1. **Priority Business**
   a. Review/Approval of July 23, 2020 Minutes
   b. BLM WSG Resolution (attachment)
   c. WSG Peer Social Campaign (attachment)
   d. Liaisons to other Governance groups
   e. Committee Assignments

2. **Chair's Report**
   a. Program Organization (attachment)
   b. Other Updates

3. **Vice-Chair's Report**

4. **Academic Staff Committee Reports**
   a. Awards (Fragola)
   b. Elections (Villancencio)
   c. Instructional Promotions (Fragola)
   d. Outreach (Villacencio)
   e. Professional Development (Fragola)
   f. Titling(Fragola)

   (TEMPORARILY ON HOLD-NO REPORTS EXPECTED)
   g. Title appeals (Fragola)
   h. Economic Issues (Rivers)
   i. Government (Kriska)
   j. Review (Tumbarello)
   k. Rewards and Recognition (Tumbarello)

5. **Updates/Announcements/Other Business**
   a. Transportation & Logistics (Fragola)
   b. Community Engagement
   c. Open Floor

2020-2021 ACADEMIC STAFF ASSEMBLY
MINUTES
2:00PM – 3:00PM ON JULY 23, 2020

PRESENT: Patricia Fragola, Huckleberry Rahr, Susan Chandler, Jessica Berge, Richard Pues, Jessica Walz, Mike Gorman, Steven Fischer, Carmen Rivers, Abbie Windsor, Terry Tumbarello, Christine Hoover, Katie Rutenbar, Heather Rasmussen (Recorder)

1) **Discussion of Statement on Fall 2020**
   a) Discussion ensued: do we want to create one, crafted document.
   b) Rahr moves to consider statement of Rights and Responsibilites with a second by Gorman. Unanimous approval.

2) **Spring COVID Policies**
   a) Student evaluations: Discussion ensued. Students should have a voice. Something similar to Spring 20.
   b) S/NC: discussion ensued, classes are being structured and a plan is in place in case we go remote prior to the Thanksgiving break.
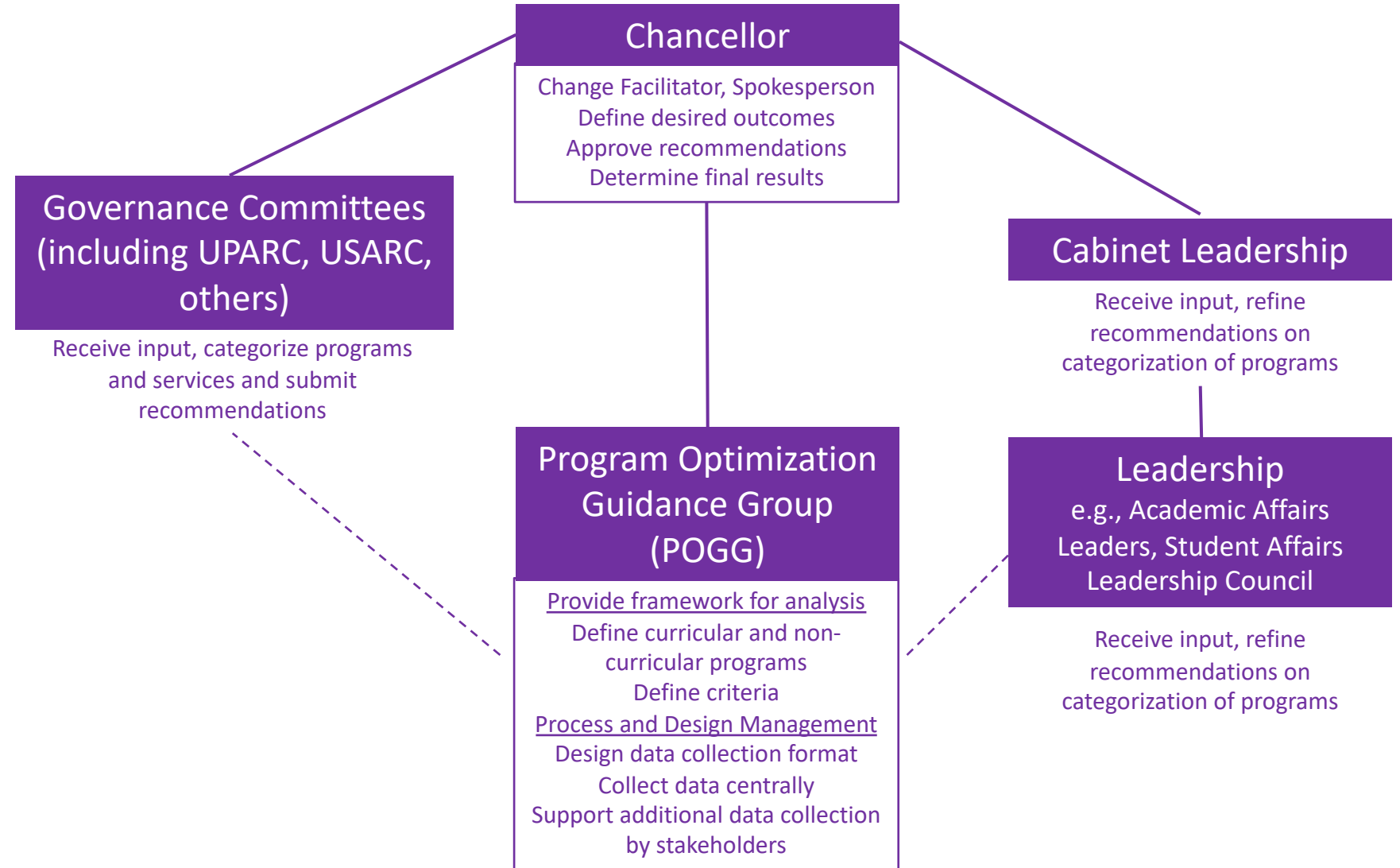
3) **Open Floor**
   a) Gorman: on committee to decide when to scale back instruction. Based on county data. Whitewater is within three counties. A three-phase plan. Currently green; yellow - only classes deemed essential would be f2f (those that can't be done without f2f instruction); red - fully remote.
   b) **Windsor:** Registrar's office is trying to find a creative way to celebrate Spring 20, Winter 20 and Spring 21 grads. Send any ideas to Windsor.

Meeting adjourned at 3:24pm
.

UW-W Program Optimization

Key Aspects

➢ Focus on elements that address efficiency, effectiveness and essentiality to mission.

➢ Broad inclusion of programs from all divisions on campus.

➢ Analysis focused on preselected criteria to meet a publicly-stated desired outcome.

➢ Clearly stated inclusion and roles for shared governance.

Chancellor
Change Facilitator, Spokesperson
Define desired outcomes
Approve recommendations
Determine final results

Governance Committees (including UPARC, USARC, others)
Receive input, categorize programs and services and submit recommendations

Cabinet Leadership
Receive input, refine recommendations on categorization of programs

Program Optimization Guidance Group (POGG)
Provide framework for analysis
Define curricular and non-curricular programs
Define criteria
Process and Design Management
Design data collection format
Collect data centrally
Support additional data collection by stakeholders

Leadership
e.g., Academic Affairs Leaders, Student Affairs Leadership Council
Receive input, refine recommendations on categorization of programs

Next steps, suggested:

- Orient government leaders, introduce topic
- POGG: define it, appoint members
- Orient UPARC, so they are aware of the task
- Create USARC, comparable to UPARC
- Identify the "programs" to be included in the university-wide process
  - Curricular programs
  - Non-curricular programs and services
- Create draft instructions

Program Optimization

Enhancing Essentialities, Efficiencies and Effectiveness

By Investing, Divesting, Reallocating

For years, we've heard the phrase, "do more with less." That works for a few years, but eventually the demands become too much more and the resources too much less. Growth and innovation require resources. What can we stop doing, or do less, so we can shift those resources to doing more and doing new things? How can we be better prepared for additional cuts in resources, if that happens?

Purpose Statement: *The purpose of this optimization process is to provide information leaders can use to focus limited resources and university investment on those programs that are most central to the UW-Whitewater mission. Who is the UWW student audience? How is it changing over time? What opportunities do we have to adjust the array of programs and university services to most effectively and efficiently meet the essential needs of the region and expectations of the students we hope to serve?*

UW-W is in a larger context where enrollment in higher education is decreasing, state-based financial support is decreasing, and pressures will not allow increases in tuition to compensate for these revenue and budget losses. Like nearly all institutions of higher education, UW-W needs a strategic approach to evaluate program offerings (both curricular and service programs), reinvest and support growth in the most promising programs and new programs, and achieve long-term sustainability for the future of the university. All expenditures need to be evaluated, and this evaluation of programs and services is part of the overall university evaluation.

Results of this optimization process will be important in building the budgets for FY23 and beyond.

TIMELINE, 2020-2021	
August	Orient governance groups and university leaders. Form POGG to guide the process. Engage UPARC/USARC* to review the basic structure of optimization and consider their roles.
September and October	Define and refine instructions to programs and the process itself. Suggestions from POGG and UPARC/USARC go to the Provost for decisions. Instructions to programs by November 1.
November through January	Programs complete their information forms. Submit by February 1.
February	CPARCs/CSARCs, GPARC, AAL or similar groups prioritize programs in their areas. Reports sent to UPARC/USARC by March 1.
March	UPARC/USARC prioritize programs across the university. Submit reports to the Provost by April 1.
April	Chancellor and Cabinet review the results and discuss any modifications.
May and June	Chancellor gathers any additional information and communicates the final optimization report to stakeholders.

