

Higher Learning Commission
Self-Study Questionnaire/Report for Non-Instructional Units

Non-Instructional Unit: Visitor & Parking Services

Individual(s) Completing the Questionnaire/Report: Robert Brecklin

BACKGROUND INFORMATION

1. Describe in a paragraph or two what your unit does (i.e., the services it provides).
To enhance access to the University's programs and facilities by providing point of entry services, including parking and way finding, in support the institution's teaching, research, and public service mission by providing services that continue the entry sequence from the city limits to the campus and specific program locations and accurate information and appropriate referrals to help individuals make well informed choices and to plan wise courses of action, and that take advantage of the institutional resources available to them. To foster a safe and secure campus environment through the recommendation and establishment of policies that effectively and fairly allocate limited parking resources, to provide stewardship of exterior facilities by regular maintenance and traffic controls.

To provide a reasonable level of available parking in all sectors of campus for convenient access to university programs and facilities and promote and encourage transportation alternatives to single occupancy vehicles. The Visitor Center also serves as a location to purchase event tickets (athletic and cultural) and the renewal of Wisconsin vehicle license plates.

2. Who is/are the constituency/ies you serve, and approximately how many of each constituency do you serve annually? (e.g., students, academic departments, classified staff, etc.)
 - 10,600 students utilize parking facilities at some point in the year. 5,500 purchase annual or semester parking permits, about 2,500 utilize parking meters or free parking locations.
 - 850 faculty and staff purchase annual parking permits.
 - 120 departments
 - 4,000 rides on the Whitewater to Milwaukee transit service
 - 25,000 to 30,000 attendees to Horizon events
 - Over 100,000 attendees to athletic and cultural events annually.
3. Overview and evaluate the adequacy of the human, physical, and fiscal resources your department deploys to serve students and meet other programmatic needs by answering the questions below:

Human Resources

Evaluate the general adequacy of the human resources (i.e., the # of employees (including student help) and their skills) relative to the unit's ability to serve the constituencies identified above and achieve other programmatic goals. Do this by assigning a number between "1" (completely inadequate) to "9" (completely satisfies needs).

In a paragraph or two, discuss why you've assigned the score you have. Include, in particular, a discussion of unique strengths as well as important needs not being met or opportunities not being explored because of limitations.

Extensive long range planning and significant capital investments have resulted in parking facilities that are adequate in capacity and location for most occasions. The location and design of the Visitor Center, with its drive up window, make the Visitor and Parking Services unit extremely accessible. Computer parking management application reduces paper work and clerical staffing needs, while a permit vending machine accomodates after-hours users. Partnering with University Police and Security provides sufficient staffing for major events.

An originally planned service of the Visitor Center was to provide information on Whitewater area services and attractions. A .5 FTE position responsible for acquiring and maintaining this information was lost as part of the 2001 budget cut. This service was of particular value to prospective students and their families, and a means of restoring the service needs to be found.

Physical Resources

Evaluate the general adequacy of the physical resources (e.g., office and storage space, supporting technology, other equipment) allocated to the unit relative to the unit's ability to serve the constituencies identified above and achieve other programmatic goals. Do this by assigning a number between "1" (completely inadequate) to "9" (completely satisfies needs).

8 1-9

In a paragraph or two, discuss why you've assigned the score you have. Include, in particular, a discussion of unique strengths as well as important needs not being met or opportunities not being explored because of limitations.

The storage capacity for parking enforcement vehicles has been exceeded. Tow vehicles must be stored outdoors.

Fiscal Resources

While recognizing that every unit would benefit from a larger budget, evaluate the general adequacy of fiscal resources allocated to the unit to serve its constituencies and achieve other programmatic goals by assigning a number between "1" (completely inadequate) to "9" (completely satisfies needs).

9 1-9

In a paragraph or two, discuss why you've assigned the score you have. Include, in particular, a discussion of unique strengths as well as important needs not being met or opportunities not being explored because of limitations.

The UW-W parking user fees are below the mean average of UW-System sister campuses, while the parking capacity continues to be expanded and facilities are well maintained.

4. In a paragraph or two, overview significant changes made in your unit since 1996 (i.e., the last North Central Association Accreditation Visit). (e.g., re-organized, key staff changes, change in purposes, etc.) The Visitor Center was constructed and occupied in 1999 and the parking unit was separated from University Police, and a new unit formed as Visitor and Parking Services. Over 1,400 new parking spaces were added through the reconstruction and expansion of 11 parking lots.

In another paragraph or two, describe why these changes occurred.

The projects were components of the 1993 Campus Exterior Development Master Plan.

MISSION & PLANNING

5. In a paragraph or two, describing any significant projects/initiatives that your unit is planning or currently has underway, but has not yet completed.
 Reconstruct and expand parking lots 20 (Wells East) and 24 (Perkins Stadium) continue the campus bike path from E. Schwager Dr. north through the Nature Preserve, purchase and install additional bicycle lockers in the academic area of campus, evaluate the bennefit of upgrading the parking management software to include web based transactions.

6. Below are five “core values” the University identifies as central to its purposes and operation. Please evaluate the importance of each core value in terms of how each aligns with the purposes of your unit (i.e., take a hypothetical 100 points and distribute them among the five values, with those values that align more closely to the purposes of your unit receiving more points).

Core Value	Importance (100 points)
Commitment to the pursuit of knowledge and understanding	10
Development of the individual	10
Personal and professional integrity	20
Commitment to serve	50
Commitment to develop a sense of community, respect for diversity, and global perspectives	10
Total=	100 points

7. Each and every academic and non-academic unit engages in planning for the future. Review the list of variables below and evaluate the extent to which each of the following influences decision-making behind the planning process for your unit (i.e., take a hypothetical 100 points and distribute them among the planning variables listed below, with those variables playing the larger role in your unit’s planning efforts receiving more points)

Planning Variables	Importance (100 points)
The mission of the university or the unit	10
Academic assessment data/information relevant to student performance against learning outcomes	0
Other data/information gathered relevant to performance (e.g., Audit & Review feedback)	5
Societal/Cultural trends (e.g., changes in demographics, lifestyles, professions)	10
Campus trends (e.g., changes in university-initiated needs and demands)	15
Technology trends (e.g., technology developments that affect delivery of service)	10
Professional trends (e.g., changes evident at other universities/colleges)	10
Available human resources (e.g., # of employees, talents, etc.) within the unit	0
Available financial resources (e.g., budget, available and accessible \$)	15
Available physical resources (e.g., space, existing technology, etc.)	25
Other:	
Total=	100 points

8. Does your unit have a mission statement?
 Yes X No

If you answered “yes,” please list the mission statement here. Also, if your mission statement can be accessed on the web, please list the URL here.

To enhance access to the University's programs and facilities by providing point of entry services, including parking and way finding, in support the institution's teaching, research, and public service mission.

<http://www.uww.edu/Adminaff/parkmission.htm>

If you answered "yes," please describe how, if at all, this mission statement plays a role in your unit's planning and/or decision-making.

UW-W is located in a community with no mass transit services, so access to University programs and facilities generally involves the use of personal vehicles. The parking facilities, their capacities and use policies contribute to providing a positive experience.

OPERATION AND PERFORMANCE

9. What are the major or measurable objectives of the unit?
 - Provide a reasonable level of available parking in all sectors of campus for convenient access to university programs and facilities.

10. What outcome measures (i.e., data, information) provide evidence that your unit's objectives are being met?
Utilization surveys consisting of vehicle counts

11. Related to question #10, does the unit regularly collect data/information to evaluate how effectively it serves its constituency(ies)? (This might include surveys of constituencies.)
Yes X No

If "yes," please list specific data/information sets that the UW-W Self-Study Committees, and/or the Higher Learning Commission's Visiting Accreditation Team can access to review/consult.

- Campus Exterior Development Master Plan
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12. In a paragraph or two, describe specific changes to the unit's operation or planning, if any, have resulted from the collection and use of the data/information identified in the preceding questions? Please be specific.
Construction of over 2,800 additional parking spaces, construction of the Visitor Center.

13. Please provide a list of services, if any, that your unit provides for constituencies that are external to the university.
 - Event ticket sales
 - Vehicle license renewal
 - Way finding information and parking for events

18. List and prioritize no more than three primary strengths that have emerged in your unit's efforts to meet its mission, goals, or objectives. To identify these strengths, you may wish to consider: What does your unit do very well? What good things do people say about your unit? How has your unit aided the campus in meeting its mission? In what ways has your unit "gone beyond the call of duty?"

After identifying each strength, specify supporting evidence that suggests that the statement is true. This may include data/information gathered relevant to unit performance, trend data, information gathered from audits or external agencies visit, etc.

1. Specific Strength: The Visitor Center is centrally located, very visible, is accessible, and provides a central focal point for visitors to start with their campus business.
 - Supporting Evidence: Campus Evaluation Team statement in the 2002 Opearation Planning Review
2. Specific Strength: constituents reported that the cost of parking is fair and that the lots are well-maintained and aesthetically pleasing. Although everyone has some experience with not being able to find the spot of their dreams, most patrons reported that parking was ample.
 - Supporting Evidence: Campus Evaluation Team statement in the 2002 Opearation Planning Review
3. Specific Strength: Patrons also spoke highly of the central location of the Visitor Center and the services offered there. This facility provides a visible entry point for visitors and offers a variety of services for campus offices.
 - Supporting Evidence: Campus Evaluation Team statement in the 2002 Opearation Planning Review

Concerns

19. List and prioritize no more than three primary concerns that have emerged in your unit's efforts to meet its mission, goals, or objectives. To identify these concerns, you may wish to consider: What could be improved? What is done poorly? What do we, as a unit, avoid doing, even though we know it's important?

After identifying each concern, specify supporting evidence that suggests that the statement is true. This may include data/information gathered relevant to unit performance, trend data, information gathered from audits or external agencies visit, etc.

Finally, identify one or more recommended actions to address the area of concern. This may include actions that your unit has already begun, actions being planned, or preliminary thinking about how to address the area of concern.

1. Specific Concern: None
 - Supporting Evidence:
 - Recommended Actions:

2. Specific Concern:

- Supporting Evidence:
- Recommended Actions:

3. Specific Concern:

- Supporting Evidence:
- Recommended Actions: