CRITERION FIVE

The institution demonstrates integrity in its practices and relationships.

UNIVERSITY BULLETINS

The undergraduate and the graduate University Bulletins are published biennially. Information related to policies, procedures, academic programs, faculty credentials, and other relevant information is included in the bulletins. Specific sections are maintained by appropriate offices. The overall coordination lies with the Assistant Vice Chancellor and Registrar who carefully monitors revisions and curricular updates to ensure the integrity of the information. Bulletins are provided for all students, faculty, and offices. In addition much of the information related to registration policies is included in the semester timetable of course scheduling.

HANDBOOK

The University Handbook includes all information related to personnel policies and procedures. The Handbook is updated annually and distributed to faculty and staff. Two versions of the Handbook are available. The full Handbook includes historical information including Regent policies. In 1994, faculty and staff indicated that the large volume was too complicated for ready reference. A smaller version was developed for general distribution and the complete version was placed in department, dean, and division offices.

The University Handbook serves as a resource containing university policies and rules for faculty, staff, and administration. The University strives to insure that the Handbook is current, pertinent and reliable, easily understood, and accessible. Each year, individuals responsible for sections of the Handbook submit pertinent revisions for inclusion in the updated version. Recognizing that the Handbook has grown during the past years without attention to coordination with other sections, the Chancellor identified a Continuous Quality Improvement Team to review the document and to make recommendations. The Handbook will be reformatted and placed on the World Wide Web system to improve accessibility and information retrieval. In addition, a sub-group is reviewing the document for redundancy, contradictions, and currency. While a tedious process, the revisions should provide a user friendly document that addresses the needs of the campus. The complete Handbook is available in the Documents Room.
PUBLICATIONS

The Office of News and Public Affairs is responsible for most publications for the campus. This office carefully reviews publications for accuracy and integrity of information. This office interacts closely with individuals across campus to ensure that all publications reflect the services and programs of the University.

The Office has increased the number of news stories about UW-Whitewater programs and personnel disseminated on the local, state, and national level. It has coordinated a series of visits by the Chancellor to area newspapers, radio, and television stations to maintain linkages with community issues and concerns and to ensure the accuracy and integrity of information.

The University has revised the traditional seal and has developed a new contemporary-style wordmark for all publications and external communications that will be coordinated by a comprehensive styleguide.

With the increasing use of electronic delivery of information, the University has developed a set of guidelines for information disseminated through this means. A committee has been assigned to monitor information on the World Wide Web to ensure accuracy and integrity. Copies of University brochures and news releases are available in the Documents Room.

UNIVERSITY RELATIONS

The primary goal of the University Relations division is to advance and support the University's mission through alumni programs, University news reports, quality campus publications, local and area community relations activities, and fund-raising.

Much change has occurred within this division since the last North Central Association (NCA) accreditation process in 1986. With the retirement of the director of University Relations in 1985, the office has been reorganized with an Assistant Chancellor for University Relations overseeing the division's offices of News and Public Affairs, the UW-Whitewater Foundation, and Alumni Affairs. A new director of News and Public Affairs, hired in 1991, has reestablished that unit's mission and goals and has greatly increased recognition of the University's programs and achievements. A planned giving program, initiated in 1992 with the hiring of a planned giving expert, has garnered over $1 million in planned gifts and expectancies from 34 donors.
As was noted in the 1986 NCA Team Report, UW-Whitewater's then tight budget situation led the team to suggest the services of outside consultants for feasibility studies and fundraising support. That advice has since been implemented. In 1992, the UW-Whitewater Foundation hired Monaghan and Associates to conduct a feasibility study for a capital campaign for extramural support. That report has provided the impetus for the initiation of "Excellence for the 21st Century" the University's campaign for attaining a $10 million endowment by the year 2000. Phase I of the Excellence for the 21st Century Campaign to raise $4,500,000 by June 30, 1996 was launched on March 6, 1995. The second phase will raise the remaining $5,500,000 by the year 2000.

Begun in 1986, the University's first major fundraising effort, a capital campaign to build a multipurpose auditorium, was completed in 1993. Alumni, friends, faculty/staff, business, and corporations donated over $4.3 million for the construction of the $9.3 million Irvin L. Young Auditorium. In addition, students committed $1,500,000 from segregated fees.

The following charts demonstrate the growth in Foundation funding.
The UW-Whitewater Foundation and the UW-Whitewater Alumni Association, whose offices are housed in the Old Main Alumni Center, have been instrumental in the programming of several recent historic celebrations including the 125th Anniversary celebration in 1993.

UW-Whitewater's 125th anniversary, observed throughout 1993 and 1994, was commemorated by many special events, such as a panel discussion on the North American Free Trade Agreement (NAFTA), a dedication of a photographic memorial to Old Main, and Founder's Day celebrations observing the beginning and conclusion of the 125th Anniversary year.

In 1992, the UW-Whitewater Foundation and the UW-Whitewater Board of Visitors instituted "Breakfast Plus," a program to provide business and community leaders with an opportunity to learn more about the University's resources and relations to industry and commerce. Guest speakers have included CEO's and executives from the Miller Brewing Company, McDonald's, the Milwaukee Brewers baseball club, the Milwaukee Journal Sentinel, Wisconsin Electric, Universal Foods, and Cargill.

Within the division of University Relations, the Alumni Office attempts to advance and fulfill the University's outreach mission through alumni programming, local and area community relations and activities, and through alumni, University, community and College-restricted fundraising.

As the principal agency through which UW-Whitewater graduates continue their identity with the University after they leave campus, the Alumni Office seeks to enhance the reputation and strength of the University by identifying, recognizing, and honoring its outstanding and accomplished graduates (Outstanding Recent and Distinguished alumni awards); maintaining contact with alumni and friends through maintenance of alumni records and the ability to provide that information to constituents upon request; and through the publication of the sole University publication sent to all graduates of the University, Whitewater Magazine (Circulation c. 42,000). The Annual Alumni Loyalty Fund Phonathon provides the sole funding for this general purpose university periodical. The Alumni Office and the Foundation also conduct telephone campaigns for each of the four Colleges on campus, as well as a Parents Fund campaign for scholarship purposes.

The UW-Whitewater Foundation installed its own local area network PC system in 1992-93, with the hope of improving demographic marketing and fundraising efforts.

An alumni travel program, entering its eighth year, has garnered groups of approximately 60-80 travellers per trip, generating about $6,000 per tour.
These funds are instrumental in providing scholarships as well as for the operational costs of the Alumni Association. An affinity credit card program has also proven profitable for the association.

In 1995, the Alumni Association will begin its first contact with its over 400 alumni living and working in foreign lands.

**CONTRACTS**

The University has several policies and procedures for overseeing its contractual arrangements with external agencies. As part of the UW System, such arrangements are governed by System's General Administrative Policy Paper (GAPP) Number 2, titled, "Financial Administration of External Support." Both Assistant Chancellor James Freer, the University's contract officer, and Larry Davis, the University's authorized official for grant awards were involved in the most recent April 1992 revision of GAPP No. 2.

In addition, the campus has several internal mechanisms for providing oversight. Many are described in the campus Contract Management Policy (available in the Documents Room). Transmittal forms are used for collecting initial information, screening proposed conditions, ensuring relevant compliances, and attaining required approvals on all proposals for grants and contracts.

Once an award is received, the campus grants accountant and grants administrator meet with the project director/principal investigator to discuss all relevant terms and conditions of the award. Subsequent expenditures are monitored by the grants accountant. At the conclusion of the funded project period, there is also a formal close-out process for ensuring all conditions have been met.

Further, the University has an internal auditor for spot checking compliances. The UW System periodically sends internal auditors to campus, and the state's Legislative Audit Bureau performs the federal OMB Circular A-133 financial and compliance audits of the University's federal awards every two years.

The University has an established infrastructure for ensuring all federally mandated compliances are met. This includes an Institutional Review Board (for human subjects), an Animal Care Committee, a scientific misconduct procedure, and other policies and procedures shared annually with all students and employees in a publication, "Focus on Contemporary Issues."
EQUAL OPPORTUNITY

