648	\$4,674
	<i>Other (Marketing/Promotion):</i>	\$5,000	\$5,000	\$3,000	\$3,000	\$1,500
	Total Expenses	\$190,138	\$257,735	\$279,348	\$296,004	\$298,705
VI	Net Revenue	-\$26,471	\$40,139	\$139,771	\$232,175	\$226,514

Narrative: Explanation of the Numbers and Other Ongoing Commitments that will Benefit the Proposed Program

Please reference the financial narrative document.

a - Number of students enrolled

b - To be based on 12 credits at the undergraduate level and 7 credits at the graduate level

c - Number of faculty/instructional staff providing significant teaching and advising for the program

d - Number of other staff providing significant services for the program

Provost's Signature:



Glendali Rodriguez, Interim Provost

Date:

8/10/2018

UNIVERSITY OF WISCONSIN - STOUT
COST AND REVENUE PROJECTIONS NARRATIVE
BACHELOR OF SCIENCE IN VIDEO PRODUCTION

Introduction

The proposed Bachelor of Science (B.S.) degree in Video Production (VP) will elevate the popular Photography and Video minor and the Digital Cinema concentration in the Entertainment Design B.F.A. Program to a degree. The Photography and Video (photo/video) minor was implemented in 2013 as a revision of the previous Applied Photography minor that was established in 2008. The Photography and Video minor has currently more than 50 students as declared minors. Courses aligned with the minor enroll more than 300 students each semester. The new B.S. in VP will be comprised of 66 major credits, 40 general education credits, and 14 selective credits for a total of 120-degree credits. All but 18 credits of the course content required to support the proposed B.S. in VP are currently being offered at UW-Stout as part of the photo/video minor, the digital cinema concentration, and other UW-Stout programs. The financial template projects the anticipated costs and revenues associated with the new program.

Section I – Enrollment

Continuing and new student anticipated enrollments are included in terms of both head count and program. UW-Stout anticipates the majority of students to be enrolled full-time. Student enrollments in the major will draw from the existing photo/video minor and other existing UW-Stout programs. These students have been included in the calculation of “Continuing Students” as 15 students in Year 1, 10 in Year 2, and 5 in Year 3. Enrollment retention is estimated to be 73% from the first to second year, and then 94% from year to year thereafter, similar to retention rates for all undergraduates at UW-Stout. By the end of Year 5, program enrollment is expected to stabilize at approximately 112 student enrollments.

Section II – Credit Hours

As noted above, all but 18 credits of course content required as part of the proposed B.S. in VP are currently offered at UW-Stout. To launch the major requires backfill of one 3-credit course per term for the faculty member serving in the capacity of program director, and additional course sections as noted below. If new enrollments exceed estimates, additional course sections will be required to meet demand. Instructional staff have been identified to cover lower-level program and minor courses as needed.

The first row of Section II reflects the estimated number of new credit hour program content per new student FTE. It is estimated that students will take on average 20 credit hours of program courses per year (since some students will take 18, while others might take 24 in a given year, 20 was used as the average, based on 20 credits per year over four years for a total of 80 program credits). The second row of Section II incorporates credit hours taken by all of the continuing program students (students in Years 2, 3, and 4). In Year 1, 20 new students to UW-Stout will take 20 credits (20 x 20 = 400), and 15 continuing students will take 20 credits (15 x 20 = 300). In Year 2, 25 new students will generate 500 student credit hours, while 38.7 continuing students will generate 774. In Year 3, 30 new students will take 600 credit hours, while 59.65

continuing students will take 1,193. In Years 4 and 5 it is estimated that enrollments will stabilize, and 35 new students will generate 700 credit hours, while 77.3 continuing students will take 1,546 credit hours.

Section III – Faculty and Staff Appointments

The first row of Section III reflects the new faculty/instructional academic staff (IAS) projected for that year of the program. Both IAS and faculty positions will be in direct response to enrollment demands as projected. It is projected that capacity exists in a number of required courses, including some that are shared by various departments, so not every course will need to be offered as a new section.

1. Year-1, Instructional Academic Staff (IAS) .4 FTE to cover enrollment in projected 2 new sections (full-time IAS typically teach 15 credits a semester/30 credits per year; .2 FTE equates to one 3-credit course)
2. Year-2, IAS .8 FTE to cover projected 4 new sections
3. Year-3, IAS .2 FTE to cover projected 1 new section
4. Year-4, New Faculty 1.0 FTE (to cover new sections; after enrollments in the major exceed 100 students; faculty teach 12 credits a semester/24 credits per year)
5. Year-5, No additional personnel anticipated until future demand increases

The second row of Section III reflects current staffing for Year 1 (.60 FTE IAS, plus .75 FTE Faculty, plus .25 FTE Program Director= 1.60 FTE). Beginning in Year 2, the row incorporates the “new” FTE from the row above as “Current.” For Year 2, the current Fac/IAS is 2.0 (1.6 current + .4 new Fac/IAS in Year 1). For Year 3, the current Fac/IAS is 2.8 (2.0 current + .8 new Fac/IAS from Year 2). For Year 4, the hiring of a tenured-track faculty replaces .8 FTE in IAS from Year 3, which results in a decrease to 2.0 FTE Current Fac/IAS in Year 4. The total of projected Current Fac/IAS is 3.0 FTE in Year 5.

The third row of Section III reflects the cost of an administrative support position for the program. At UW-Stout, program support is shared across multiple programs with an approximate allocation of .20 FTE per program. This is noted as “New FTE” for Year 1 and then moved down to the “FTE Current Admin Staff” for Years 2-5.

Section IV – Program Revenues

The projected program revenue has been calculated by using anticipated new and existing annual credit hours multiplied by the per credit resident tuition rate. The calculation takes into consideration the predicted retention rate for continuing students year to year as described in Section I - Enrollment.

1. Year-1, \$163,667: (20 new students + 15 continuing students) x 20 credits @ \$233.81 per credit
2. Year-2, \$297,874: (25 new students + 38.7 continuing students) x 20 credits @ \$233.81 per credit
3. Year-3, \$419,118: (30 new students + 59.63 continuing students) x 20 credits @ \$233.81 per credit

4. Year-4, \$528,178: (35 new students + 77.95 continuing students x 20 credits @ \$233.81 per credit)
5. Year-5, \$525,219: 35 new students + 77.32 continuing students x 20 credits @ \$233.81 per credit)

Section V – Program Expenses
Expenses - Salaries plus Fringes

The first row of Section V reflects the projected costs for faculty/instructional staff for the program. The existing average salaries for current disciplinary faculty and IAS in the areas of photo/video, and administrative support staff were used for the projections. The projections include an annual 1.5% salary increase. Fringe is being calculated at 38.7%.

Faculty/Instructional Staff

1. Year-1, \$161,416 - Instructional Academic staff (1.0 FTE x \$52,275) + (1.0 Faculty FTE x \$64,111) x 38.7% fringe
2. Year-2, \$222,707- Instructional Academic staff (1.8 FTE x \$53,059) + (1.0 Faculty FTE x \$65,073) x 38.7% fringe
3. Year-3, \$240,986- Instructional Academic staff (2.0 FTE x \$53,855) + (1.0 Faculty FTE x \$66,049) x 38.7% fringe
4. Year-4, \$261,766- Instructional Academic staff (1.0 FTE x \$54,663) + (2.0 Faculty FTE x \$67,039) x 38.7% fringe
5. Year-5, \$265,693- Instructional Academic staff (1.0 FTE x \$55,483) + (2.0 Faculty FTE x \$68,045) x 38.7% fringe

Other Staff (Administrative support)

1. Year-1, \$16,949
2. Year-2, \$17,192
3. Year-3, \$17,438
4. Year-4, \$17,688
5. Year-5, \$17,941

Other Expenses

Facilities

This is the anticipated cost to expand existing editing suite technology workstations, as enrollments increase overtime.

1. Year-1, \$5,000 for one additional station
2. Year-2, \$10,000 for two additional stations
3. Year-3, \$15,000 for three additional stations
4. Year-4, \$10,000 for upgrade to two additional stations
5. Year-5, \$10,000 for upgrade to two additional stations

Equipment

This is the projected cost of licenses and access to annual software and digital data storage for the program.

1. Year-1, \$2,857
2. Year-2, \$3,925
3. Year-3, \$4,017
4. Year-4, \$4,648
5. Year-5, \$4,674

Other

This is the projected cost of marketing and promotion of the program.

1. Year-1, \$5,000
2. Year-2, \$5,000
3. Year-3, \$3,000
4. Year-4, \$3,000
5. Year-5, \$1,500

Section VI – Net Revenue

The program is expected to result in positive net revenue beginning in Year 2. Deficits will be addressed through the College of Arts, Communications, Humanities, and Social Sciences reserves. As any positive net revenue is achieved, the funds will be reinvested at the institution. Revenues are pooled and used to fund learning environment (laboratories, equipment, etc.) renovations and modifications.



OFFICE OF THE PROVOST AND VICE CHANCELLOR
FOR ACADEMIC AFFAIRS
303 Administration Building
715.232.2421

August 8, 2018 (via electronic mail)

Ray Cross, President
University of Wisconsin System Administration
1720 Van Hise Hall, 1220 Linden Drive
Madison, WI 53706

Dear President Cross:

I am writing to provide you with this Letter of Commitment in support of the University of Wisconsin-Stout's proposed B.S. degree in Video Production.

This proposed program will elevate the existing and successful Photography and Video minor within the Department of Communication Technologies at UW-Stout, leveraging and building upon existing student enrollment, curriculum, facilities, and faculty and staff expertise across two departments in the College of Arts, Communication, Humanities and Social Sciences.

The development of the program responds to program industry advisory board recommendations, faculty and student interest, and the continued need for graduates in the rapidly-expanding fields related to the creation and presentation of video/media for non-broadcast, online/multi-channel media distribution such as social media, training and education, and digital display content in the state of Wisconsin. This proposed program will elevate the existing and successful Photography and Video minor to a nationally-recognized Video Production major that is better recognized by both prospective students and potential employers and aligns with UW-Stout's designation as Wisconsin's Polytechnic University. It complements Stout's program array due to its focus on developing students for careers through applied curriculum.

The proposed degree has been approved through the on-campus curriculum approval process. All programs at UW-Stout participate in the biannual Assessment in the Major and the four-year Planning and Review Committee review. Assessment of the student learning objectives will be coordinated by the program director in collaboration with the faculty and the program industry advisory board.

Thank you for consideration of this new program.

Sincerely,

Glendalí Rodríguez
Interim Provost and Vice Chancellor for Academic Affairs

GR:tb
Letters 2018



UNIVERSITY OF WISCONSIN-STOUT
P.O. Box 790 | Menomonie, WI 54751
www.uwstout.edu

Proposed Select Mission Change
UW-River Falls

EDUCATION COMMITTEE

Resolution I.1.c.:

That, upon the recommendation of the President of the University of Wisconsin System, final approval be granted to change the select mission at UW-River Falls.

**CHANGE TO THE DISTINCT MISSION STATEMENT
UNIVERSITY OF WISCONSIN-RIVER FALLS
SECOND READING**

BACKGROUND

Section 36.09(1)(b), Wis. Stats., Regent Policy Document (RPD) 1-2, and UW System Administrative Policy (SYS) 102, Section 9.2 require that: “the Board, after public hearing at each institution, shall establish for each institution a mission statement delineating specific program responsibilities and types of degrees to be granted.”

A UW System Administration review of UW institutions’ mission statements revised after 2009 revealed that some mission statements were no longer compliant with RPD 1-2 and SYS 102. UW-River Falls was asked to add a statement to its current mission that delineated the specific program responsibilities and degrees offered. Appendix D lists the university’s degree programs.

REQUESTED ACTION

Adoption of Resolution I.1.c., approving UW-River Falls’ revised select mission statement.

DISCUSSION

In accord with Section 36.09(1)(b), Wis. Stats.; RPD 1-2; and SYS 102, Section 9.2, the University of Wisconsin-River Falls requests approval of its revised mission statement and mission addendum. The updated version aligns with the university’s strategic plan, which is entitled: Pathway to Distinction. It also includes required language regarding the types of student populations, academic programs, and degrees conferred by UW-River Falls.

On August 1, 2018, the University of Wisconsin-River Falls Faculty Senate unanimously approved the revised mission statement. On September 10, 2018, a public hearing was properly noticed by the Board of Regents Secretary’s Office. On September 13, 2018, Regent Mark Tyler presided over the public hearing, and provided interested persons with the opportunity to make an oral presentation on the revised statement, as memorialized by the attached meeting notes.

On September 25, 2018, Provost David Travis met with members of the Student Senate to review the revised mission statement, and on October 2, 2018, the Student Senate formally proposed a motion to endorse the University's mission statement. Provost Travis also met with Academic Staff Council and University Staff Senate to review the language, and together they came to an agreement that the revised mission statement meets the needs of the UW-River Falls campus at all levels.

Therefore, final approval is now requested from the Board of Regents at the October 4-5, 2018 meeting. This timeline will allow for Board approval prior to the scheduled reaccreditation visit of the Higher Learning Commission on October 15-17, 2018.

Attached to this document are four appendices: (1) Appendix A, containing the proposed UW-River Falls mission statement, as it would read if approved by the Board of Regents; (2) Appendix B, containing the current mission statement with changes marked; (3) Appendix C, containing the current mission statement; and (4) Appendix D, listing the UW-River Falls academic degree programs.

Following these appendices are documents, including: (1) Correspondence from UW-River Falls Chancellor Dean Van Galen to UW System President Cross, seeking a first reading of the revised mission statement at the Board of Regents August 23-24, 2018 meeting; (2) The Faculty Senate Motion Approving the Revised Mission Statement, which is dated August 7, 2018; (3) The Notice of Public Hearing on the UW-River Falls Mission Change of September 10, 2018; (4) The Public Hearing Meeting Notes of September 13, 2018; and (5) Correspondence from UW-River Falls Chancellor Dean Van Galen to UW System President Cross, seeking final approval of the revised mission statement at the Board of Regents October 4-5, 2018 meeting.

