

Evaluation Report for Program Review Face to Face Meeting University of Wisconsin-Whitewater: Integrated Science Business (BBA, BS), 2025-2026

Date: April 9, 2026

In Attendance: Interim Provost Robin Fox; Dean Jason Janke (L&S) & Paul Ambrose (Business & Econ); Department Chair Kelly Delaney-Klinger & Angela Harlan; Program Coordinator Dennis Kopf; Program Review Team Chair Molly Patterson; Program Review team members Pascal Letourneau, Monica Lineberger; Assessment Representative Katy Casey

Overview of review team evaluation, program comments:

The review team noted the uniqueness of this program in the UW system, and its potential to draw students into the Whitewater community. The program coordinator, Dennis Kopf, has been instrumental in the successful administration of the program. The team also noted that additional resources in terms of marketing and additional staff to support the coordinator position would benefit the program.

Discussion of Review Team's evaluation:

1 – Where do you see this program in the next 5-years, given changes in the industry?

The program has considered adding emphases to the major to better articulate career pathways to students. Some options discussed include biotechnology, sustainability, sales, and a general graduate school track.

2 – Have there been discussions with other faculty (on campus and within the system) to explore other resources that could be tapped to support the program?

At the time of this discussion, the program coordinator had not engaged in conversations about further staffing resources to support the program. Dean Ambrose shared that initially, the program had two coordinators, one from COBE and one from L&S, but that model was not continued. It was not clear at the time of the meeting if additional resources, namely staffing, will be considered in the future.

3 – Are you aware of any similar programs in general (outside region) that could provide insight on future directions and/or growth opportunities?

None that the program coordinator is aware of in the region. The coordinator acknowledged they had not investigated whether similar programs existed.

Discussion of the enrollment decline, and recruitment of new students was discussed. Dean Ambrose shared that he thinks an enrollment of 50 students is realistic (currently enrollment is at 11, enrollment at

highest was 37). The issue with enrollment appears to be that students are not aware of this major. The provost suggested an investment in marketing, particularly on social media, could draw needed attention to this program of study. Dean Janke mentioned there could be potential pathways from the Medical Sciences program recently opened at the Rock County campus.

Recommended Actions:

Recommended Action #1

Work with college Deans to create a sustainable program and staffing structure to ensure viability.

Recommended Action #2

Enhance targeted recruitment and outreach to boost enrollment, including collaboration with Admissions, Marketing, and local high school programs.

Recommended Action #3

Track and share data on graduate employment by industry and engage alumni to ensure the curriculum reflects current professional demands.

Recommended Result:

Continuation with minor concerns

Next Self-Study and/or Progress Report Due Dates:

1 - Next FULL self-study will be due to the Dean on May 1, 2032, and to the Assessment Office on August 1, 2032.

For a copy of the full evaluation report and detailed comments, please reach out to the assessment office: assessment@uww.edu.