The Office of the Assistant Vice Chancellor for Equal Opportunity is responsible for monitoring Affirmative Action functions. In this regard, the Office provides counsel and advice to all departments on academic personnel actions; coordinates recruitment and hiring actions; reviews compliance guidelines; monitors recruitment plans, candidate pools and final hire recommendations to be made to the Provost and Chancellor; provides guidance and advice to search committees regarding applicable hiring policies and rules; investigates discrimination complaints by students, staff, or faculty; acts as Title IX Officer and Americans with Disabilities Act (ADA) Coordinator in employment matters; provides data collection and reporting services in compliance with Federal and State Affirmative Action reporting requirements; coordinates the University Sexual Harassment Awareness Program; and acts as Academic Misconduct Officer. The applicable rules for affirmative action and equal opportunity appear in Section VI-D, pp. 1-6 in the University Handbook. The Office of the Assistant Vice Chancellor for Equal Opportunity is responsible for monitoring the equal employment and affirmative action of the university. The Search & Screen Guidelines for Faculty & Academic Staff Appointments provides clear guidance for recruitment and hiring which is monitored by the Equal Opportunity Office, where extensive records are kept. Search Committee Chairs confer with the Assistant Vice Chancellor prior to drafting recruitment plans and the Equal Opportunity Office provides information to enable the most extensive outreach possible for the field. Each Search and Screen Committee meets with the Assistant Vice Chancellor prior to beginning the review of candidates.

The search practice involves written criteria established by the committee with the criteria based on the requirements of the position. The written criteria are utilized by each committee member to maintain consistency. Standard interview questions are also established. Justification is provided as to reasons for selecting or not selecting each applicant. Candidate pools are reviewed for diversity relative to qualified applicants.

NOTE:

In Spring 1996, Equal Opportunity was merged with Personnel and Payroll Services and placed in Administrative Services. The title of the Assistant Vice Chancellor was changed to Executive Director to reflect this division nomenclature. This merger will integrate matters related to personnel, thus producing greater efficiency and effectiveness.
ATHLETICS

The intercollegiate athletics program is affiliated with Division III of the National Collegiate Athletic Association (NCAA). The women's program belongs to the Wisconsin Women's Intercollegiate Conference, and the men are members of the Wisconsin State University Conference. Both leagues include a total of nine University of Wisconsin System four-year institutions.

The athletic programs report directly to the Chancellor. The Intercollegiate Athletics Committee, comprised of faculty and student representatives, has responsibility for reviewing financial information, formulating and/or reviewing program policies, and assisting with staffing. In addition, the women's and men's programs are represented at the conference and NCAA levels by faculty representatives. A Student Advisory Council, with representation from each team, meets regularly with the athletic directors and has been a valuable partner in the development of policies such as those related to class attendance, substance abuse, and conduct.

In 1994 the Chancellors of the conference schools formed a Council of Chancellors, intended to play a direct role in the conduct of intercollegiate athletics at member schools. UW-W Chancellor Greenhill is the current chair of this group.

Intercollegiate athletics offers 19 sports: ten for women and nine for men. The opportunities offered females include cross country, soccer, golf, tennis, basketball, gymnastics, swimming and diving, volleyball, track and field, and softball. Male students can participate in football, tennis, cross country, soccer, wrestling, basketball, swimming and diving, track and field, and baseball.

The University has been a long advocate of gender equity in athletics. In the mid 1980's, the University began addressing equity issues including competitive opportunities, staffing, facilities, budgets, and other issues. Management of participation rates in recent years has aided in the proportion of women athletes comprising over 45% of the total number of athletes.

Recognizing the unique role of student/athletes in Division III institutions, the athletic programs have developed several programs to highlight the role of the athlete as student. These programs include Academia Coach, Chancellor's Scholar Athlete, National Scholar Athlete Day, and Faculty/Staff Appreciation Night(s). A total of 156 athletes (30%), equally divided between men and women, earned Scholastic Honors from the conferences for the 1994-95 year. Over the last five years, UW-W women have earned the WWIAC Scholar Athlete Award six times, and the men's program had had four honorees.
These athletes are the top Scholar Athlete in their sport, representing the entire nine-member league. Women's athletics had a 100% graduation rate and men's athletics had a 91% graduation rate in 1994, far exceeding national averages and the overall University rate.

To promote scholarship, several teams have established study tables with a specified time when athletes can meet for study time or academic help from a teammate or coach. Others use a mentoring program which utilizes returning athletes helping new students through the adjustment period.

Eligibility of student athletes is monitored on campus by the registrar, athletic directors, coaches, and administrative assistant. The conference and NCAA standards and procedures are carefully monitored for compliance.

SUMMARY

The University carefully monitors its practices and relationships to ensure that integrity is safeguarded. Publications accurately reflect programs, services, and policies of the University. Hiring procedures are consistent with practices for equal employment opportunities. Policies are in place to ensure academic honesty and ethical practices. The University demonstrates integrity in its practices and relationships.