RELATED REGENT AND UW SYSTEM POLICIES

Regent Policy Document 1-2: Approval of Mission Statements.

UW System Administrative Policy 102: Policy on University of Wisconsin System Array Management: Program Planning, Delivery, Review, and Reporting.

APPENDIX A

Proposed Mission Statement

FOCUSED MISSION STATEMENT

Our mission is to help prepare students to be productive, creative, ethical, engaged citizens and leaders with an informed global perspective.

The University of Wisconsin-River Falls serves students who are full-time and part-time undergraduate, graduate, non-traditional, distance-education and non-degree-seeking. The University offers programs in agriculture, food, and the environment; arts and humanities; social and natural sciences; engineering and technology; business administration, marketing and economics; and education and professional studies; offering degrees at the associate, bachelors, masters, and education specialist levels.

VISION

The University of Wisconsin-River Falls will distinguish itself as the St. Croix Valley's public, comprehensive university that:

- Supports an inclusive campus community of highly-engaged learners and scholars;
- Develops distinctive, innovative, educational opportunities including regional and global partnerships that lead to student success, sustainable communities, and differentiation of the university within the state and nation;
- Fosters a challenging, supportive, student-centered environment that is characterized by academic excellence, inspiring and preparing students to serve as ethical, informed citizens and leaders in an increasingly complex, diverse, and global environment; and
- Ensures academic excellence in all modes and methods of instruction.

CORE VALUES

STUDENT CENTERED. We commit ourselves to an unwavering focus on learning, holistic development, and success.

ACADEMIC EXCELLENCE. We help students attain their full potential as critical thinkers, effective communicators, leaders, and committed life-long learners by providing engaged and integrated learning experiences in all modes and methods of instruction.

INCLUSIVENESS. We commit to a community of mutual respect, professional behavior, academic freedom and appreciation of individual differences and rich cultural diversity.

INNOVATION. We encourage innovation, sustainability, and creativity, often in partnership with others, to inspire people, catalyze new ideas, and support economic and community development.

GLOBAL ENGAGEMENT. We engage with ideas, people, cultures, and places beyond our campus to enrich learning and understanding.

INTEGRITY. We earn trust through honesty, accountability, and ethical behavior.

APPENDIX B

Current Mission Statement with Changes Marked

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Select Mission of the University of Wisconsin-River Falls

In addition to the system and core missions, the University of Wisconsin-River Falls has the select mission (~~revised June 10, 1988~~):

- ~~a. The University provides an excellent environment for learning, emphasizing the importance of faculty-student interaction in classrooms, laboratories, academic advising and co-curricular activities.~~
- ~~b. The University offers liberal arts programs and degrees to meet regional needs in the arts, humanities, mathematics, natural and physical sciences, and social and behavioral sciences. The liberal arts also strengthen and broaden programs in the agricultural sciences, teacher education and business administration.~~
- ~~c. The University offers professional programs and degrees in teacher education with special emphasis in early childhood, elementary and secondary education.~~
- ~~d. The University offers programs and degrees in the agricultural sciences, agribusiness and agricultural teacher education.~~
- ~~e. The University offers graduate programs in education, agriculture and other areas clearly associated with its mission. Development of cooperative graduate instructional programs with appropriate institutions is encouraged.~~
- ~~f. The University expects scholarly activity, including research, scholarship and creative endeavor, that supports its programs at the associate and baccalaureate level, its selected graduate programs and its select mission.~~
- ~~g. The University continues to develop interinstitutional relationships in cooperative research, graduate training and undergraduate programs within the state, region and world. As a border institution, the University promotes interstate cooperation.~~
- ~~h. The University provides students opportunities to develop an appreciation of the richness and diversity of American culture and is committed to representing this diversity in its staff and student body.~~
- ~~i. The University offers students the opportunity to increase their global awareness and sensitivity to other cultures. It also has a continuing commitment to provide opportunities for students to live, study and travel abroad and to increase the number and diversity of international students on campus.~~
- ~~j. The University provides public service by using its resources to address problems and concerns throughout the state and region. Special emphasis is placed on cooperative extension, extension and economic development outreach.~~
- ~~k. The University offers enrichment to the citizens of Western Wisconsin and the St. Croix River Valley by providing artistic, scientific and other cultural events, programs and exhibitions.~~

FOCUSED MISSION STATEMENT

Our mission is to help prepare students to be productive, creative, ethical, engaged citizens and leaders with an informed global perspective.

The University of Wisconsin-River Falls serves students who are full-time and part-time undergraduate, graduate, non-traditional, distance-education and non-degree-seeking. The University offers programs in agriculture, food, and the environment; arts and humanities; social and natural sciences; engineering and technology; business administration, marketing and economics; and education and professional studies; offering degrees at the associate, bachelors, masters, and education specialist levels.

VISION

The University of Wisconsin-River Falls will distinguish itself as the St. Croix Valley's public, comprehensive university that:

- Supports an inclusive campus community of highly-engaged learners and scholars;
- Develops distinctive, innovative, educational opportunities including regional and global partnerships that lead to student success, sustainable communities, and differentiation of the university within the state and nation;
- Fosters a challenging, supportive, student-centered environment that is characterized by academic excellence, inspiring and preparing students to serve as ethical, informed citizens and leaders in an increasingly complex, diverse, and global environment; and
- Ensures academic excellence in all modes and methods of instruction.

CORE VALUES

STUDENT CENTERED. We commit ourselves to an unwavering focus on learning, holistic development, and success.

ACADEMIC EXCELLENCE. We help students attain their full potential as critical thinkers, effective communicators, leaders, and committed life-long learners by providing engaged and integrated learning experiences in all modes and methods of instruction.

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INNOVATION. We encourage innovation, sustainability, and creativity, often in partnership with others, to inspire people, catalyze new ideas, and support economic and community development.

GLOBAL ENGAGEMENT. We engage with ideas, people, cultures, and places beyond our campus to enrich learning and understanding.

INTEGRITY. We earn trust through honesty, accountability, and ethical behavior.

APPENDIX C

Current Mission Statement

Select Mission of the University of Wisconsin-River Falls

In addition to the system and core missions, the University of Wisconsin-River Falls has the select mission (revised June 10, 1988):

- a. The University provides an excellent environment for learning, emphasizing the importance of faculty-student interaction in classrooms, laboratories, academic advising and co-curricular activities.
- b. The University offers liberal arts programs and degrees to meet regional needs in the arts, humanities, mathematics, natural and physical sciences, and social and behavioral sciences. The liberal arts also strengthen and broaden programs in the agricultural sciences, teacher education and business administration.
- c. The University offers professional programs and degrees in teacher education with special emphasis in early childhood, elementary and secondary education.
- d. The University offers programs and degrees in the agricultural sciences, agribusiness and agricultural teacher education.
- e. The University offers graduate programs in education, agriculture and other areas clearly associated with its mission. Development of cooperative graduate instructional programs with appropriate institutions is encouraged.
- f. The University expects scholarly activity, including research, scholarship and creative endeavor, that supports its programs at the associate and baccalaureate level, its selected graduate programs and its select mission.
- g. The University continues to develop interinstitutional relationships in cooperative research, graduate training and undergraduate programs within the state, region and world. As a border institution, the University promotes interstate cooperation.
- h. The University provides students opportunities to develop an appreciation of the richness and diversity of American culture and is committed to representing this diversity in its staff and student body.
- i. The University offers students the opportunity to increase their global awareness and sensitivity to other cultures. It also has a continuing commitment to provide opportunities for students to live, study and travel abroad and to increase the number and diversity of international students on campus.
- j. The University provides public service by using its resources to address problems and concerns throughout the state and region. Special emphasis is placed on cooperative extension, extension and economic development outreach.
- k. The University offers enrichment to the citizens of Western Wisconsin and the St. Croix River Valley by providing artistic, scientific and other cultural events, programs and exhibitions.

APPENDIX D

UW-River Falls Program Array: Degrees and Authorizations

Associate of Arts

Associate of Science

Bachelor of Applied Science

Bachelor of Arts

Accounting
Art Education
Biology
Business Administration
Chemistry
Communication Studies
Communicative Disorders
Computer Science and Information Systems
Economics
Elementary Education
English
Geography
Health and Human Performances
History
International Studies
Journalism
Marketing Communications
Mathematics
Modern Languages
Music
Physics
Political Science
Psychology
Social Studies, Broad Field
Sociology
Stage and Screen Arts
Teaching English to Speakers of Other Languages

Bachelor of Fine Arts

Art
BFA (Fine Arts)

Bachelor of Music Education

Music Education, Instrumental
Music Education, Vocal

Bachelor of Science

Accounting
Agricultural Business
Agricultural Engineering
Agricultural Engineering Technology
Agriculture Education
Agriculture Studies
Animal Science
Applied Computing-Collaborative
Art
Art Education
Biology
Biotechnology
Business Administration
Chemistry
Communication Studies
Communicative Disorders
Computer and Information Systems
Conservation
Criminology
Crop and Soil Science
Dairy Science
Data Science
Early Childhood Education
Economics
Elementary Education
English
Environmental Science
Food Science and Technology
Geography
Geology
Health and Wellness Management-Collaborative
Health and Human Performances
History
Horticulture
International Studies

Journalism
Marketing Communications
Mathematics
Modern Languages
Music
Neuroscience
Physics
Political Science
Psychology
Social Studies, Broad Field
Sociology
Stage and Screen Arts
Sustainable Management
Teaching English to Speakers of Other Languages

Bachelor of Social Work

Master of Arts

Teaching English to Speakers of Other Languages

Master of Business Administration

Master of Science

Agricultural Education
Clinical Exercise Physiology
Communicative Disorders
Computer Science
Health and Wellness Management-
Collaborative

Master of Science in Education

Counseling
Elementary Education
Montessori Education
Reading
School Psychology
School Supervision and Instructional Leader
Secondary Education

Education Specialist

School Psychology



Office of the Chancellor • 116 North Hall • 715-425-3201 • dean.vangalen@uwrf.edu • www.uwrf.edu

August 2, 2018

President Ray Cross
University of Wisconsin System Administration
1700 Van Hise Hall
1220 Linden Drive
Madison, WI 53907

Dear President Cross,

We are writing to ask your consideration to include the revised mission statement for the University of Wisconsin-River Falls on the agenda of the Board of Regents meeting scheduled for August 22-23. This would be a first reading by the Board with hopes for final approval consideration at the October meeting (Oct. 4-5). This timeline would allow our mission statement to be approved prior to our scheduled reaccreditation visit of the Higher Learning Commission on October 15-17.

As part of regular strategic planning efforts on our campus over the past thirty years, our operational mission statement has been revised numerous times, with substantial input and approval each time through local shared governance. However, an updated mission statement was last approved by the Board of Regents in 1988. Thus, we are requesting Board of Regents approval of the change from the mission statement approved in 1988 to the updated version we have submitted. The updated version also includes required language about the types of populations we serve, the types of programs we offer, and types of degrees that we grant. This most recent version was approved unanimously by our Faculty Senate on August 1, 2018, with opportunities for input from other shared governance bodies provided during the following weeks. A public hearing is also being scheduled for early September to allow additional input from students and other campus and community stakeholders.

We believe that UW-River Falls has an extraordinarily bright future. The revised mission statement reflects the unique strengths, opportunities and aspirations of the University of Wisconsin System's westernmost campus.

Thank you for your consideration of this request.

Regards,

Dean Van Galen, Ph.D.
Chancellor

David Travis
Provost

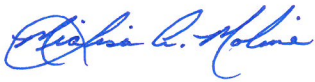


Faculty Senate • http://www.uwrf.edu/faculty_senate/welcome.html

Senators: Chair – Mialisa Moline, Vice Chair – Doug Margolis, Elections Chair – John Heppen, Secretary – Amber Remble, Academic Staff Council Liaison-Karyn Wells

August 7, 2018

To: Dean Van Galen, Chancellor
116 North Hall
University of Wisconsin – River Falls

From: Mialisa Moline, Chair 
Faculty Senate
University of Wisconsin – River Falls

Re: UWRF Faculty Senate Motion 2018-19/25

The following motion was approved with 19 in favor, 0 opposed, and 0 abstentions by the Faculty Senate on August 1, 2018:

Motion from the Executive Committee (Mialisa Moline, Chair) to approve the following changes to Chapter 3.4.12.2 Mission, Vision, Values:

~~3.4.12.2 Mission, Vision, Values~~

~~[FS 11/12 #44]~~

~~**Focused Mission Statement**~~

~~Our mission is to help prepare students to be productive, creative, ethical, engaged citizens and leaders with an informed global perspective.~~

~~**Vision**~~

~~The University of Wisconsin-River Falls will distinguish itself as the St. Croix Valley's public, comprehensive university that:~~

- ~~• Supports an inclusive campus community of highly engaged learners and scholars.~~
- ~~• Develops distinctive, innovative, educational opportunities including regional and global partnerships that lead to student success, sustainable communities, and differentiation of the university within the state and nation.~~



Faculty Senate • http://www.uwrf.edu/faculty_senate/welcome.html

Senators: Chair – Mialisa Moline, Vice Chair – Doug Margolis, Elections Chair – John Heppen, Secretary – Amber Remble, Academic Staff Council Liaison-Karyn Wells

- Fosters a challenging, supportive, student-centered environment that is characterized by academic excellence, inspiring and preparing students to serve as ethical, informed citizens and leaders in an increasingly complex, diverse, and global environment.
- Ensures academic excellence in all modes and methods of instruction.

Core Values

STUDENT-CENTERED. We commit ourselves to an unwavering focus on learning, holistic development, and success.

