

## **DRAFT MOTION FOR THE UNIVERSITY SENATE**

**University Senate Committee:** Executive

### **Brief History of Issue** - why the issue is being considered:

As UW-Eau Claire prepares for its 2025 strategic plan it anticipates a significant demographic reduction in high-school graduates within five years. In order to strengthen the university and its ability to weather the downturn in enrollment, the Chancellor has presented to the campus an investment framework that seeks to invest \$4.1 million in base funding for faculty and staff in order to:

- strengthen our ability to retain students,
- grow enrollment by 405 students,
- leverage co-curricular programs (Blugold Marching Band and Athletics) to attract and retain new students, and
- enhance our reputation through the addition of nationally recognized programs.

### **Points Discussed by Committee:**

- A formal University Senate resolution acknowledges the seriousness of the challenges that will confront the University in 2025.
- It provides support to the Chancellor and his executive leaders to continue to work with the campus community to refine the investment framework and begin implementing our enrollment strategies.
- It provides leadership to University faculty, staff and students to encourage departments and units to find ways to contribute to our guidepost goals and to student success.

### **Pros of Recommendation:**

Please see the resolution text.

### **Cons of Recommendation:**

The alternatives to the investment framework are: 1) to do nothing and risk endangering the future health and reputation of the University when the demographic shift happens in 2025, or 2) to choose reductions of 15 to 20 percent in programs and employees as enrollment declines significantly reduce financial resources. Both of these alternatives undermine the sustainability of UW-Eau Claire's current quality, reputation and commitment to our students.

### **Technology/Human Resource Impact**

As noted above, the investment framework makes possible a \$4.1 million investment in base funding over three years, 78 percent of which will be invested in faculty and staff positions. Over the three year period this represents a cumulative investment of \$9.1 million.

### **Committee Recommendation:**

Support the resolution

## **MOTION FOR THE UNIVERSITY SENATE**

The University Senate Executive Committee by a vote of \_ for and \_ against on October 1, 2019 recommends the following:

# Resolution in Support of the Chancellor's Investment Framework

## UNIVERSITY OF WISCONSIN-EAU CLAIRE

### UNIVERSITY SENATE RESOLUTION

#### IN SUPPORT OF THE CHANCELLOR'S INVESTMENT FRAMEWORK

WHEREAS, the University of Wisconsin-Eau Claire is currently creating its 2025 strategic plan; and

WHEREAS, by 2025 the number of high-school graduates in the Midwest will decline precipitously by 93,000 students annually; and

WHEREAS, the 2025 enrollment drop will significantly impact the University's ability to maintain its current level of programming, staffing, commitment to academic excellence and its regional reputation; and

WHEREAS, the Chancellor is proposing a strategic investment framework that would strengthen the University, readying it to be strong and competitive in 2025; and

WHEREAS, the investment framework has been presented to faculty, staff and students at campus forums, online and at shared governance meetings; and

WHEREAS, the investment framework proposes an investment of \$4.1 million in new base funding over three years, to be invested primarily in faculty and staff positions and programs; and

WHEREAS, the funding for this investment will come from a unified campus focus on: 1) improving student retention by 6% over three years and 2) increasing enrollment by 405 students over three years to return to our 2010 enrollment levels; and

WHEREAS, enrollment growth will come over the next three years by attracting new students:

- 50 new transfer students,
- 50 students from new programs,
- 94 students from reinstating Men's Baseball and adding Women's Lacrosse and Men's Soccer, and
- 100 new Blugold Marching Band students; and

WHEREAS, the Chancellor has already directed \$250,000 in new base funding to support new faculty and instructional positions in Academic Affairs and four positions in student support; and

WHEREAS, the University of Wisconsin-Eau Claire faculty and staff will be called on to work with the Chancellor and his executive leaders to implement the enrollment activities required by this investment framework; and

WHEREAS, this investment framework will enable the University of Wisconsin-Eau Claire to create its future in 2025 and beyond;

BE IT THEREFORE RESOLVED that the University Senate fully endorses and supports the Chancellor's investment framework and calls on faculty, staff and students to contribute to it in the months and years to come; and

BE IT FURTHER RESOLVED that the University Senate will work with the Chancellor to support implementation and ongoing review of the investment framework; and

BE IT FINALLY RESOLVED that upon passage, a copy of this resolution be sent to Dr. James Schmidt, Chancellor; Dr. Patricia Kleine, Provost/Vice Chancellor; and Dr. Evan Weiher, Chair, University Senate.

**Implementation Date:** Immediate

**Signed:** \_\_\_\_\_

Chair of the Committee