



UNIVERSITY of WISCONSIN  
**LA CROSSE**

## 2016-17 ACCOUNTABILITY BRIEF

### UW-LA CROSSE POINTS OF PRIDE

• UWL Biology Professor Roger Haro received the 2015 Wisconsin Professor of the Year Award from the Carnegie Foundation for the Advancement of Teaching. It's the fourth time in the past five years UWL faculty have taken the prestigious honor. Biology Professor Scott Cooper received the award in 2014, History Professor Victor Macías-González in 2013 and History Professor Greg Wegner in 2011.



HARO

- College of Business Administration students had the highest first-time pass rate in the nation on the Certified Public Accountant exam among our exam group peers. UWL was in the top 10 percent overall at No. 22.
- UWL is No. 1 in awarding physics degrees among bachelor's degree granting programs in the country. (American Physical Society, Spring 2015).
- UWL is on Peace Corps' annual list of the top volunteer-producing mid sized colleges and universities across the country. UWL ranks No. 20 with 14 alumni as Peace Corps volunteers.
- "Kiplinger's Personal Finance" magazine ranks UWL one of only two public colleges in Wisconsin to make its list of top 100 best values in public colleges for 2016. UWL ranked No. 44 for out-of-state students and No. 63 for in-state students.



- The League of American Bicyclists has recognized UWL with a bronze-level Bicycle Friendly University award. UWL is one of only five colleges in the state to achieve the honor.
- UWL student-athletes posted the highest combined GPA in the Wisconsin Intercollegiate Athletic Conference for 16 consecutive years. They finished with a cumulative 3.26 GPA in 2014-15.

### 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.



### 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 2015-16, students made 184 presentations, and 61 grants were awarded totaling \$118,255.

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. In 2015-16, 12 first year and 12 second year students were supported as apprentices.



**Online Course Offerings.** UWL offers online graduate degrees in Student Affairs Administration, Education-Professional Development, Education-Reading, and Medical Dosimetry, as well as participating in the UW System consorial MBA, Masters of Data Science, Bachelor of Health and Wellness Management, and the Bachelor of Science in Health Information Management and Technology. Two hundred and thirty-eight UWL faculty and instructional academic staff have taught online courses, and 412 courses were offered online at UWL in 2015-16.

**Additional Faculty and Staff Hires.** The university's Growth, Quality & Access program generates dedicated tuition revenue that has allowed UWL to hire over 200 new faculty and staff positions since the GQ&A program was implemented in 2008-09. This has reduced the student-to-faculty ratio from 24:1 (Fall 2008) to 18:1 (Fall 2015).



**Ugetconnected Volunteer Portal.** UWL collaborated on a volunteer service portal, Ugetconnected, to link local non-profit organizations and our students to streamline the process of tracking volunteer placements in the La Crosse community. Viterbo University, Western Technical College, and the Great Rivers United Way are partners. Organizations post service opportunities and students select tasks to pursue and monitor their volunteer hours. The three campuses can track, monitor, and report on the nature and scope of their students' efforts. During the 2015-16 academic year, about 3,622 volunteer hours were logged across 123 community partners. Of the 780 UWL students registered with the portal, 212 students recorded 1,303 hours of service.

**Recreational Sports.** In keeping with the campus motto "mens corpusque" (mind and body), Recreational Sports provides employment and leadership opportunities for UWL students. Rec Sports employs over 250 students annually in positions that offer experience in planning and implementing programs, managing

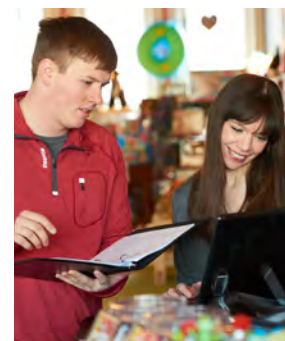
facilities, supervising participants, providing climbing, strength training and group fitness instruction, leading outdoor trips, and officiating intramural contests. Graduating student-staff report that working for Rec Sports helped them develop leadership, conflict resolution, self-confidence, and time management, among other skills. Typically, over 90 percent of students utilize the Recreational Eagle Center each year.