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Senators: Chair – Mialisa Moline, Vice Chair – Doug Margolis, Elections Chair – John Heppen, Secretary – Amber Remble, Academic Staff Council Liaison-Karyn Wells

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- Fosters a challenging, supportive, student-centered environment that is characterized by academic excellence, inspiring and preparing students to serve as ethical, informed citizens and leaders in an increasingly complex, diverse, and global environment
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STUDENT CENTERED. We commit ourselves to an unwavering focus on learning, holistic development, and success.

ACADEMIC EXCELLENCE. We help students attain their full potential as critical thinkers, effective communicators, leaders, and committed life-long learners by providing engaged and integrated learning experiences in all modes and methods of instruction.

INCLUSIVENESS. We commit to a community of mutual respect, professional behavior, academic freedom and appreciation of individual differences and rich cultural diversity.

INNOVATION. We encourage innovation, sustainability, and creativity, often in partnership with others, to inspire people, catalyze new ideas, and support economic and community development.

GLOBAL ENGAGEMENT. We engage with ideas, people, cultures, and places beyond our campus to enrich learning and understanding.

INTEGRITY. We earn trust through honesty, accountability, and ethical behavior.

Approved

Disapproved



Dean Van Galen, Chancellor

8/10/18

Date

NOTICE OF PUBLIC HEARING

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

Thursday, September 13, 2018 9:30 a.m. to 11:00 a.m.
St. Croix Room, University Center – UW-River Falls Campus
410 South 3rd Street, River Falls, WI 54022

The University of Wisconsin-River Falls will hold a public hearing on its Mission Change. UW-River Falls is seeking to update the select mission statement to include changes to the academic programs and to align with the university's strategic plan, Pathway to Distinction.

Appearances at the Hearing and Submittal of Written Comments

Regent Mark Tyler will preside over the public hearing, to provide interested persons with the opportunity to make an oral presentation on the revised statement. Each individual who registers to speak will be given up to three minutes for an oral presentation. Registration will be available on site before and during the listening session. Only those who are registered will be able to provide a statement regarding the proposed mission statement.

The proposed mission change is [available online](#). If you have any questions, please contact Wendy Stocker, Office of the Provost, University of Wisconsin-River Falls at 715.425.3700 or wendy.stocker@uwrf.edu.

Accessibility

Persons with special needs or circumstances regarding communication or accessibility at the hearing should contact Wendy Stocker at 715.425.3700 or wendy.stocker@uwrf.edu. Accommodations such as ASL interpreters, English translators, or materials in audio format will be made available on request to the fullest extent possible.

MEETING NOTES FROM PUBLIC HEARING

Thursday, September 13, 2018 9:30 a.m. to 11:00 a.m.
St. Croix Room, University Center – UW-River Falls Campus
410 South 3rd Street, River Falls, WI 54022

The University of Wisconsin-River Falls held a public hearing on its Mission Change. UW-River Falls is seeking to update the select mission statement to include changes to the academic programs and to align with the university's strategic plan, Pathway to Distinction.

Appearances at the Hearing and Submittal of Written Comments

Regent Mark Tyler presided over the public hearing, to provide interested persons with the opportunity to make an oral presentation on the revised statement. Attendees were given the opportunity to register to speak and had up to three minutes for an oral presentation. Registration was available on site before and during the listening session. Only those who are registered were able to provide a statement regarding the proposed mission statement.

Attendees:

Chancellor Dean Van Galen

Provost David Travis

Regent Mark Tyler

Joe Kmiec, CIO, UW-River Falls

Maureen Olle-LaJoie, Director of Chalmer Davee Library, UW-River Falls

Heidi Soneson, Assistant Vice Chancellor/Executive Director for International Education, UW-River Falls

Kathleen Hunzer, Director of Honors and Falcon Scholars Program, UW-River Falls

Mike Longaecker, Regional Reporter, River Towns, River Falls, WI

Wendy Stocker, Executive Assistant to the Provost, UW-River Falls

Meeting Notes:

Chancellor Van Galen provided introductory remarks and background on the existing mission statement which was last approved by the Board of Regents in 1988. In preparation of the upcoming HLC visit in October, part of the process includes the Board of Regents approving UWRF's revised mission statement. A preliminary first reading of the revised mission statement took place at the August 23-24 Board of Regents meeting in Madison, WI. The second step in the process, is hosting a public hearing for the revised statement to be reviewed and to also allow interested persons the opportunity to make an oral presentation on the revised statement. The final step in the process is asking the Board of Regents to approve the revised mission statement at their October 4-5 meeting at UW-Parkside.

Regent Mark Tyler initiated the public hearing. He commended UW-River Falls on great communication and awareness across campus while working through the changes to the mission statement. He felt people across campus were involved and part of the process. The work was not done in isolation.

Regent Tyler mentioned that over the years, UW-River Falls has established a great reputation for being involved, successful with collaborating within the community and region, and making plenty of “forward” movement.

