

University of Wisconsin – Rock County
Campus Assessment Report
2005-2006

In Fall 2005, the Campus Steering Committee recommended that the Campus Assessment Plan for 2005-2006 should assess the activities of the campus according to the Campus Strategic Plan which was developed in 2002 as a five-year plan. The campus formally adopted the plan in January 2003 and reviewed it in August 2004. In view of the facts that we are at approximately the half-way point in five-year plan, and that the campus is expecting the arrival of a new campus dean during this academic year, Interim Campus Dean Diane Pillard and the Campus Steering Committee thought this year would be an excellent time for the campus community to review, assess our progress, and update the Campus Strategic Plan.

During the week before classes began in January, the campus community held a campus-wide group session to review the six goals of the campus strategic plan and the strategies we had set out to achieve those goals. This gave the campus an opportunity to review our goals and strategies, assess and document the progress we have made toward achieving our goals, and to consider additional strategies we can follow during the next two years to more fully accomplish what we set out to do. The Campus Assessment Coordinator (CAC), Linda Reinhardt, coordinated and led this campus discussion.

The CAC has summarized the findings from the campus-wide discussion and has written an update of the Campus Strategic Plan. The update of the plan will include documentation of the campus' accomplishments and list recommendations or "opportunities" for further strategies and actions that the campus may choose to accomplish during the time remaining of the five year strategic plan.

The CAC presented this update to the new Dean, the Campus Steering Committee, and the Collegium at the end of May 2006.

The Dean and Steering Committee will review this report during the Summer, and will use this summary as a guide for making plans and suggestions for future progress toward accomplishing the goals set out in the 2003 Strategic Plan.

Respectfully submitted,

Linda Reinhardt
Associate Professor of Psychology
Campus Assessment Coordinator
May 31, 2006

The UW-Rock County Strategic Plan
Are We Still Moving Towards Our Goals?
Spring, 2006

HISTORY

After experiencing rapid enrollment growth and settling into the renovated Williams Hall from 1999-2002, and anticipating some of the future challenges to the campus, UW-Rock County began a strategic planning process involving all members of our campus community. We determined that "to continue to support the quality academic education and co-curricular activities, broad input [was] needed to examine who we are, where we have been, and where we want to go." (UW-Rock County Strategic Plan Narrative, 2003). During Spring 2002, focus groups met to identify strength, weaknesses, opportunities, and threats to the campus. During Summer 2002, the Strategic Plan Task Force crafted a strategic planning document. After further input from campus groups and drafting initiatives that could help us reach our goals, the UW-Rock County Strategic Plan was adopted in January 2003 and is available in Public Folders.

An effective strategic plan is a living document that helps an institution remain focused on its mission and gives it a sense of direction. It also records the progress made towards the goals outlined in the plan. The campus reviewed the strategic plan in August 2004, and identified accomplishments that we had made toward achieving the six strategic goals we had set in the 2003 plan. We also identified opportunities for further movement toward our goals.

In January 2006, coinciding with the appointment of Diane Pillard as our new Campus Dean and CEO, the campus community again reviewed the progress the campus has made toward achieving the goals we set out for ourselves in the strategic plan the campus created three years ago.

VISION STATEMENT

One outcome of the strategic planning process was a better understanding of the campus mission and a clearer recognition of campus identity. As part of the process, the campus Vision Statement was created:

"The University of Wisconsin - Rock County will be known as a academically vibrant community, providing an environment for excellence in teaching and learning, contributing to economic development in Rock County and offering cultural and educational opportunities for the community."

STRATEGIC GOALS

The 2003 Strategic Plan contains six goals, each with several strategies. In a sense, these goals represent the campus priorities. The tables below indicate accomplishments and opportunities for additional progress that the campus identified in its August 2004 and January 2006 reviews of the strategic plan.

Special note should be made of "Opportunities" identified in 2004 that moved to the "Accomplishments" column by January 2006. These are indicated in bold face type in the tables. "Opportunities" identified in 2004 that remain in this column in 2006 are also indicated in bold. Several of these represent work-in-progress, and some will be accomplished with the completion of proposed campus building projects that are projected to begin in Spring 2007.

