



Growth Agenda Action Steps

Derived from the Advantage Wisconsin Strategic Framework

February 7, 2008

1. Commit to a coherent set of learning outcomes for all UW baccalaureate graduates

The UW System will articulate succinctly and clearly what its baccalaureate graduates ought to know and be able to do as competent citizens in a 21st century knowledge-based, globally competitive democracy.

2. Create the UW Dual Transcript

The UW System's commitment to student success will be evidenced not only in the content of classroom instruction and the traditional academic transcript, but also in a new UW personal development transcript that captures the out-of-classroom learning that is such an important part of student development on all our campuses.

3. Accelerate transformation of knowledge capacity into high-paying jobs and economic vitality for Wisconsin

The University of Wisconsin System can and should do more to transform university research and faculty expertise into high-paying, knowledge-based jobs for Wisconsin. The UW will work with its researchers and the private sector to remove barriers that get in the way of transforming intellectual property into new Wisconsin businesses and innovations for existing companies, while encouraging experiences with innovation and entrepreneurship for all students.

4. Model inclusive excellence in our education and employment

The UW System will create a robust successor to its Plan 2008, building on the Equity Scorecard and Campus Climate projects to close the achievement gap and embed an appreciation for the core value of diversity in everything the UW System does to develop a bright future for students and the entire state.

5. Offer UW New Pathways Degrees to Wisconsin's underserved adult population

To expand the percent of Wisconsin residents with baccalaureate and advanced degrees, the UW System must seek ways to open more learning opportunities to working adults, many of whom “swirl” into and out of its universities in an effort to achieve a credential, update their skills, enable a career shift, or pursue learning for the pure pleasure of it. This initiative will create more flexible and affordable pathways for a greater number of students, as well as new venues specifically designed for working adults.

6. Build a Wisconsin KnowHow2GO Network, enlisting undergraduates as ambassadors to schools and kids

Working with school colleagues and student government leaders on every campus, the UW System will call upon the generous volunteer spirit of current undergraduates to carry the message about the importance of college – and how you get there – to PK-12 students and families across the state. This will build upon other efforts, including The Wisconsin Covenant, enhanced by generous support from the Great Lakes Higher Education Assistance Corporation, and the Fund for Wisconsin Scholars, established through a major gift by John and Tashia Morgridge. Together with UW System’s lead role in launching Wisconsin’s KnowHow2GO media campaign, all of these efforts lend substance to the argument that all Wisconsin students can and should aspire to college.

7. Collaborate with PK-12 community to enrich college preparation and expand college offerings in high school

Increasing college enrollments and graduation rates, and decreasing time to degree, depend in large part on the university’s ability to expand pre-college and college-level preparation for students in high school. The UW System will work actively with colleagues in the schools to lower institutional barriers that inhibit these efforts now, to use the senior year in high school as a transition year to college for more students, and to better align high school course requirements with UW admissions requirements through the American Diploma Project.

8. Expand UW-Madison Connections Program

Unfortunately, UW-Madison cannot accommodate all of the academically strong students who currently apply for admission at that campus. Currently, such applicants who are Wisconsin residents can begin their education at a two-year UW College and finish their bachelor’s degree at UW-Madison through the UW-Madison Connections Program. The UW System will expand this opportunity to some of the 11 UW comprehensive campuses, ensuring that Wisconsin retains more of its best students.

9. Ramp up operational excellence and efficiency to focus more resources on the Growth Agenda for Wisconsin

In order to focus its limited resources on the Growth Agenda, the UW System will commit to keeping its administrative costs among the lowest in the nation. The University must take operational excellence to the next level through a business process redesign that will make ours an even more efficient system of higher education. Chief Business Officers at each institution will collaborate to identify business practices that can be standardized, streamlined, simplified, and automated across the UW System. They will look to other institutions of higher education as well as to the private sector to identify better ways to conduct our business, while improving the UW System's service to students and the entire state.

10. Establish New Wisconsin Idea Public Policy Forums that bring the University's best research to bear on Wisconsin's biggest challenges

Working through cross-disciplinary, cross-institutional teams including faculty, staff, and students, the UW will focus system-wide resources on Wisconsin's most vexing social, environmental, and economic challenges. These teams will inform the debate around selected current issues confronting Wisconsin residents by bringing objective, research-based information to the dialogue about the future of the state. These efforts will culminate in periodic Public Policy Forums that present the teams' findings and offer possible solutions in the spirit of the Wisconsin Idea.