Provost David Travis then addressed the group by providing an overview of the existing mission statement. He touched on the various components: Focused Mission Statement, Detailed Mission Statement, Vision and Core Values. Most of the content within the mission has been there for several years. However, one key addition is an added paragraph which addresses a requirement by UW System to include 1) Who we Serve 2) What we Do/Types of Programs we offer and 3) Types of Degrees .

Provost Travis explained that he worked with members of the Deans Council, Cabinet, and various governance groups to create the new paragraph which includes:

- 1) Who we Serve: Full-time and part-time students at both the undergraduate and graduate levels, non-traditional, distance education and non-degree seeking students
- 2) Types of Programs: Agriculture, Food and Environment; Arts and Humanities; Social and Natural Sciences; Engineering and Technology; Business Administration, Marketing and Economics; and Education and Professional Studies
- 3) Types of Degrees: Associate, Bachelor’s, Master’s and Education Specialist

Provost Travis met with Faculty Senate on three different dates to work to draft and finalize the revised mission statement. He also met with Academic Staff Council, and University Staff Senate to review the language and together they came to an agreement that the revised mission statement meets the needs of the UWRF campus at all levels.

On September 25, both Chancellor Van Galen and Provost Travis will be meeting with members of the Student Senate to review the revised mission statement. Provost Travis has had preliminary discussion with Rosemary Pechous, President of Student Senate, to make her aware of the general revisions. This will be the final discussion prior to the mission statement going before the Board of Regents for final approval on October 4-5, 2018. Provost Travis mentioned that if there is a need for minor revisions, this can still happen before going to the BOR for approval the first part of October.

Joe Kmiech, CIO – UWRF, spoke in favor of the revised mission statement. He has been employed at UWRF for two years and seen our campus in action. He applauded UWRF for its commitment in applying its mission, vision and values. UWRF is student centered as is the Department of Technology Services (DoTS). This is a core value for he and his staff. They specifically support students not only in their needs as a UWRF student, but also assisting them as they prepare for their careers. They support academic excellence and achievement, as do all areas on campus.

Regent Tyler recognized UW-River Falls for its collaboration with higher education organizations, and area high schools. In terms of engagement, he is pleased with the progress UWRF has made in developing and driving relationships. As resources are limited, there is a need to leverage others’

abilities. UWRF is working with the Northwest Consortium and technical colleges to collaborate and produce new programs. This is a “growing” part of what UW-River Falls is doing to stand out among others.

Heidi Soneson, Assistant Vice Chancellor/Executive Director for International Education – UWRF, voiced that she would be supportive of including mention of global perspective/engagement in the detailed mission statement. Many students/staff have chosen to attend/work for UWRF do to its commitment to international education. It is something that is unique to UWRF.

Regent Tyler mentioned he is looking to UWRF to guide the connections they have with International Contacts. Mark commended the work of Carolyn Brady, International Outreach Partnerships in being present at various functions and a part of initiatives within the state, region and internationally. If there is a means to continue to build a relationship or engage in a new opportunity, Carolyn is ready to assist in collaborating and developing those relationships.

Heidi Soneson, Assistant Vice Chancellor/Executive Director for International Education – UW-River Falls, voiced her appreciation of Regent Tyler’s comments on collaboration (Intersection of Learning Industry and World Outside). Although both would be supportive of including verbiage regarding collaboration and global engagement in the revised detailed mission statement, they were not necessarily saying it was mandatory...simply a suggestion.



Office of the Chancellor • 116 North Hall • 715-425-3201 • dean.vangalen@uwrf.edu • www.uwrf.edu

September 14, 2018

President Ray Cross
University of Wisconsin System
1720 Van Hise Hall
1220 Linden Dr.
Madison, WI 53706

Dear President Cross:

In accordance with UW System Policy 102, Section 9.2 and as part of the proposal by UW-River Falls to revise its mission statement, on Thursday, September 13, 2018, a public hearing was conducted at the University Center, St. Croix Room. Regent Mark Tyler facilitated the meeting, and Provost David Travis and I were in attendance. The purpose of the meeting was to allow input from any individual who requested to be heard, including members of the institutional administration, faculty, staff, students, and the general public.

A total of nine individuals were in attendance, with two individuals providing formal comments. Meetings notes from the public hearing are provided in a separate document.

The university requests that the revised mission statement be considered for final approval at the October Board of Regents meeting. Additional supporting materials will be provided in the near future.

Sincerely,

Dean Van Galen, Ph.D.
Chancellor

cc: Carleen Vande Zande, Associate Vice President, Academic and Student Affairs, UW System
Karen Schmitt, Interim VP for Academic and Student Affairs, UW System
David Travis, Provost, UW-River Falls