UW-LA CROSSE VALUES

Fassett Cotton, our institution’s first leader, serving from 1909-1924, conceived the original University of Wisconsin-La Crosse educational philosophy of the total development of the individual. Later, History professor and dean of the College of Arts, Letters, and Sciences, William M. Laux (1922-1967), suggested the symbols of our official university seal along with the accompanying Latin phrase, mens corpusque (“mind and body”), to exemplify our collective commitment to a high quality education for the whole person. The University of Wisconsin-La Crosse values:

• The mens corpusque educational philosophy that recognizes each student as a whole person and aspires to enhance both mind and body through the noble search for knowledge, truth, and meaning central to a wide range of high quality learning experiences and scholarly pursuits.

• Diversity, equity, and the inclusion and engagement of all people in a safe campus climate that embraces and respects the innumerable different perspectives found within an increasingly integrated and culturally diverse global community.

• A high quality of life and work balance, incorporating best practices for shared governance and the acquisition and efficient management of resources, equitable compensation, general wellness, and social, environmental, and economic sustainability.

• Civic engagement and a renewed commitment to the Wisconsin Idea, in which our socially responsible campus serves as a resource for our increasingly intertwined local, state, and global communities, collaborating and sharing resources and expertise to improve the human condition.
ACADEMICS & STUDENT DEVELOPMENT

Undergraduate Research and Creativity. The UWL Office of Undergraduate Research and Creativity supports faculty mentored undergraduate research and creativity projects by coordinating educational workshops; a local undergraduate symposium; student travel to off-campus symposia; and on-campus grant cycles. In 2014-15, students made 176 presentations, and 72 grants were awarded totaling $154,144. URC and Admissions collaborate to offer Eagle Apprenticeships, which provide stipends to students who collaborate with faculty on research or collaborative projects in their first year on campus.

Online Course Offerings. UW-La Crosse offers online graduate degrees in Student Affairs Administration, Education-Professional Development and Medical Dosimetry, as well as participating in the UW System consortial MBA, Bachelor of Health and Wellness Management and the Bachelor of Science in Health Information Management and Technology. Over 200 UWL faculty and instructional academic staff have taught online courses, and 427 courses were offered online at UWL in 2014-15.

FastTrack. FastTrack is a summer program design to give incoming first-year students the opportunity to move ahead in required mathematics coursework. Students in FastTrack complete the award-winning UW System College Readiness Math MOOC (Massive Open Online Course) and move to campus a week prior to classes beginning for the fall term. The students participate in math review and community building activities and retake the UW System Mathematics Placement Test at the end of the week. In summer 2014, all 48 students who completed the hybrid FastTrack program moved up in their mathematics placement.

Additional Faculty and Staff Hires. The university’s Growth, Quality & Access program generates dedicated tuition revenue that has allowed UW-La Crosse to hire 170 new faculty and 36 new staff positions since the GQ&A program was implemented in 2008-09.

LeaderShape®: UW-La Crosse invests in student leadership through offerings designed by LeaderShape® Inc., a non-profit that offers premier leadership development programs for young adults. Since the first LeaderShape® Institute™ at UWL in March of 2014, 126 UW-La Crosse students have participated in this week-long program for leadership development. In addition, 58 UWL students have participated in Catalyst™, a one-day program that helps students discover how they can use their talents to connect with and advance the causes with which they resonate. The vision of LeaderShape® is to create “a just, caring, thriving world where everyone leads with integrity and a healthy disregard for the impossible.”

Teaching Financial Literacy. A collaboration between students, faculty, staff, and community members, the It Make$ Cents! Money Management Program utilizes peer mentorship and outreach to help undergraduate students understand personal financial management, such as student loans and responsible budgeting. The It Make$ Cents! program was awarded the 2012 and the 2013 Governor’s Council on Financial Literacy Award. Approximately 3,500 high school and college students have been reached since the program began in Spring 2012.

High-Quality Internships. The UWL Cooperative Education and Internship Program (CEIP), part of UWL Career Services, connects employers with students in business, liberal studies and science disciplines. The CEIP provides a single campus point of contact for employers who wish to connect with intern applicants. In addition to campus visits for career fairs and on campus interviews, employers can utilize Eagle Opportunities, a web-based system, to advertise internships to students. Approximately 750 internships are coordinated each year through CEIP, including 386 paid internships and 532 internships for credit in the 2014-15 school year.

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</thead>
<tbody>
<tr>
<td>Paid Internships</td>
<td>459</td>
<td>457</td>
<td>458</td>
<td>435</td>
<td>386</td>
</tr>
<tr>
<td>Internships for Credit</td>
<td>477</td>
<td>474</td>
<td>511</td>
<td>531</td>
<td>532</td>
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<tr>
<td>New Internship Employers</td>
<td>94</td>
<td>94</td>
<td>120</td>
<td>99</td>
<td>87</td>
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<tr>
<td>Internships in La Crosse Area</td>
<td>646</td>
<td>648</td>
<td>675</td>
<td>646</td>
<td>594</td>
</tr>
</tbody>
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Post-Graduation Outcomes. UW-La Crosse graduates have high rates of employment and post-baccalaureate enrollment within the first year after receiving their undergraduate degrees. The Career Services Office conducts an annual survey to determine the post-graduation activities of degree recipients.

<table>
<thead>
<tr>
<th></th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total graduates (counting both first and second majors)</td>
<td>1,842</td>
<td>1,942</td>
<td>1,803</td>
<td>2,043</td>
<td>2,008</td>
</tr>
<tr>
<td>Respondents</td>
<td>888</td>
<td>1,038</td>
<td>1,007</td>
<td>1,008</td>
<td>891</td>
</tr>
<tr>
<td>% of respondents continuing education</td>
<td>32%</td>
<td>29%</td>
<td>21%</td>
<td>26%</td>
<td>23%</td>
</tr>
<tr>
<td>% of respondents employed</td>
<td>65%</td>
<td>70%</td>
<td>78%</td>
<td>73%</td>
<td>75%</td>
</tr>
<tr>
<td>Average Salary of Those Employed</td>
<td>$38,234</td>
<td>$39,806</td>
<td>$37,751</td>
<td>$34,844</td>
<td>$39,332</td>
</tr>
</tbody>
</table>

Recreational Sports. In keeping with the campus motto “mens corpusque” (mind and body), UW-La Crosse provides employment and leadership opportunities for UW-La Crosse students. Rec Sports employs over 250 students annually in positions including planning and implementing programs, repairing equipment, and officiating for intramural activities. Graduating student-staff report that working for Rec Sports helped them develop leadership, conflict resolution, self-confidence, and time management, among other skills. Over 90 percent of students utilizing the Recreational Eagle Center each year.
DIVERSITY AND GLOBALIZATION

International Experiences. UWL hosted 368 international students and five international scholars during 2014-15. 341 UW-La Crosse students participated in an international experience, such as study abroad or an international internship. **

Veterans’ Services. UW-La Crosse supports veterans with a full-time veteran educational benefit coordinator and a veteran and transfer academic advisor. A veterans’ center in the student union provides networking, tutoring, and peer support for the approximately 250 UWL veteran students. A new collaboration with the office of Undergraduate Research and Creativity titled Research Experience for Veterans supported seven veterans in their work with a faculty mentor.

Retention of Underrepresented Students. UW-La Crosse supports low-income, underrepresented minority, and first-generation students through programs including:

First Year Research Exposure (FYRE), which prepares underrepresented students for success in the gateway courses required for entrance into STEM majors at UW-La Crosse. Twelve students participate as a cohort in these introductory courses and are mentored by faculty, senior STEM students, and a graduate assistant.

Eagle Mentoring Program (EMP) for sophomores. In EMP, 10 to 12 high achieving students in the humanities are paired with peer and faculty mentors to develop greater familiarity with their programs of study, prepare to participate in advanced undergraduate research, acquire important professional skills, and prepare to explore graduate and professional study. Eagle Mentoring Program was recognized at the February 2013 Board of Regents meeting as a program proven to advance the aims of Inclusive Excellence. In Spring of 2014, the program received the Ann Lydecker Educational Diversity Award from the Wisconsin State Council on Affirmative Action.

McNair Scholars, a federal TRIO program for juniors and seniors designed to increase the number of underrepresented students pursuing graduate degrees. Each year, the McNair Scholars program provides 28 participants with opportunities to engage in undergraduate research and graduate school preparation. McNair has maintained a 100% graduation rate for program participants since its inception in 2009, and typically 60 percent or more of the McNair students enroll in graduate school immediately after completing their undergraduate degree.

In addition to these programs, 466 students were reached in 2014-15 through Student Support Services, Upward Bound, and the Academic Success Institute for incoming first-year students.

Diversity of Workforce. “Diversity, equity, and the inclusion...of all people” continues to be a core value of the University of Wisconsin-La Crosse. Persons of color comprised 11.3% of the UW-La Crosse workforce in 2014-2015 (141 employees of color out of 1247 total employees). This is up from 10.2% in 2013-2014.

QUALITY OF LIFE & RESOURCES

<table>
<thead>
<tr>
<th>Recycling Waste</th>
<th>2011-12</th>
<th>2011-12</th>
<th>2012-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Waste Recycled</td>
<td>36.0%</td>
<td>35.0%</td>
<td>39.4%</td>
</tr>
</tbody>
</table>

Sustainability. Sustainability. UWL earned a Silver rating in May 2015 through the Sustainability Tracking, Assessment & Rating System, a transparent, self-reporting framework for colleges and universities to measure their sustainability performance.

Eagle Hall, a 220,000 square foot residence hall, and Centennial Hall, a 195,000 square foot academic building, have both achieved LEED (Leadership in Energy and Environmental Design) Gold Certification, exceeding the goal of Silver.

Students proposed and passed the Green Fund in the spring of 2008; funded through segregated fees, it has been extended through 2017. Students, faculty, and staff are all encouraged to propose innovative sustainability projects for funding from the Green Fund. Monies from the Green Fund have supported projects such as an entire building lighting upgrade in the Recreational Eagle Center (REC), saving $21,000 each year in electrical costs, and installation of low-flow shower heads in eight of the residence halls, saving an estimated $140,000 each year in energy, water and other costs.

Capital Planning and Facilities. Construction began in October 2014 on a new 265,000 square foot student center facility to replace the current facility that opened in 1958. The University is planning a new science facility that will be constructed as a two phase project, with the first phase of construction for a new 180,000 square foot science laboratory building in 2015-17, and the second phase with an additional 160,000 square foot building for classrooms and offices to be constructed in a future biennium. Wittich Hall, the university’s 1916 physical education building listed on the Federal Register of Historic Places, is scheduled to begin design in 2015-2017 to be repurposed for the College of Business Administration. Students voted in October 2014 to support construction on a new 124,000 square foot Fieldhouse for the east side of campus in order to provide indoor competition track, tennis and recreational facilities. A 35,000 square foot addition is also planned for the Recreational Eagle Center. This project is scheduled to start design in 2015-2017.

Compensation of Faculty and Staff. UWL continues to develop campus-level solutions to address the nearly 20 percent gap in compensation of faculty and 10 percent gap in compensation of staff compared to peer institutions.
CIVIC ENGAGEMENT & THE WISCONSIN IDEA

Small Business Development Center (SBDC). The SBDC is an active participant in the network of regional economic development professionals who work together to build stronger communities. Over 370 business owners and prospective business owners from seven counties of Western Wisconsin received business counseling services. Of these, 349 met individually with SBDC advisors as they worked through their business decisions. Twelve new businesses were created and over $1.1 million in loans or equity were reported for business startups or expansions.

SBDC professional development and management training programs served 292 people in 31 programs during 2014-15, ranging from basic short courses to lengthy course programs, such as the eight week business plan writing workshop or the certificate programs in project management. The SBDC also participated in collaborative events, outreach, and hosting informational sessions on issues affecting business and economic development activities.

Center for Entrepreneurship and Innovation (CEI). The Center for Entrepreneurship and Innovation is a new resource at UWL for business development, innovation, sustainability, and international trade. It provides theoretical and practical support to foster entrepreneurial opportunities, international awareness, and the development of best practices for sustainable businesses. There were approximately 400 people attending two economic development programs during the July 2014-June 2015 year.

Solutions for Policymakers and Businesses. Small Business Development Center (SBDC) counselors connected ten businesses with MKT300 and BUS230 instructors that supported 15 classroom projects to provide real-world opportunities for students to work on projects for the businesses. Projects included statistical analysis of businesses to determine feasibility, develop target markets and marketing strategies, create logos, and provide social media marketing information. The Policy Research Network, coordinated by Undergraduate Research & Creativity, connects UWL students with civic and political leaders who have policy-related questions. The students research the question and provide unbiased responses.

River Studies Center. The River Studies Center (RSC), created in 1972, focuses on research and informational programs pertinent to the Upper Mississippi River and its related resources. During the past year, the Center led research projects on contaminants in national parks of the Great Lakes region and urban marshes, nutrient cycling in aquatic systems, invasive species in the Mississippi River, and the effects of environmental modification of vegetation in river floodplains. It also offered workshops and seminars on wetland delineation. The Center maintains a long-standing cooperative education agreement with the Upper Midwest Environmental Sciences Center (U.S. Geological Survey).

Mississippi Valley Archaeology Center (MVAC). Since 1982, MVAC has been involved in researching, preserving, and teaching about the archaeological resources of the Upper Mississippi River region. In addition to continuing major projects from the previous year, MVAC’s contracts program undertook multiple new projects for clients including federal and state agencies, municipalities, engineering and other firms, the Ho-Chunk Nation, and landowners and developers. Through these contracts, MVAC provided paid work experiences and internships for current UWL students and recent graduates. MVAC’s wide range of educational outreach activities included over a hundred presentations to K-12 students and other groups, public lectures, the annual Artifact Show, a public field school, youth classes, a newsletter, informational displays, Facebook and website posts, and numerous contacts with individuals. Exercise and Health Program and Movement Disorder Clinic. Providing critical hands-on clinical experience for graduate students in Physical Therapy and Clinical Exercise Physiology, these community outreach programs provide participants with support for individualized exercise programs to improve health outcomes and functional status. Benefits include reducing the risks associated with cardiovascular disease, and improving balance, fitness, and strength to support function and reduce the risk of falls in those with neurological disorders.

Continuing Education and Extension (CEE). In 2014-15, CEE offered 69 professional development workshops and conferences serving 4,647 adults, and 14 precollege programs serving 698 youth. The Learning in Retirement program, coordinated through CEE, offered 27 programs for its 209 members with total enrollments of 939.

CEE offered 110 non-credit programs in 2014-15, most with local, regional, or national co-sponsors or partners. Examples include collaborating with the Wisconsin Health Education Network, the Arrowhead Model United Nations Association and the Midwest Association of Graduate Schools to manage their annual conferences. CEE offered 225 credit courses in 2014-15 in which 1,368 students enrolled; 165 of these courses were offered through contracts with school districts, CESA #4 and other professional organizations.

La Crosse Medical Health Science Consortium. As one of five founding partners in the La Crosse Medical Health Science Consortium, UW-La Crosse works with Western Technical College, Viterbo University, Gundersen Health System, Mayo Clinic Health System, the La Crosse School District and the La Crosse County Health Department in collaboration to improve population health, enhance health science education, and strengthen the healthcare workforce.

UW-La Crosse PK-12 Clinical Experiences and Student Teaching Placements. Each year, UW-La Crosse partners with school districts, PK-12 schools, childcare entities, and hundreds of teachers who engage our future teachers in a variety of clinical field, internships, and student teaching experiences. UW-La Crosse students assist schools in providing technology integration strategies, intervention support, classroom instruction in all content areas, tutoring, and mentoring locally (50-mile radius of UW-L), through Institute for Urban Education (Milwaukee Public Schools), competitive internships (statewide), and internationally through Educators Abroad (ten-week student teaching quarter abroad) preparation courses; Wisconsin School Psychologists Association in offerings its annual conferences; and with several local organizations in offering an annual Suicide Prevention Summit. CEE offered 319 credit courses in 2013-14 in which 1,458 students enrolled; 253 of these courses were offered through contracts with school districts, CESA #4 and other professional organizations.

MISSION

The University of Wisconsin-La Crosse provides a challenging, dynamic, and diverse learning environment in which the entire university community is fully engaged in supporting student success. Grounded in the liberal arts, UWL fosters curiosity and life-long learning through collaboration, innovation, and the discovery and dissemination of new knowledge. Acknowledging and respecting the contributions of all, UWL is a regional academic and cultural center that prepares students to take their place in a constantly changing world community. The university offers undergraduate programs and degrees in the arts and humanities, health and sciences, education, and business administration. The university offers graduate programs related to areas of emphasis and strength within the institution, including business administration, education, health, the sciences, and the social sciences.