

## Resolution in Support of the Chancellor's Investment Framework

University Senate Committee: Executive Committee

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

UW-Eau Claire anticipates a significant demographic reduction in high-school graduates within 5-6 years. By 2025, the number of high-school graduates in the Midwest will decline. This is expected to cause a decline in applications to UW-Eau Claire. A drop in enrollment will significantly impact the University's ability to maintain its current level of programming, staffing, commitment to academic excellence and its regional reputation.

The chancellor has suggested three possible main strategic paths for the future:

- (1) do nothing new and hope for the best, despite demographic changes
- (2) reduce the size of the university (in terms of both students and faculty & staff) to recognize and respond to demographic changes
- (3) attempt to strengthen the university to combat and overcome losses in applicants & enrollment due to demographic changes

The chancellor prefers to strengthen the university, but is consulting with shared governance on whether there is agreement on this overall strategy.

The chancellor has presented a tactical 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 scholarships and co-curricular programs to attract and retain new students, and
- enhance our reputation through the maintenance of high-quality programs and the addition of high-quality programs.

The broad framework is based on the idea that reinvesting in programs, increasing retention, and increasing student interest/number of applicants, we can maintain our size even as the number of high school graduates drops in the midwest. That is, as our retention increases the incoming freshman class can decrease; as the number of applications increases, our desirability and selectivity also increases.

The chancellor would like to move forward with this investment framework, but is consulting with shared governance on whether there is agreement on this.

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### Points Discussed by Committee:

- This extends into the community
  - Adding students will also be positive for the community
- This will produce high quality graduates and that it will be good for the community as we will stay the same size or slightly larger
- We need conversations on how we strengthen the university
- We avoided hard numbers and specific details

### Pros of Recommendation:

- It avoids major cuts to the university. Cuts would likely be viewed negatively. Cuts would reduce offerings on campus which would also be viewed negatively.
- This extends into the community
- Can add that this will produce high quality graduates and that it will be good for the community as we will stay the same size or slightly larger

### Cons of Recommendation:

- The plan may not be successful
- The details of the framework still need to be worked out

### Committee Recommendation:

To support the resolution as shown below

### MOTION FOR THE UNIVERSITY SENATE

The University Senate Executive Committee by a vote of 12 for and 1 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

The University Senate appreciates the Chancellor's leadership in planning for the future.

The University Senate agrees with and supports the Chancellor's overall strategic approach: work to strengthen the university.

The University Senate agrees with and supports the Chancellor's Investment Framework, noting that there are substantial details that will need to be finalized.

The chancellor has presented a tactical 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 scholarships and co-curricular programs to attract and retain new students, and
- enhance our reputation through the maintenance of high-quality programs and the addition of new high-quality programs.

The University Senate therefore calls on faculty, staff and students to contribute to the goals of strengthening the university via the investment framework and the University Senate will work with the Chancellor to support implementation and ongoing review of the investment framework.

Upon passage, a copy of this resolution will be sent to Dr. James Schmidt, Chancellor; Dr. Patricia Kleine, Provost/Vice Chancellor; and Dr. Evan Weiher, Chair, University Senate.

Implementation Date: Immediate