In 2006, the campus community identified many additional accomplishments and made suggestions of more opportunities for progress toward our strategic goals. The campus will review these suggestions and select which of these opportunities to pursue during the next two years remaining under the 2003 strategic plan.

GOAL I

Advance collaborative efforts with the external community to promote economic development in Rock County and foster cultural and educational opportunities for the community.

Accomplishment	Opportunity
<p><u>August 2004</u></p> <ul style="list-style-type: none"> • Project AHEAD • VISTA Grant (2004-2005) <p><u>January 2006</u></p> <ul style="list-style-type: none"> • Engineering program (Bachelor's Degree Electrical Engineering through UW- Platteville) • Campus preview in Spanish (Student Services—once so far) • UW-Rock County Foundation--work with Forward Janesville and Greater Beloit CC in building engineering program • Music groups that involve the community formed since 2002 (Suarez): <ul style="list-style-type: none"> ○ Rock Prairie Chamber Orchestra (2002) ○ Rock Prairie Youth Orchestra (2003) ○ Rock Prairie Big Band (reformed 2003) ○ Rock Prairie Festival Orchestra (<u>The Nutcracker</u>, 2003) ○ Rock Prairie Performing Arts (Board of Directors, 2005) ○ University Theatre (involvement of community in orchestra, 2004) • Homeless Intervention Task Force (Fuller) • Women in Science course: Environmental Ed for Boys & Girls Club • Service Learning involving courses taught in 4-6 disciplines • Women's Leadership Club (Lukowiak & French) • Math Counts at Franklin Middle School (Schulze-Hewitt) • Cedar Crest Lecture Series (Continuing Education) • Cooperation with Master Gardener classes at Rotary Gardens (McCallister) • Work with UW Cooperative Extension and Janesville Farmers Market (McCallister) • "Red Hot Embers" exhibit on world poverty--related to campus theme, "Does Money Make the World Go Round?" (Greenler) • Public screening of Wal-Mart movie, "The High Cost of Low Prices" (Zook) • University Theatre—involves campus & community members 	<p><u>August 2004</u></p> <ul style="list-style-type: none"> • Engineering program • Campus Art Fair • Joint Campus & Community clubs • Campus preview in Spanish <p><u>January 2006</u></p> <ul style="list-style-type: none"> • Green Scene student organization—environmental education in the community • Campus Theme activities could be expanded to the community • Seek VISTA staff again (2006-2007) • Junior High School Girls Science Program • Expand scope of Continuing Education classes • Increase size & scope of College for Kids • Student club work with BTC and Beloit College students on homeless issue • Use engineering program as a means to build more connections with the business community • Continue collaborative degrees • Expand cultural community outreach • Establish Study Circle on Race (with Diversity Action Team)

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| <ul style="list-style-type: none">• Continuing Education classes (are working more actively with K-12)• College for Kids• Numerous individuals on faculty/staff contribute time and talent to community volunteering• Collaborative degrees w Whitewater, Platteville, and Milwaukee continue• Performing Arts Series, e.g., The Nutcracker• Young Women's Leadership Summit w area HS girls (100 in 2004; 70 in 2005)• LSAT and ACT testing• Wisconsin Education Fair—every other year• UW-Rock County Foundation Events—e.g., Taste of Culture• Project AHEAD | |
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GOAL 2

Enhance collaborative efforts within the internal campus community to sustain an academically vibrant community and to ensure an environment for excellence in teaching and learning.

Accomplishment	Opportunity
<p><u>August 2004</u></p> <ul style="list-style-type: none"> • Wireless computer network • Teaching Fair (one time?) • Accessibility of Faculty & Staff • Initiated Master Advisor Program (not repeated) <p><u>January 2006</u></p> <ul style="list-style-type: none"> • Service Learning—faculty in BIO, CHE, EDU, GEO, MAT, POL, and PSY have students engaged in service learning • ESFY—well established; e.g., six sections of FY Seminar 2004 (68 students); seven sections in 2005 (57 students) • IS Courses – several new courses are under development • Implementation of HP Tablet PC program in Chemistry & Physics • Expansion of the campus computer labs • Expanded transfer visit program • Collaboration with the WI School for the Visually Handicapped to better support student learning • Spring musicals—collaboration between theatre and music departments • Campus theme—Programming incorporated into courses • Earth Day events • Laptops and calculators for students to check out in library (Calculators purchased by Math Club) • Collaborative spirit between faculty and staff • Faculty Lecture Series • Distance education • Learning Support Center—many faculty/staff serve as tutors • Welcoming, highly trafficked library • Scholarship program--growth • Imagination, Inc (student literary and arts publication) is strong and is an annual publication (French) • Share ideas among faculty at retreat 	<p><u>August 2004</u></p> <ul style="list-style-type: none"> • New Library • IS Courses • More activities w/ both students & Faculty/Staff • Service Learning • ESFY <p><u>January 2006</u></p> <ul style="list-style-type: none"> • New Library • IS courses—more needed • Service learning with WI School for the Visually Handicapped • 40th Anniversary Program (include History of Campus brownbag) • Second semester campus theme • More student engagement in campus theme • More work with alumni • Career day • Space for student study, group work • Better public transportation at night/evening • Scholarship program expanded • Brown-bags, important to talk about issues of importance to faculty • Student talent show with organized structure • Discussion board online where students/faculty all have access for all types of discussion (D2L?)

GOAL 3

Sustain and enhance the quality of student life by providing a comprehensive program for students that addresses their academic, social, and professional development.

Accomplishment	Opportunity
<p><u>August 2004</u></p> <ul style="list-style-type: none"> • Learning Support Center • Clubs • Writing Magazine (Imagination, Inc.) • Growth in student clubs • Basketball 	<p><u>August 2004</u></p> <ul style="list-style-type: none"> • Colloquium • Career Day • Hybrid course development • Continue development of Arts magazine • Internships • Visiting Scholars • Literary magazine • PTK • School newspaper • Art Gallery back
<p><u>January 2006</u></p> <ul style="list-style-type: none"> • Hybrid course development • PTK – chapter established • Literary magazine—Imagination, Inc. in its third year • Student Activities Fair • ESFY program is well established • Campus Theme activities • Campus Passport • Student Clubs (almost 20) • Math/Science Division Picnic • Health/Wellness (2): 10,000 steps, Walktober, Blood Drive. A student club has taken this on. John Sonka coordinates wellness activities • Giving Tree • SGA funds for child support • Added TRIO advisors/tutors; TRIO more visible, less stigma • Active SGA • Imagination, Inc. (literary/arts magazine) • More collaborative degrees more evening classes for non-trads • Engineering program • Local politicians debate on campus • Women’s summit on campus • Prairie Restoration Project (McCallister) • VISTA volunteer on campus last year, had some service learning (CHE, BIO, EDU, GEO, MAT, POL, PSY) • Study Abroad opportunities • Learning Support Center--established with good faculty/staff buy-in • Campus Café keeps students on campus 	<p><u>January 2006</u></p> <ul style="list-style-type: none"> • Art Gallery back—new building plan • Career Day/Fair—bring in professionals to talk about their jobs, job expectations • Internships (e.g., Pol. Sci. students in Paul Ryan’s office) • Visiting scholars • School newspaper • Expand First Year Seminar • Open microphone activities • Music/Choir over noon hour • Expand service learning • Use of display space • More IS courses!! • Women’s basketball • Poetry reading @ Mocha Moments or bring Mocha Moments to campus to sell coffee for event • New building will help create spaces for students to remain on campus • Field trips (ex.: engineering students to the GM plant) • Students attending faculty lectures • Expand Study Abroad opportunities • Personal counseling on campus • Leadership development for students • Career development office for students • Create a Student Commons space—Put radio or TV in the AP Room at noon to make more of a student commons atmosphere

GOAL 4

Maintain and increase institutional excellence within an environment of changing resources, enrollment and opportunities.