**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 4,800 students were impacted by programs in 2015-16 across 48 workshops, 33 presentations, 5 Money Monologue showings, and 5 financial game nights. About 80 students received individual consultations. Almost 9,300 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 (including Summer 2015).



|                               | 2010-11 | 2011-12 | 2012-13 | 2013-14 | 2014-15 |
|-------------------------------|---------|---------|---------|---------|---------|
| Paid Internships              | 459     | 457     | 458     | 435     | 386     |
| Internships for Credit        | 477     | 474     | 511     | 531     | 532     |
| New Internship Employers      | 94      | 94      | 120     | 99      | 87      |
| Internships in La Crosse Area | 646     | 648     | 675     | 646     | 594     |

**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.

|   | 2010-11  | 2011-12  | 2012-13  | 2013-14  | 2014-15  |
|---|----------|----------|----------|----------|----------|
| Total graduates (counting both first and second majors) | 1,942    | 1,803    | 2,043    | 2,008    | 2,173    |
| Respondents   | 1,038    | 1,007    | 1,008    | 891      | 1,308    |
| % of respondents continuing education                   | 29%      | 21%      | 26%      | 23%      | 26%      |
| % of respondents employed                               | 70%      | 78%      | 73%      | 75%      | 72%      |
| Average Salary of Those Employed                        | \$39,806 | \$37,751 | \$34,844 | \$39,332 | \$37,677 |

## DIVERSITY AND GLOBALIZATION

**International Experiences.** UWL hosted 254 international students and 8 international scholars during 2015-16. 301 UWL students participated in an international experience, such as study abroad or an international internship.

**Veterans' Services.** UWL supports veterans with a full-time veteran educational benefit coordinator and a transfer academic advisor. A veterans' center in the student union provides networking, tutoring, and peer support for the approximately 200 UWL veteran students. A collaboration with the office of Undergraduate Research and Creativity titled Research Experience for Veterans (REV) supports veteran students in their work with a faculty mentor.

**Retention of Underrepresented Students.** UWL 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 UWL. 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 from a broad array of majors in the liberal studies (social sciences, humanities, arts, and interdisciplinary programs) 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, 350 students were reached in 2015-16 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 12% of the UWL workforce in 2015-16 (149 employees of color out of 1244 total employees). This is up from 11.3% in 2014-2015.

## QUALITY OF LIFE & RESOURCES

**UW-La Crosse Focus on Sustainable Practices.** The UWL Green Fund, adopted by students in spring 2008 and funded through segregated fees, supports sustainable operations on campus. It has been extended through 2017. Monies from the Green Fund have supported projects over 2015-16 including adding low-flow shower heads and water fountains in the residence halls, installing more efficient LED lighting in the new student union and solar powered light towers on the north campus area. ([www.uwlax.edu/Sustainability/Past-projects/](http://www.uwlax.edu/Sustainability/Past-projects/))

In addition to remodeling, new construction incorporates sustainable design. Both Eagle Hall, a 220,000 square foot residence hall, and Centennial Hall, a 195,000 square foot academic building, have achieved LEED (Leadership in Energy and Environmental Design) Gold Certification.

These efforts and others were reported through Sustainability Tracking, Assessment & Rating System (STARS), a transparent, self-reporting framework for colleges and universities to measure their sustainability performance. UWL earned a STARS silver rating in May 2015. The rating indicates ongoing use of sustainable practices in building projects, offering academic curriculum on sustainability issues, engagement with campus and community members, as well as operational policies related to energy conservation and purchasing.



**Capital Planning and Facilities.** The new student center facility (205,000 sq ft) is slated to open in January 2017. The first phase of construction for a new science laboratory building (192,000 sq ft) will break ground in 2016, and the second phase with an additional building for classrooms and offices (160,000 sq ft) will be constructed after the first phase is completed. 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. A addition planned for the Recreational Eagle Center (40,000 sq ft) is in the design phase.

**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)**, collaborates with regional economic development professionals to build stronger communities. The SBDC serves seven counties in Western Wisconsin. Over 437 business owners and prospective business owners received business counseling services in 2015-16. Of these, 343 met individually with SBDC advisors. Twenty-six new businesses were created and over \$5.6 million in loans or equity were reported for business startups or expansions.

SBDC professional development and management training programs served 141 people in 23 programs during the 2015-16 year, 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.

