Proposed Initiative for 2013-14

Initiative Proposal Process and Timeline:
• 11/01/12 – Individuals/groups submit proposals via email (using this form) to their Unit Head for consideration. “Unit Heads” include:
  o College Deans: Brad Caskey, Dale Gallenberg, Glenn Potts, and Larry Solberg
  o Chancellor, Dean Van Galen
  o Provost, Fernando Delgado
  o Associate Vice Chancellor-Student Affairs, Gregg Heinselman
  o Assistant Chancellor-Business and Finance, Elizabeth Frueh
  o Executive Director-Administrative Services, Michael Stifter
  o Executive Director of University Advancement, Chris Mueller
  o Faculty Senate Chair, Wes Chapin
• 11/16/12 – Unit heads submit approved unit proposals via website to Strategic Plan Progress Committee (SPPC)
• 11/30/12 – SPPC requests any clarifying information needed from Unit Head/Proposer
• 01/07/13 – Unit Head/Proposer provides clarifying information to SPPC
• 01/17/13 – SPPC completes ranking and review of initiatives
• 01/22/13 – Rankings and feedback forwarded to Faculty Senate, Cabinet, and Proposers
• Spring semester 2013 – Initiatives finalized, built into 2013-14 budget and communicated to campus.

1. Proposed initiative: (limited to 500 characters or less)

Currently UWRF employs 1,321 students or one-fifth of our student population;

<table>
<thead>
<tr>
<th>Student Employment as of 10-11-2012</th>
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<tbody>
<tr>
<td>Parkside</td>
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<tr>
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</tr>
<tr>
<td>Total Student EEs</td>
</tr>
<tr>
<td>Total Student Jobs</td>
</tr>
<tr>
<td>Total Students FY12</td>
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<tr>
<td>Student EEs % of Total</td>
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<tr>
<td>Jobs % of Total</td>
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</tbody>
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With more than 80% of our students eligible for financial aid, on campus employment is beneficial to students for multiple reasons (flexibility to work around class schedules, no transportation required, etc.). We believe we can use this as a marketing tool to increase recruitment and retention. We estimate that at least 25% of our student workers or 300 plus students are new hires each year. This initiative would look at “guaranteeing” 100 of these positions for freshmen. This initiative would also look to see what correlations exist between campus work experience and retention, G.P.A., and graduation rates.

2. Person, administrative department, or college proposing the initiative:

Division of Business and Finance (Brenda Johnson, Joel Heuschele, Donna Robole, Elizabeth Frueh)

3. Which strategic goal does this initiative support?

Distinctive Academic Excellence and Innovation and Partnership
4. **Describe how the initiative supports the goal(s). (limited to 1000 characters or less)**
   
   UWRF has a high number of low income students and first generation students. It is difficult for students to focus on academia when there is a constant financial pressure. On campus employment is an opportunity for students to generate income, actively take responsibility for their finances, which in turn allows them to concentrate on their studies.

   This initiative also aims to market student employment as a distinctive choice for parents and prospective students. Through collaboration, the campus can actively promote student employment as a competitive edge.

5. **Based on the definition of university-wide Initiative [initiative that spans across colleges, units, and departments], indicate how the proposed initiative has a university-wide impact: (limited to 1000 characters or less)**

   Successful marketing will increase enrollment which generates tuition funding for the entire campus. We are proposing that as part of the marketing campaign aimed at improving recruitment and retention rates, UWRF be distinguished as a university that partners with students by providing on-campus employment. We believe that research will also show a direct correlation between on campus employment with increased retention rates, higher G.P.As., and higher graduation rates.

   Parents and prospective students frequently ask about job-placement upon graduation. We believe this initiative will partner well with placement rates. A possible marketing message could revolve around giving students the experience to in addition to the classroom learning to help them fare better in after graduation job placement.

   Advantages of on-campus jobs include on-the-job learning, network development, shaping student’s academic interests and career choices, and preparing students with practical knowledge needed to succeed in the post-graduation workplace. Work during the academic year can lead to better summer positions and in some cases, permanent employment upon graduation. Student’s ability to compete for a challenging on-campus job makes them more competitive and confident amongst their peers, improving their job placement success upon graduation.

6. **Please provide a set of benchmarks and / or indicators of success to support your initiative. (limited to 1000 characters or less)**

   Benchmarking for this initiative could include tracking and comparison of:
   a. Second year retention rates for students with campus employment during their first year compared to those without campus employment.
   b. Enrollment increases resulting from efforts to link campus jobs to improved scholastic outcomes. This would likely stem from survey data of first year students and/ or parents on factors which lead the student to select UWRF over other schools.
   c. Post-graduation job placement rates of student who held campus positions for one or more years compared to those who did not. This benchmark would also require a survey to collect data.
7. Indicate, to the best of your consideration, which of the foundational elements mentioned below will the initiative engage. You will have opportunity to elaborate on each element on the next page. (Please indicate YES or NO each of the foundational elements.)
Sustainability - yes
Inclusiveness - yes
Human Capital - yes
Technology - yes
Facilities yes
Finance – yes
Other - yes

8. SUSTAINABILITY: Indicate how SUSTAINABILITY would be affected by the initiative. If SUSTAINABILITY is not affected by the initiative, please describe why not. (limited to 1000 characters or less)

The intent of this initiative is to provide an additional marketing tool to aid in recruitment and retention. If this initiative is successful, enrollment targets will be met or exceeded thus providing the necessary tuition revenue needed for sustainability on campus.

9. INCLUSIVENESS: Indicate how INCLUSIVENESS would be affected by the initiative. If INCLUSIVENESS is not affected by the initiative, please describe why not. (limited to 1000 characters or less)

The intent of this initiative is to provide an additional marketing tool to aid in recruitment and retention of all students. If this initiative is successful, enrollment targets will be met or exceeded thus providing the necessary tuition revenue needed to fund strategic initiatives and ongoing operations.

10. HUMAN CAPITAL: Indicate how HUMAN CAPITAL would be affected by the initiative. If HUMAN CAPITAL is not affected by the initiative, please describe why not. (limited to 1000 characters or less)

The intent of this initiative is to provide an additional marketing tool to aid in recruitment and retention of all students. If this initiative is successful, enrollment targets will be met or exceeded thus providing the necessary tuition revenue needed to fund positions on campus. In addition, student assistance funding provides students with the opportunity to earn a salary while pursuing educational goals and experiential learning. In many cases, they can apply classroom learning to an actual employment environment within a higher education setting with applicability to other employment settings. Students gain valuable experience that will make them stronger employment candidates. They also gain an understanding of how private and public universities function as employers with respect to organizational
learning, technology, and communication, and to stimulate interest in employment within higher education.

11. TECHNOLOGY: Indicate how TECHNOLOGY would be affected by the initiative. If TECHNOLOGY is not affected by the initiative, please describe why not. (limited to 1000 characters or less)

The intent of this initiative is to provide an additional marketing tool to aid in recruitment and retention of all students. If this initiative is successful, enrollment targets will be met or exceeded thus providing the necessary tuition revenue needed to fund the numerous technology needs on campus.

12. FACILITIES: Indicate how FACILITIES would be affected by the initiative. If FACILITIES is not affected by the initiative, please describe why not. (limited to 500 characters or less)

The intent of this initiative is to provide an additional marketing tool to aid in recruitment and retention of all students. If this initiative is successful, enrollment targets will be met or exceeded thus providing the necessary tuition revenue needed to maintain and construct new facilities on campus. In addition, Campus Facilities uses a student employee model for facility maintenance and cleaning. This model has proven to be cost efficient for the campus while providing employment for students.

13. FINANCE: Indicate how FINANCE would be affected by the initiative. If FINANCE is not affected by the initiative, please describe why not. (limited to 1000 characters or less)

Each year, UWRF is provided a tuition target that is completely dependent on meeting enrollment targets. The intent of this initiative is to provide an additional marketing tool to aid in recruitment and retention of all students. If this initiative is successful, enrollment targets will be met or exceeded thus providing the necessary tuition revenue needed to fund the numerous needs on campus.