Accomplishment	Opportunity
<p><u>August 2004</u></p> <ul style="list-style-type: none"> • Building plans became visible • UW-Rock County Foundation success in fundraising. • Traditional student • Undergraduate research grant in Chemistry • New Library computer lab • BOA program • Foundation being more active • Enrollment Mgt. 	<p><u>August 2004</u></p> <ul style="list-style-type: none"> • Library improvement • Additional use of instructor technology, such as campus email accounts • Goal is too abstract – needs to be refined • Upgrades & new technology • Classrooms & Equipment • Every classroom needs a computer and projection.
<p><u>January 2006</u></p> <ul style="list-style-type: none"> • Additional use of instructor technology, such as campus email accounts • Upgrades & new technology—improvements, but not complete • Classrooms & Equipment—improvements, but not complete • Collaborative research projects with colleagues in other UW institutions • Assessment activities have been accomplished for 3 years 	<p><u>January 2006</u></p> <ul style="list-style-type: none"> • Library improvement -- Bigger & better library in campus building plan • Upgrades & new technology • Classrooms & Equipment • Every classroom needs a computer and projection • Develop continued work w D2L and web page development • This goal is too abstract—hard to define • Wait lists for classes • Better resource lists • Better survey instrument to determine student needs • Examine opportunities for new class offerings in light of changing resources • Better training and orientation for new people—also identifying areas of specialty so that these can be utilized/highlighted

GOAL 5

Strengthen our image to cultivate public perception, awareness, and support.

Accomplishment	Opportunity
<p><u>August 2004</u></p> <ul style="list-style-type: none"> • Work of campus Foundation • Logo • Signage • International Charter School for Faculty & community interaction • Flower bed by east entrance • Athletic events • Fight song • Efforts of Student Services personnel • Theatre productions • Web site – UR press releases • Foundation role 	<p><u>August 2004</u></p> <ul style="list-style-type: none"> • Continue Community outreach, public meetings, talks • Visibility to Public • Notify radio and/or TV of completed sports scores or have CATV 12 televise a game • UW-Platteville – develop campus theme
<p><u>January 2006</u></p> <ul style="list-style-type: none"> • Continue Community outreach, public meetings, talks • New building project—press releases • Athletic accomplishments • Kiosk at the Janesville Mall • Campus Foundation fundraising • Lending faculty expertise to news media • Getting the engineering program • Media attention on engineering program • <u>The Nutcracker</u> • Maintaining public transport accessibility • Grounds • Prairie restoration • Maintained, or perhaps increased, visibility thru media (many news items in Fall '05: master plan, engineering, dean search) • Service learning components in various classes (ENG 102). Students are spending time in community • Soccer team success, MVP was a student at Rock • Continue Young Woman's Leadership Summit • Library collaboration with local high schools (Beecher made connection in Fall '05) • Soccer coach recruits from local high schools • New CE director, new ballroom dancing classes and other offerings • Good media coverage; organized coverage • Sara-area high school counselors • CE-promotes faculty work @ Cedar Crest Lecture Series • Return to Learn • Our faculty/staff are engaged with off-campus community; serve on area boards, etc. 	<p><u>January 2006</u></p> <ul style="list-style-type: none"> • Continue Community outreach, public meetings, talks • Billboards of prominent alumni • Regular TV programs or newspaper articles by the Dean • High school counselors have retreats on campus • Alumni newsletter • Rename Kellogg Ave. as University Ave. • Professional development at local unions, businesses, companies • Send volunteers to big events in town • Increase awareness of the web site • Auto license plates • Host academic events for high schools and middle school on campus • Lending faculty expertise to the news media • Growing the engineering program • Other collaborative programs • <u>The Nutcracker</u> • Electrical Engineering students holiday light display • Increase public transportation times and access • LED sign attached to sign on the street • Keep UW-Rock an active partner in the arts & cultural community • Reinvigorate the art gallery • Alumni Association • Increase awareness of the Prairie Restoration • More coverage in media for athletics • Continue to look for opportunities to build new media relationships and strengthen weaker relationships • Use extension merger to benefit visibility through media and community • Get another VISTA volunteer • Phi Theta Kappa, bring in high school