*The University Program Array Review Committee (UPARC) analyzes curricular programs. A University Services Array Review Committee (USARC) will be created, comparable to UPARC, to analyze non-curricular programs and services.

Program Optimization Guidance Group (POGG):

1. Appointed Project Manager (non-voting, appointed by Provost)

2. Faculty Senate appointee
3. Academic Staff Assembly appointee
4. University Staff Council appointee
5. Whitewater Student Government appointee
6. Equity, Diversity, and Inclusion Division appointee
7. Student Affairs Division appointee
8. Academic Affairs Division appointee
9. Administrative Affairs Division appointee
10. Athletics appointee
11. Chief of Institutional Research and Planning
12. Academic Assessment Director

Action-oriented, encouraging, analytical; mentors, resource providers, guides.

Provide framework for analysis
Define programs to include in the optimization process
Suggest metrics
Process and Design Management
Suggest data collection format
Collect data centrally
Facilitate additional data collection by stakeholders

Reports to the Provost/Chancellor who makes final decisions.

Information Form:

Each program will complete an information form. Programs respond to data pre-populated in the form and provide their own additional data, analyses, and summary conclusions.

The metrics below are relevant for curricular programs. A comparable set of metrics needs to be developed for non-curricular programs and services.

Proposed quantitative data sets (1-13 pre-populated into the information form)

1. Student credit hours generated in the program, over 5 years
2. Number of credits required in the program
3. Number of students in the program, over 5 years
4. FTE students in the program, over 5 years
5. FTE faculty in the program, over 5 years
6. FTE instructors in the program, over 5 years
7. SCH/FTE of instruction, over 5 years
8. Course load per faculty member
9. Low enrolled courses
    a. Upper division
    b. Lower division
10. Number of graduates/completers per program
11. Salary spending per full time student, across 5 years
12. Other operational spending per full time student, over 5 years
13. Revenue (other than tuition) generated per program, over 5 years
14. Workforce demand for the program – Provide evidence, projecting into the future (suggested links will be provided)

Proposed qualitative data sets (Provided by the program)

1. Centrality and essentiality to mission – Program-based discussion
2. Program's course provision or service to other programs or the university – Program-based discussion; provide evidence
3. Program's service to or impact on the region
4. Reputational contribution

The expected outcome is two lists organized into quintile groups: one list for curricular programs and one list for non-curricular programs and services (by July 1, 2021):

Quintile	Percent of programs	Description
1st	80-100%	Programs with most potential for growth and to receive reallocation
2nd	60-80%	Programs likely to grow, reallocate to, or hold stable
3rd	40-60%	Programs most likely to hold stable
4th	20-40%	Programs likely to reduce, reallocate from, or hold stable
5th	0-20%	Programs most likely to reduce or eliminate

Whitewater Student Government, R20-21:03,
Knoll, Shellaugh, Piña, Schweinert, Stavroplos
Approved 2020-07-26

Faculty Senate Executive Committee,
Approved 2020-08-17

Resolution of Support for the Black Live Matter Movement

WHEREAS, the Whitewater Student Government (WSG) serves all students attending the University of Wisconsin-Whitewater; and,

RECOGNIZING, African American students accounted for 3.87 percent of total student enrollment in Fall Semester 2019, marking a steady decrease in African American enrollment over the past ten years; and,

RECOGNIZING, the broad impact of the history of inequality and discrimination in our country, as well as, the recent black lives lost across the United States of America; and,

RECOGNIZING, the protests taking place in all 50 states and 18 different countries, marking the largest revolution in history; and,

RECOGNIZING, these protests may have an impact on our campus, as they pertain to the African American population at UW-Whitewater; and,

RECOGNIZING, UW-Whitewater has student organization focusing on representation and inclusion of African American students, with the support of University staff and faculty; and,

RECOGNIZING, that COVID-19 has limited the ability for campus organizations to take action in this movement, on our campus, but this is a pressing issue that needs to be acknowledged and addressed; and,

NOTING WITH DEEP CONCERN, African American students are largely impacted by these issues which can lead to mental and physical exhaustion and health concerns as they fight and advocate for equality on and off campus; and

THEREFORE, BE IT RESOLVED, the Whitewater Student Government supports African American students, African American organizations on our campus, and the Black Lives Matter Movement and will commit to improving racial equality on campus.

_____

#79Days, #UWWBreakTheBracket, #DontBeSillyMaskLikeWillie

THINK GROUP

Think Tank Members – WSG, Greek Leadership, Org Leadership, Athletes, Any interested Student, UMC,DOS and CLD Staff members. Also brainstormed methodologies and resources needed, etc

MESSAGE
Primary and secondary message to reduce risk and spread of COVID and protect the semester from going full remote

Message To Action- short to the point and have 2 hashtags for folks to use. One edgier that the other. Other tools that should be used.

Call To Action Meeting
Sun. 8 pm

Call To Action Meeting - Jody and Chancellor Watson share reality, concern and message. Enlisting Warhawk Leaders to mobilize.

Agenda-
- Intro of Chancellor & President Wentworth
- Who is here and their roles (students speaking/administration learning/listening)
- University Updates
- Current & Anticipated Behavior in Whitewater (house parties, bar, etc)
- What is at Risk (Lives, Fully Remote, Jobs, Safety, City Economy etc)
- Call to action – Tool Kit, having conversations, social media push,
- WHO IS IN???

Individuals and Groups Called on to Act, Speak Up and Share Personally Messaging and Action:

|			
Whitewater Student Government	Shared Governance Leaders	Resident Assistants	Student Organization Leaders
Connection Student Council	Campus Assistants	RHA	Peer Mentors
Student Organization advisors	LGBT Peer Educators	Athletic Team Captains/Leaders	
Warhawk Ambassadors		Faculty/Staff via Syllabus	Greek Council & Chapter Leadership
Student Affairs Division Student Employees		City of Whitewater	
Landlords (>>Via Campus Leadership and WSG)		Bar & Restaurant Owners (>>Via Campus Leadership and WSG)	

INFLUENCING TEAM

Those Interested in being part of this plan should EMAIL WSGPres@uww.edu
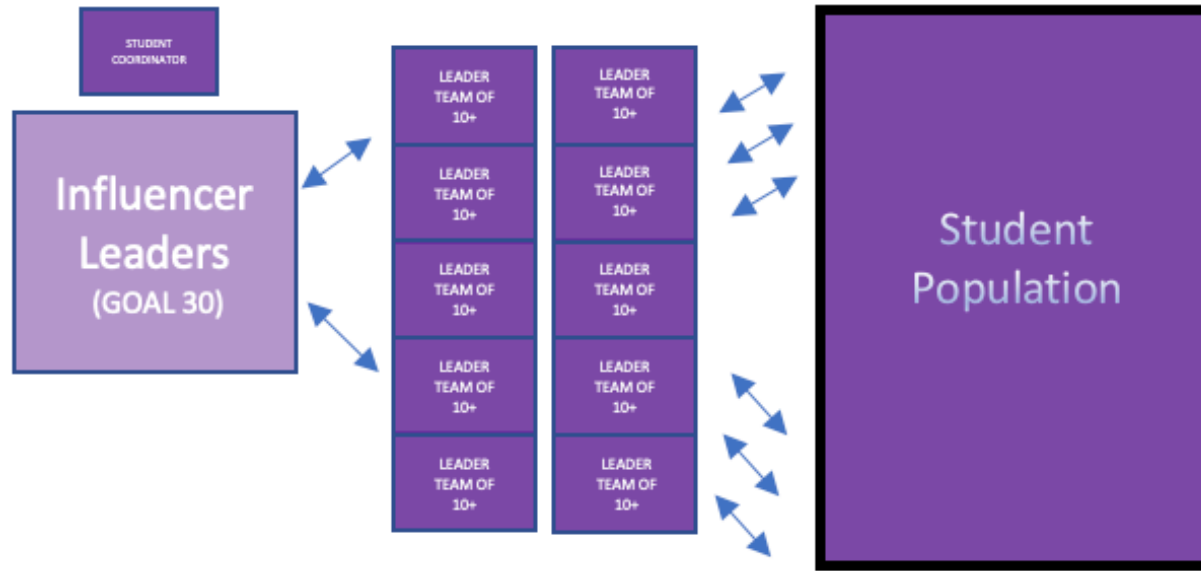
Influencer Leaders Will
Recruit Team Leaders & Model

Team Leaders Will
Enlist others & Model

Student Coordinator
Coordinate Campaign

Create a group of student leaders that will in turn enlist a sub group to work towards positive behavior norming. Goal: 200 participants. They would be provided coaching and information to assist in their work. The students will be asked to social media share frequently, wear campaign t-shirt on specified dates, identify a sub team and get them to do the same. They will be expected to correct behaviors of their peers, model good behaviors, use snap chat filters, social media frames, talk to people, etc. Their message is one of community based responsibility/can't do it without them/they have the power.