TO: Ron Singer, Associate Vice President, Academic and Student Services
University of Wisconsin System

FROM: Richard Telfer, Provost and Vice Chancellor for Academic Affairs
University of Wisconsin-Whitewater

DATE: October 14, 2005

RE: Request to offer existing UW-Whitewater degrees in an on-line format

I have attached a request to offer several UW-Whitewater undergraduate degrees in the online format. As you can see from the proposal, we are working collaboratively with the UW Colleges to offer this program. Along with this request to the University of Wisconsin System Administration, we are submitting a request to the Higher Learning Commission (HLC) to offer these existing programs in the online format. Since we are working on both requests at the same time, the UWSA request in a form similar to that being submitted to the HLC. We are also submitting proposals related to these degrees for Committee on Baccalaureate Expansion pilot funding. Finally, we are exploring possibilities of service based pricing for these programs and may be submitting a proposal in the future.

We look forward to hearing from you regarding this request. Please contact me if you have questions about the request.

C: Associate Vice Chancellor Monfils
Professor Bronson
Dean Clements
Dean Ross
Dr. Stone
Proposal to Offer Existing Degree Programs through Distance Delivery Methods – University of Wisconsin-Whitewater
10/14/05

The University of Wisconsin-Whitewater is seeking approval to offer existing degree programs through distance delivery methods. In addition to this proposal, the University is seeking accreditation from the Higher Learning Commission through an addendum to the written self-study that will be submitted in preparation for the 2006 site visit to UW-Whitewater by the HLC accreditation team. This request for System approval addresses the following main points: 1) the specific change that is proposed; 2) relation of the proposed change to the institutional Mission of UW-Whitewater (including diversity); 3) program need; 4) the relation of this change to other UW System programs; 5) program assessment; and 6) projected sources of resources.

1. Statement of the Proposal.

Specific change that is proposed:

The University of Wisconsin-Whitewater (UWW) requests approval to grant baccalaureate degrees to students fulfilling the degree requirements over the internet (online). UWW proposes to start with the general business (BBA), liberal studies (BA,BS), and political science (BA,BS) majors and add additional majors as market demand and resource availability warrant.

We propose a collaborative program with the UW Colleges, in which UW College students who are completing their associate degrees online or other UW College graduates who would like to continue their education beyond the associate degree will be able to earn the baccalaureate degree through one of the three majors (with a minor, if required, in one of the other areas) which will be offered entirely online.

Expected outcomes of this proposed change (for example, enrollment growth, enhanced services, financial growth):

The major outcomes of this proposed change are enhanced services, particularly for nontraditional students, and enrollment growth.

2. Impact of this proposed change on the organization’s current mission, the numbers and types of students to be served, and the breadth of educational offerings.

The proposed change is consistent with the University’s mission statement, objectives, and goals for teaching and learning, and further enhances existing collaborative efforts between UWW and the University of Wisconsin Colleges (WCS). It targets specific populations of learners whose numbers are projected to significantly increase in the next several years.
UWW's Mission Statement & Goals:

The University of Wisconsin-Whitewater has adopted a set of five core values that are central to its mission. These five core values have been incorporated into the preamble of the UW-Whitewater Mission Statement:

"The University of Wisconsin-Whitewater is committed to the development of the individual, the growth of personal and professional integrity and respect for diversity and global perspectives. These are met by providing academic and co-curricular programs that emphasize the pursuit of knowledge and understanding and a commitment to service within a safe and secure environment."

This proposal relates directly to three specific charges of the mission of the University of Wisconsin-Whitewater

- To provide a range of undergraduate programs and degrees, including interdisciplinary programs, in letters, sciences, and the arts as well as programs and degrees leading to professional specialization.
- To create and maintain a positive and inviting environment for multicultural students, students with disabilities, and nontraditional students, and provide support services and programs for them.
- To provide continuing education and outreach programs as integrated institutional activities. (Excerpted from the Select Mission of the University of Wisconsin-Whitewater as approved by the University of Wisconsin System Board of Regents, February 11, 2005; (http://www.uww.edu/mission_objectives_goals.html)

In addition, the proposed change will allow UW-Whitewater to specifically address University Objective #1 and University Goal #7 in the area of Programs and Learning:

Objective #1:
- To offer education and co-curricular programs that demonstrate excellence through systematic internal review, national/regional rankings, performance relative to external standards, and accreditation. To sustain programs that demonstrate excellence and programs that demonstrate the potential for achieving excellence, as well as essential supporting programs. (http://www.uww.edu/mission_objectives_goals.html)

Goal #7:
- Continue to develop additional new web-based courses and programs, and adapt existing courses to the web-based environment by other technologies such as cable television. (three years from 04/07/04). (http://www.uww.edu/mission_objectives_goals.html)
Targeted Populations:

The intended markets for the online baccalaureate program are working adults and others for whom the traditional university classroom is not a viable option. The two categories of learners that we will attract include working adults and diverse populations. Specifically, this program will target: 1) adults with associate degrees seeking to advance their education to the baccalaureate level; 2) working adults who desire to obtain a baccalaureate degree; and 3) individuals who completed a substantial number of university credits before leaving higher education without completing the baccalaureate degree.

- According to the 2005-2007 Catalog of the University of Wisconsin Colleges (p. 6), "...The UWC campuses enroll approximately 12,500 students." Nearly one-third of these students are adult learners, over the age of 22. Currently, UWC graduates may transfer to other UW System institutions. However, students who are unwilling or unable to relocate to a city in Wisconsin with a System university do not currently have many options of earning a baccalaureate degree within the UW System. Offering online degrees will provide opportunities for these persons to earn the baccalaureate degree, thereby increasing the number of college graduates in Wisconsin as well as providing enhanced services for this population.

- Moreover, multicultural students throughout the UW System are less likely to complete their undergraduate degrees in six years than non-multicultural students. Once these students leave the university, they are less likely to return; if they do return, they generally return as nontraditional students. For the same reasons as cited above, many are not able to relocate to cities in which a university campus is located. Thus, the availability of online degree programs will also lead to an increase in the number of ethnically diverse persons in Wisconsin who earn the baccalaureate degree.

- Howell, Williams, and Lindsay (2003) further substantiate the point that the number of adult, female, and minority learners will continue to increase for the foreseeable future. They note: "Not only are they [students 25 or older] numerous, adult learners are the fastest-growing population in higher education.” They further point out: “Like growth in adult learners, the percentage of women and minority learners is increasing. More women than men now enroll in college....Among minorities, the proportion of women is even higher....” Citing statistics from a 2003 study by Centron, they continue: “60% of Hispanic and two-thirds of African-American college students are women.” Among their conclusions are the “competitive necessity” for lifelong learning and the increasing availability of distance education programs via online courses, degrees, and universities. (Howell, S.L., Williams, P.B., and Lindsay, N.K. (2003) Thirty-two Trends Affecting Distance Education: An Informed Foundation for Strategic Planning. Online Journal of Distance Learning Administration, VI, No. 3. State University of West Georgia, Distance Education Center. Available online at: http://www.westga.edu/~distance/ojdlafall63/howell63.html)
Existing cooperative programs between UWW and UWC/UWTC campuses:

UWW has a long established relationship with University of Wisconsin System two-year colleges and Wisconsin Technical College System technical colleges. One example is the Liberal Studies degree, in which students complete their associate degrees at UW-Rock County, and then complete the baccalaureate with additional UW-Rock County and online UWW courses. A second example is the online MBA degree, in which students may take UWW classes at UW-Waukesha or UW-Whitewater or American Family Insurance in Madison, but many take only online classes. UWW expects to recruit no more than 40 students from its target market the first year, with 10-15% growth in ensuing years. These numbers are consistent with growth in the Higher Learning Commission accredited UWW Online MBA program and the UW Colleges Online program. UW-W will be starting its online baccalaureate program by offering students the opportunity to major in general business, liberal studies, or political science. The University does not plan on offering additional choices of major until it has gained sufficient experience with these three majors. However, UWW requests approval to offer additional existing degrees and majors online if conditions warrant.

3. Needs analysis related to this proposed change.

The U.S. Census Bureau reports that, on a per capita basis, the state of Wisconsin trails surrounding states in the percentage of residents holding baccalaureate degrees. In 2000, Wisconsin ranked 9th in the nation in percentage of graduates with associate degrees, but 30th in the nation in percentage of the population holding baccalaureate degrees. The following table reveals that Wisconsin places third in terms of baccalaureate degrees across the five contiguous states. Wisconsin lags the two states sharing the longest common borders, Illinois and Minnesota by 3.7 and 5.0 percentage points, respectively. The effect of a shortfall in baccalaureate degrees is speculative, but it undoubtedly diminishes the state’s attractiveness to high-technology employers and reduces the state’s personal and business tax bases.

| Highest Degree Attained as a Percentage of the Adult Population in 2000 |
|-------------------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| High School Degree                             | Some College    | Baccalaureate Degree | Advanced Degree | Adult Population |
| Illinois                                       | 81.4            | 53.7              | 26.1            | 9.5             | 7,973,671       |
| Iowa                                           | 86.1            | 50.0              | 21.2            | 6.5             | 1,895,856       |
| Michigan                                       | 83.4            | 52.1              | 21.8            | 8.1             | 6,415,941       |
| Minnesota                                      | 87.9            | 59.1              | 27.4            | 8.3             | 3,164,945       |
| Wisconsin                                      | 85.1            | 50.5              | 22.4            | 7.2             | 3,475,878       |

Work-life Earnings as a Function of Educational Attainment, 1999 Earnings

(http://www.census.gov)

- According to Daniel Clancy, President of the Wisconsin Technical College System, Wisconsin will need to add more than 72,000 additional college graduates to its population over the next ten years to reach parity with neighboring states.
• IPEDS data, as reported by UW Colleges, shows that in 2004-05, 1452 Associate Degrees were awarded (http://www.uwsa.edu/opar/ipeds/04-05/col/completions/Survey Form.htm). During a meeting with UW College and UW-Whitewater representatives in September of 2005, a UW Colleges representative noted that if these graduates wish to earn liberal arts degrees but are not able to relocate, they are currently enrolling in for-profit online degree programs because they are unable to earn the degree online through the UW System.

• In response to the need for an educated workforce and the potential to impact economic development in Wisconsin, the UW System Board of Regents established the Committee on Baccalaureate Expansion to devise programs to expand the number of baccalaureate degree holders in the state. UWW’s proposal to offer baccalaureate degrees online is responsive to three strategies set forth by the Committee on Baccalaureate Expansion:

(1) “Develop degree completion programs targeted to working adult students who hold an associate degree and who are in need of a baccalaureate degree to assist in their career programs.”

(2) “Develop new baccalaureate degree completion programs in areas of high student labor market demand (e.g., Business, Nursing, Early Childhood, and Special Education).”

(3) “Explore systemwide and statewide approaches to developing, coordinating, and promoting online learning and other delivery alternatives to residential, on-campus degree programs.” (http://www.uwsa.edu/opar/cobe/)

• UWW has cooperated closely with UWC Online, a component of UW System’s two-year colleges. UWW admits UWC Online students with associate degrees in its outreach programs, recognizing that what these students want and need is access to online baccalaureate programs.

4. Relation to other UW System online programs.

Currently, several UW System comprehensive universities offer online degrees at the master’s level or collaborative programs with online courses. However, with few exceptions (e.g., UW-Platteville’s online BS degree in business, UW-Superior’s two online degrees in the Individualized Major and Elementary Education) comprehensive UW System campuses do not offer baccalaureate degrees that can be completed online.

5. Processes in place to evaluate the proposed change, and to assess students’ learning.

Measures the organization will use to document the achievement of its expected outcomes:
The University will use existing procedures for assessment, including course evaluations, peer review of teaching, and external reviewers. The assessment of student learning is integrated into the assessment program through a two-tiered system.

Tier 1: Course Level

- Courses, as developed, will be assessed using The University of Maryland Online “Quality Matters” peer course review rubric. This tool employs trained external reviewers to rate online courses in eight areas: Course Overview and Introduction, Learning Objectives, Assessment and Measurement, Resources and Materials, Learner Interaction, Course Technology, Learner Support, and ADA Compliance. Quality matters is a proactive form of assessment; courses are rated before they are made available to students. Under the “Quality Matters” assessment program, courses that are deficient in key items, or earn an overall score below a specified value, must be revised before entering the course rotation.

- UWW online course designs are evaluated by students each time they are offered through an instrument developed and validated by the UWW online MBA program.

- Course evaluations are completed every semester through standard and instructor selected “Purdue” assessment items that vary by department.

- Assurance of learning is measured for select courses as function of discipline-specific accreditation standards where applicable (e.g. per AACSB standards).

- As part of the Political Science Department’s review of probationary faculty, peer review of teaching includes the evaluation of online courses. To that end, probationary faculty teaching online courses have been asked to make those courses available for review by tenured faculty.

- The University has an ongoing contract with an external vendor, Digital Measures, for administering the course evaluations online, compiling results, and forwarding the results to the UWW faculty and program administrators.

Tier 2: Program-Level

- UW System and UWW policies require that all academic programs evaluate the knowledge and skills of graduating students. Assessment plans have been established for all UWW programs, and the same procedures will be applied to both in-class and online offerings, with minor adjustments for the delivery systems. The results of this academic assessment are evaluated in detail by the University-wide Audit and Review Committee on a five year cycle.

- Knowledge and skills performance is measured by program assessment mechanisms as noted in Tier 2, number 1. These mechanisms will be used to compare traditional and online students.
• The progress of students in the online majors will be tracked as these students will be segregated by UWW’s administrative software. This will permit program and University administrators to track the progress of online students and make appropriate comparisons vis-à-vis traditional students.

Key faculty members in each program will provide ongoing oversight for their programs, including the peer review of teaching. Richard Brooks, Chair of Philosophy & Religious Studies (brooksrm@uw.edu) and the College of Letters & Sciences, oversees the Liberal Studies program. Susan Johnson, Chair of Political Science (johnsonsm@uw.edu) has oversight of that program. Janet Olson, Assistant Dean of the College of Business and Economics (olsonj@uw.edu), has responsibility for the General Business program. Robert Schramm (schrammrm@uw.edu) is Executive Director of the Online MBA program.

6. Projected Sources of Resources.

New degrees, changes in degree requirements:

No new degrees or majors are being proposed. No changes in degree requirements are being proposed. Existing resources can cover the start-up of the online general business, liberal studies, and political science majors. However, UWW is pursuing the Committee on Baccalaureate Expansion (COBE) RFP to defray some of the costs associated with starting these programs. Subsequent growth in these programs, or an increase in the number of programs, may require additional resources from 1) reallocation of internal resources, 2) the participation of continuing education, (3an increase in State or UWS support, and/or 4) the development of a service-based pricing program.

Faculty expertise:

Workshops supported by a five-year Title III grant have assisted faculty in integrating web-based instruction in their courses. When UWW is compared with other institutions in the UW System for the number of classes that are web-assisted — though not entirely online — UWW is third in the System (after UW-Madison and UW-Milwaukee), and has the highest number of web-assisted course offerings of any UW comprehensive campus, with more than 900 web-assisted course offerings for the Fall semester of 2005.

Availability of classes:

The University of Wisconsin-Whitewater has been offering online courses that fulfill degree requirements since 1997, when courses for the online MBA were piloted. Twenty-four undergraduate online courses and eighteen graduate online courses were listed in the Fall 2005 Schedule of Classes. Currently, there are enough courses available online to complete both the Political Science and Liberal Studies degrees, and the College of Business and Economics has developed a course rotation schedule to ensure that needed courses will be available for the completion of the online BBA degree.
Online courses will be offered as part of the University's normal set of course offerings as listed in the Schedule of Classes, which is available in printed form and online through the WINS registration system (http://www.uww.edu/index.html). Online courses are identified by the term, "web-based."

Technological support:

As noted in the second section, increasing the number of online courses and programs is one of the University's goals. To this end the University has dedicated personnel, facilities, and resources to provide technological support. One source of support at UWW is the Learning Technologies Center (LTC), which supports the UW System’s online course management system, Desire2Learn (http://www.uww.edu/iclt/). The Learning Technology Center offers scheduled D2L training sessions for faculty and staff (http://www.uww.edu/iclt/workshop/). The LTC employs a course designer to assist faculty in the development of online courses. Email and telephone support for students taking online courses is provided by the University’s computer Helpdesk, LTC, and the College of Business and Economics MBA helpdesk (http://www.uww.edu/iclt/helpdesk/; http://domino.cob.uww.edu/). Online D2L tutorials for students are offered at the University’s website (http://www.uww.edu/desire2learn/).

Library resources:

With improved network infrastructure in recent years, UWW’s Andersen Library has vigorously shifted its collection development system from print to electronic resources to provide easy off-campus access to its learning resources for UWW students. Resources include access to 168 electronic reference resources, 15,000 ejournals and more than 18,000 ebooks, including statewide subscriptions by the Wisconsin Department of Public Instruction, UW shared electronic collections and UWW paid subscriptions. An EZProxy server enables authentication of UWW students and faculty/staff for off-site access to resources. Students have access to SFX (locally called Find IT), a citation linker, MetaLib (locally SuperSearch), and ILLiad, an interlibrary loan/document delivery application. Whole books, if needed, will be sent to distance education students as requested by mail. Off-site users of the Library can obtain reference assistance through a three-part virtual reference service administered by UWW reference librarians. The chat service is part of a global consortia enterprise which provides 24/7 instantaneous assistance, while students requiring more in-depth assistance are advised to use the email service or telephone the UWW Andersen Library’s Reference Desk.

Summary.

The University of Wisconsin-Whitewater requests approval to grant online baccalaureate degrees, beginning with the BBA, the BS or BA in Political Science, and the BS or BA in Liberal Studies. This is a collaborative proposal with the 13 campuses of the University of Wisconsin Colleges System (WCS). This proposal is consistent with UW-Whitewater's Mission Statement, and with the UW System's initiatives as identified by the UW System Committee on Baccalaureate Expansion (COBE). While Wisconsin has made excellent progress in graduating students with Associate degrees, the need exists to increase the number of baccalaureate degree graduates in order to compete in the global economy of the twenty-first century. At the same
time, educational trends document the growth in the percentage of nontraditional students, including adult learners, females, and multicultural students. Currently, very few online programs are offered by UW System comprehensive universities to meet the needs of these growing populations of learners. UW-Whitewater has the faculty and the technological infrastructure to support these online degree programs, and a two-tiered assessment process in place to evaluate the program.

In concluding their analysis of thirty-two trends affecting higher education in the twenty-first century, Howell, Williams, and Lindsay, cited earlier in this document, end their analysis by quoting Meyer's 2002 study, "Clearly, each institution needs to understand where online distance education fits in its vision of the institution's future and in its mission." It is with this understanding that UW-Whitewater seeks approval to collaborate with the UW Colleges in offering online baccalaureate degrees.

The UWW Online Baccalaureate Degree Time Line is as follows:

![UW-W Online Baccalaureate Degree Time Line](image-url)
Resource Documents


http://www.ncahlc.org/index.php?option=com_content&task=view&id=32&Itemid=0.

The Higher Learning Commission: Distance Learning Information.

The Higher Learning Commission: Guidelines for Distance Education.


UW System: Distance Education Standards for Academic and Student Support Services; Guidelines for Distance Education Credit Program Array and Approval.
http://www.uwsa.edu/acadaff/planning/destandfullboard.htm

UW System: Principles for Pricing Distance Education Credit Classes, Degree and Certificate Programs.
http://www.uwsa.edu/acadaff/planning/depricing.htm


UW-Whitewater College of Business & Economics MBA Helpdesk.
http://domino.cobe.uww.edu/


March 2, 2006

TO: Richard Telfer, Provost and Vice Chancellor
    UW-Whitewater

FROM: Ronald M. Singer
      Associate Vice President

RE: Request to Provide a BBA in General Business, BA/BS Liberal Studies, and BA/BS in Political Science via Distance Education Delivery

On October 14 2005, we received your request for approval to convert a BBA in General Business, BA/BS Liberal Studies, and BA/BS in Political Science to DE delivery. On October 20, 2005, in accordance with the process outlined in the *Guidelines for Distance Education Credit Program Array and Approval*, I submitted a description of the proposed conversion to the Distance Education Review Standing Committee for review.

On December 19, 2005, I was pleased to grant approval to the BA/BS Liberal Studies and BA/BS in Political Science.

At this time, I also grant approval to BBA in General Business and wish to commended the faculty and staff for their planning of these programs, which will provide expanded opportunities for individuals seeking certification in this area.

This program will be included in the list of approved Distance Education Courses for UW System. This information will be made available to the regents upon request.

Enclosures

cc: Cora B. Marrett, Senior Vice President for Academic Affairs
    Vice Chancellors
    Sharon Wilhelm, Interim Associate Vice President, OPAR
    Larry J. Rubin, Assistant Vice President
    Kris McGrew, Director, HELP
    Linda Barrett, HELP
    ACSS Program Planning Team

...acis\acis 1\requests to plan\whitewater\de conversion\deconversionapprv-wtw05oct.doc