<ul style="list-style-type: none"> • Radio • Cedar Crest lecture series 	<p>students to talk about campus or come visit campus.</p> <ul style="list-style-type: none"> • Girls Collaborative Science Day on campus (STEM grant) Fall '06 • Invite HS students to campus for library use. (Walk-in patrons are welcome.) • Update faculty research box outside library • Enhance awareness of accomplishments in "Inside the Rock" e-newsletter or in student newspaper • Adding some "Return to Learn" sessions in Beloit • Renew/update Speakers Bureau listings (individual interviews w faculty/staff to rally get new ideas about what people can speak on) • Senior citizen learning group @ Beloit College needs faculty leaders • Movie club • UW-Rock County night @ Mocha Moment • Improve campus aesthetics—i.e., landscaping creativity; UW flowerbed • Earth Day Project—landscape project would also give us publicity opportunities • Central fountain—focal point for quad • Improve campus signage in an attempt to improve aesthetic visual impact • Plant more trees? • Trails and signage for prairie reserve—a way to draw people to campus • The campus is really unattractive & we need to improve the visual impact. • Bike trail extension to campus?
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GOAL 6

To plan for facilities renovation and expansion to support the learning environment, both curricular and co-curricular activities.

Accomplishment	Opportunity
<p><u>August 2004</u></p> <ul style="list-style-type: none"> • Cathy Leavitt & Vicky Brasel • Remake TRIO • New picnic tables • New computers • Library project • Rattler Open • Baldwin Grant 	<p><u>August 2004</u></p> <ul style="list-style-type: none"> • Companies that promote education • Personal contacts – people donate to people – not organizations • Formal outdoor classroom • Orchard • Update the library with new furniture and carpeting • Collaboration with 4 YR colleges for more degrees. • To have a plan ready to go when the county gets in a mood to appropriate the money. • Capital Campaign • More wireless capability
<p><u>January 2006</u></p> <ul style="list-style-type: none"> • Capital Campaign—Successful \$1 Million Capital Campaign • Collaboration with 4 YR colleges for more degrees -- UW-Platteville Electrical Engineering program • More wireless capability • Computer lab that is accessible to classroom teaching—could be reserved for classes. • Classroom/Lab Mod Grants: <ul style="list-style-type: none"> ○ Digital Art Lab ○ Physics Lab upgrade ○ Math Lab upgrade • Communications Classroom upgrade • DE/CV Classroom (A133) upgrade • Instructional Computer Lab upgrade • General Computer Lab upgrade • Energy Saving—Second Most Efficient UW Campus 	<p><u>January 2006</u></p> <ul style="list-style-type: none"> • Classroom developed for “group” work • Promote wireless access • Student art in hallways • Engineering lab addition • Capital Campaign for theatre renovations • Student Commons • Residence halls • Coordinated lab mod approach • Geothermal—new and retrofit • More technology classrooms • Computer in faculty copy room • Off-site classes? • Development Education? <ul style="list-style-type: none"> ○ Rock County Job Center ○ Project AHEAD, Beloit ○ Beloit Ironworks building ○ Community high schools • Treadmills for faculty staff usage or even a track • Laptops for faculty/staff • Mocha Moment @ U-Rock!! Work out kiosk lease agreement –get them here!

GOAL 1

Advance collaborative efforts with the external community to promote economic development in Rock County and foster cultural and educational opportunities for the community.

Accomplishment	Opportunity

GOAL 2

Enhance collaborative efforts within the internal campus community to sustain an academically vibrant community and to ensure an environment for excellence in teaching and learning.

Accomplishment	Opportunity

GOAL 3

Sustain and enhance the quality of student life by providing a comprehensive program for students that addresses their academic, social, and professional development.

Accomplishment	Opportunity

GOAL 4

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Accomplishment	Opportunity

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