**Center for Entrepreneurship and Innovation (CEI)** is a UWL resource for business development, innovation, sustainability, and international trade. It provides



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theoretical and practical support to foster entrepreneurial opportunities, regional innovation and the development of best practices for sustainable businesses. Over 400 people attended economic development programs; one focused on succession planning, and the other on the role of higher education on workforce development. CEI featured the international business consultant and author, Dr. Ram Charan, for a business luncheon where 80 attended and a public lecture where over 850 attended.

**Solutions for Policymakers and Businesses** counselors connected 24 businesses with over 250 undergraduates in College of Business Administration classes to apply their coursework to real-world problems. 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. In 2015-16, students addressed 20 projects, researched the questions and provided unbiased responses.

### Data Science and Statistical Consulting Center.

In addition to providing on-campus support on projects requiring application of statistical methods, the Statistical Consulting Center supports regional businesses with cost-effective statistical consulting. Projects with Gundersen Health System involved UWL students investigating the impact of participation of surgical residents in breast cancer surgery on patient outcomes and the benefits of presurgical versus postsurgical chemotherapy. UWL students also worked to provide the Fastenal Company with a mathematical model to help them make marketing predictions of their domestic summer sales to assist in making financial market decisions.



**River Studies Center** created in 1972, focuses on research and informational programs about the Upper Mississippi River and its related resources. During the past year, the Center led research projects on mercury bioaccumulation in Midwest rivers, nutrient cycling in aquatic systems, ecology of tropical marine invertebrates, 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 and hosted the 4th Biennial Symposium of the International Society for River Science. 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 previous years, in 2015-16 MVAC's contracts program undertook multiple new projects for clients

including federal and state agencies, municipalities, engineering and other firms, and landowners and developers. These contracts provide paid work experiences and internships for current UWL students and recent graduates. Among these projects, MVAC staff and students have worked to recover remnants of Native American sites in downtown Onalaska and south La Crosse. 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, and youth classes, among other activities. Local volunteers participated in a field survey looking for flaked stone artifacts and learning how stone tools from this area were made.



### La Crosse Exercise and Health Program (LEHP) and Exercise Program for Adults with Neurological Disorders (EXPAND).

These community outreach programs provide critical hands-on clinical experience for UWL graduate students and the participants with individualized exercise programs to improve health outcomes and functional status. Benefits to participants include reducing the risks associated with cardiovascular disease, and improving balance, fitness, and strength in those with neurological disorders. The LEHP served 150 participants with 930 hours of supervised practice provided by Clinical Exercise Physiology graduate students. The EXPAND program served approximately 75 participants and provided 1000 hours of supervised physical activity over the academic year.

**Continuing Education and Extension (CEE)**. In 2015-16, CEE offered 71 professional development workshops and conferences serving 4,422 adults, and 13 precollege programs serving 791 youth. The Learning in Retirement program, coordinated through CEE, offered 32 programs for its 187 members with total enrollments of 765.

CEE offered 116 non-credit programs in 2015-16, most with local, regional or national co-sponsors or partners. Examples include collaborating with the La Crosse Area Suicide Prevention Initiative, the Wisconsin School Psychologist Association and the Geospatial Information and Technology Association to manage their annual conferences. CEE offered 219 credit courses in 2015-16 in which 1,067 students enrolled; 190 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, UWL 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. In the spring of 2016, the HSC was awarded a \$1.5 million Behavioral Health Changemaker grant to focus regional efforts on improving the physical and mental health of the La Crosse Community. The grant will fund projects over the next eight years. This follows the LMHSC receipt of \$1.4 million over two grants aimed to reduce the negative impacts of risky drinking behavior.



### PK-12 Clinical Experiences and Student Teaching Placements.

Each year, UWL partners with school districts, PK-12 schools, child care entities, and hundreds of teachers who engage over a thousand of our future teachers in a variety of clinical field, internships, and student teaching experiences. UWL students assist schools in providing technology integration strategies, intervention support, classroom instruction in all content areas, tutoring, and mentoring locally (50-mile radius of UWL), through Institute for Urban Education (Milwaukee Public Schools), competitive internships (statewide), and internationally through Educators Abroad (ten-week student teaching quarter abroad).