Proposed Initiative: Implement MAP-Works, Making Achievement Possible, a systematic, comprehensive student retention and success web-based retention platform. MAP-Works identifies at-risk students early in the semester, allowing immediate support and intervention, and then provides the infrastructure to manage outreach to students.

Person, department or college proposing the initiative: Division of Student Affairs

Which strategic goal does this initiative support? Innovation and Partnerships; Distinctive Academic Excellence

Describe how the initiative supports the goal(s) – limited to 1000 characters or less
UWRF seeks to foster an inclusive, challenging, and learner-centered environment that supports academic success. MAP-Works is a dynamic, robust tool that can assist the university in its early identification of at-risk students and strategic initiatives designed to intervene early in the student’s career and can assist in improving retention, persistence and student success. MAP-Works would require collaboration between Student Affairs and Academic Affairs.

Based on the definition of university-wide initiative above, indicated how the proposed initiative has a university-wide impact.
MAP-Works is grounded in student development theory and uses tested and proven algorithms to identify at-risk students. This campus-wide platform is visual and easy to navigate for both students and campus professionals and the custom student reports, alerts, and notes, engage and motivate users to utilize the system. The Map-Works dashboard interface allows for student assessment reports to be readily available to all faculty, staff, coaches and other vested parties and to provide the right information at the right time to ensure success for every student.

Please provide a set of benchmarks and/or indicators of success to support your initiative (1000 characters or less)
Over one hundred institutions nationally are already invested in MAP-Works, including three UW-System institutions; University of Wisconsin – Oshkosh, University of Wisconsin – Whitewater, and the University of Wisconsin – Milwaukee. Indicators of success will include:

- Increase in persistence to graduation rates
- Improvement in student retention
- Increase in revenue
- Improved academic support and intervention
- Assist students in comparing perceptions to reality and assign behaviors with successful outcomes

What elements are involved in the initiative?
Sustainability, Inclusiveness, Human Capital, Technology, Finance

Indicate how each element would be/would not be affected by the initiative.

- **Sustainability**: In a highly competitive marketplace, in an era of dwindling resources, retention becomes everyone’s responsibility. The MAP-Works program allows faculty and staff to offer support and intervention to those students most at risk in our environment. MAP-Works directly targets two of the three areas of the triple-bottom line approach to sustainability; economic and social-justice, by retaining students and serving those most at risk for dropping out.
Inclusiveness: While all students would be served through the use of MAP-Works, students from under-represented groups as well as first-generation college students, two groups often pre-determined to be at risk prior to entering college, would benefit from early identification and intervention programs.

Human Capital: MAP-Works requires a campus coordinator, an individual who assumes responsibility for marketing, implementation and coordination of the program as well as a point person from IT who is the campus technical coordinator for the program. The campus coordinator role would become approximately 25% of an individual’s assigned job responsibilities. Faculty and staff would need to be trained on utilizing MAP-Works.

Technology: MAP-Works is a fully hosted web-based retention platform. There is no need to purchase additional software to implement this program, however, MAP-Works requires a campus technical administrator who will collaborate with appropriate individuals to ensure that the appropriate data fields are fed from ESIS to Map-Works.

Facilities:

Finance: While there are several different pricing options available for a three year commitment, the MAP-Works Premiere package costs are as follows:
- $18,790 (ordered by April 30, 2012) - Price savings of 40% off the retail price of on-campus training when ordering this package.
- $8.50 per freshmen uploaded
- $6.00 per sophomore uploaded
- Juniors and senior uploaded free when this package is purchased
  - Projected return with a 1% increase in student retention (12 students) through use of MAP-Works would result in an approximate increase in revenue of $69,000 from fall to spring with a projected revenue increase thru graduation of $411,000 and a projected revenue increase over a period of 4 years of $1,257,531.

Other: