

# Branch Campus Briefing

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# Enrollment Trends

## UW System Fall FTE Enrollment, Branch Locations

	UWM Wash.	UWM Wauk.	UWEC Barron	UWGB Manit.	UWGB Marin.	UWGB Sheb.	UWO FdL	UWO Fox	UWPL Barab.	UWPL Rich.	UWSP Marsh.	UWSP Wausau	UWW Rock	UWS Branch Total
Fall 2018	559	1,238	366	247	211	395	439	1,115	350	223	291	528	710	<b>6,678</b>
Fall 2019	484	1,084	298	196	174	284	349	920	251	143	226	393	674	<b>5,483</b>
Fall 2020	402	909	298	221	154	309	311	759	175	97	187	383	614	<b>4,825</b>
Fall 2021	312	739	263	272	165	352	217	574	164	62	169	355	511	<b>4,158</b>
Fall 2022	260	562	290	293	170	337	198	497	144	50	161	294	464	<b>3,726</b>

# Enrollment Trends

UW System														
Fall Headcount Enrollment, Branch Locations														
	UWM Wash.	UWM Wauk.	UWEC	UWGB Manit.	UWGB Marin.	UWGB	UWO	UWO	UWPL	UWPL Rich.	UWSP Marsh.	UWSP Wausau	UWW	UWS
			Barron			Sheb.	FdL	Fox	Barab.				Rock	Branch Total
Fall 2018	744	1,767	642	311	306	581	579	1,629	494	366	545	802	975	9,741
Fall 2019	605	1,542	454	237	203	381	444	1,134	360	159	431	587	862	7,399
Fall 2020	500	1,221	423	287	215	411	394	925	225	108	395	536	771	6,411
Fall 2021	387	1,049	401	341	240	447	281	714	216	75	346	531	644	5,672
Fall 2022	332	790	455	383	242	440	258	605	179	60	344	404	593	5,085
<b>Fall 2023 (projected)</b>	<b>276</b>	<b>664</b>	<b>428</b>	<b>400</b>	<b>206</b>	<b>438</b>	<b>243</b>	<b>555</b>	<b>209</b>	<b>N/A</b>	<b>320</b>	<b>366</b>	<b>698</b>	<b>4,803</b>

# Branch Campus Challenges & Opportunities

- Ongoing viability challenges of the branch campuses
  - Demographic changes impact traditional-student pipeline
  - Participation rates are decreasing, especially for two-year associate degrees
  - Thriving economy and low unemployment provide other options

# Branch Campus Challenges & Opportunities

- Generally, *status quo* is not sustainable
  - Branch campus student costs higher than main campuses
  - Low enrollments deprive students of a robust student experience
  - Resurgent interest in two-year degree attainment improbable
  - Time to rethink the mission and model
    - Alternative modalities to in-person education
    - Tech college opportunities
    - UW System mission as a four-year/graduate degree provider

# Recommendations at a Global Level

## 1. Transition Instructional Activities at Additional Branch Campuses

- UW–Green Bay, Marinette
- UW–Milwaukee, Washington County
- UW–Oshkosh, Fond du Lac
- UW–Platteville, Richland
- Decision Drivers
  - Small student populations have created less than desirable student experience
  - Enrollment Levels and Outlook, Cost to Deliver, Service–Area Populations
  - Institutional leadership recognizes diminishing potential and sustainability obstacles
  - Need to balance accessibility mission versus excess capacity
  - Other options/modalities available to students

# Recommendations at a Global Level

## 2. Negotiate New Agreements with All Other Counties

- Some campuses have lease termination dates between 2040–2044, others are indefinite
- Will seek to reduce space allocations/footprints, repurpose facilities, negotiate exits where appropriate, and address any other concerns
- Conversations with counties and other stakeholders may yield additional options to address needs of the region

# Recommendations at a Global Level

- Decision Drivers
  - Current branch campus challenges accelerate the inevitable MOA/lease negotiations
  - Most branch campuses are significantly underutilizing their spaces
  - Both UW and counties responsible for maintenance costs
  - Need to balance accessibility mission versus excess capacity
  - Other options/modalities available to students
  - Interest in associate degrees is declining
  - WTCS institutions have ability to offer liberal arts associate degrees



# Recommendations at a Global Level

- Potential to Refocus and Elevate Missions at Remaining Branch Campus Locations
  - Future emphasis on bachelor's degrees and transfer pathways
  - Locate bachelor's/graduate degrees at branch campuses
  - Eliminate "two-year" nomenclature for branch campuses
  - MOA negotiations may reveal local workforce opportunities for upskilling/reskilling
  - Creation of recruitment/educational navigation centers

# Potential Outcomes in Negotiation Process

- Counties may decide they would rather repurpose facilities than negotiate a new, long-term agreement
- Counties may want more cost sharing
- Counties may demand funding for MOA/lease cancellation or facility repurposing
- Counties may simply refuse to participate, jeopardizing future viability of remaining branch campuses

# No One-Size-Fits-All Solution

- The challenges facing each of the UW branch campuses are unique and diverse
- Any measures to address those challenges must reflect the unique needs of each campus and community
- UW System is committed to working with counties, the institutions, shared governance, and other stakeholders to address branch campus futures

# Campus-by-Campus Recommendations

# Washington County – Recommended Actions

1. Transition in-person education to UW-Milwaukee campus or online; provide transition support to students as appropriate; work with Moraine Park Technical College to address access for students interested in in-person, two-year degree program offerings.
2. Negotiate with Washington County for exit from existing campus location and, if successful, relocate (in smaller space) in West Bend or potentially an area high school; new location could serve as a recruitment/education navigator center as well as provide space for adult education, four-year degree completion.
3. Engage Washington County and other stakeholders in a discussion around regional needs, including adult education/degree completion programming options as well as credentialing programs desired by area employers.

# Waukesha – Recommended Actions

1. Engage Waukesha County and other stakeholders in discussion about the future of the campus and needs of the region
2. Maintaining a presence at the existing campus is the preferred option, subject to a reduction in the square footage under lease and a renegotiation of the terms of the existing MOA
3. Assuming agreement among Waukesha County and other stakeholders, potential available options include:
  - a) Invest in enhanced recruiting to increase branch campus enrollment of students seeking four-year degrees
  - b) Expand dual enrollment opportunities for area high school students
  - c) Continue Nursing program with two cohorts each year
  - d) Continue to collaborate with UWM's College of Engineering and Applied Sciences to develop pre-engineering pathway
  - e) Continue and expand collaborations with Waukesha County Technical College, including specified pathways into bachelor's degrees
  - f) Continue building industry partnerships in Waukesha, surrounding counties
  - g) Identify adult education/degree completion programming that may be offered in county as well as credentialing programs desired by employers

# Barron – Recommended Actions

1. Engage Barron County and other key stakeholders in a discussion about the future of the campus and needs of the region
2. Maintaining a presence at the existing campus location is the preferred option, subject to a reduction of total square footage under lease and renegotiation of the terms of existing MOA
3. Assuming agreement among Barron County and other key stakeholders, potential available options include:
  - a) Invest in enhanced recruiting to increase branch campus enrollment of students seeking four-year degrees
  - b) Continue Launch Program, which enrolls students who did not meet UW-Eau Claire admission requirements as UWEC-BC students
  - c) Expand high school enrollment programs led by Barron County faculty and staff; increase number of high school students in Dual Enrollment courses
  - d) Pursue implementation of four-year, online Bachelor of Science in Professional Studies, to be available at Barron County and main campuses targeted at adult, returning learners

# Barron – Recommended Actions (continued)

- e) Pursue relationships with regional businesses to subsidize tuition for employees and/or dependents
- f) Pursue “Barron County Promise” program to recruit, retain young adults to pursue education and work in the region
- g) Continue to build relationships with nearby St. Croix Chippewa tribe and local Somali community to recruit students and develop pathways into college
- h) Continue to serve as key location for UWEC’s Small Business Development Center



# Manitowoc – Recommended Actions

1. Engage Manitowoc County and other key stakeholders in a discussion about the future of the campus and needs of the region
2. Maintaining a presence at the existing campus location is the current preferred option, subject to a reduction of total square footage under lease and a renegotiation of the terms of MOA
3. Assuming agreement among Manitowoc County and other key stakeholders, potential available options include:
  - a) Invest in enhanced recruiting to increase branch campus enrollment of students seeking four-year degrees
  - b) Continue to offer four-year degree programs in Business Administration, Health Information, and Environmental Science
  - c) Continue to pursue development of non-credit programs, other offerings
  - d) Expand Rising Phoenix program over next two years
  - e) Continue to measure and evaluate other four-year degree offerings and develop a two-year plan to ensure maximum enrollments in each class
  - f) Explore options to use campus gym to address community childcare issues
  - g) Explore options to build on environmental identity of campus, in collaboration with local school districts

# Marinette – Recommended Actions

1. Engage Marinette County and other stakeholders regarding future of campus (including a transition of in-person learning) as well as needs of the region
2. Work with Northeast Wisconsin Technical College to identify ways to serve the northeast region of the state

# Sheboygan – Recommended Actions

1. Engage Sheboygan County and other key stakeholders in a discussion about the future of the campus and needs of the region
2. Maintaining a presence at the existing campus location is the preferred option, subject to a reduction in the square footage under lease and a renegotiation of the terms of the existing MOA
3. Assuming agreement among Sheboygan County and other key stakeholders, potential available options include:
  - a) Invest in enhanced recruiting to increase branch campus enrollment focused on students seeking four-year degrees
  - b) Continue to pursue development of digital finance lab and new health care partnerships with Aurora and Acuity
  - c) Expand Rising Phoenix program over next two years
  - d) Continue to measure and evaluate four-year degree offerings and develop two-year plan to ensure maximum enrollments in classes
  - e) Continue to pursue up to two endowed engineering positions
  - f) Continue to work with county and private entities to encourage development of housing on campus land
  - g) Develop relationships with area's Hispanic community to better serve Hispanic students in Sheboygan School District

# Fond du Lac – Recommended Actions

1. Transition in-person education to the UW Oshkosh campus or online; provide transition support to students as appropriate; work with Moraine Park Technical College to address access for students interested in two-year, in-person education in the county
2. Negotiate with Fond du Lac County an exit from the existing campus location and, if successful, relocate (in smaller space) in Fond du Lac or potentially an area high school; new location could serve as recruitment/navigator educational center as well as provide space for adult education, four-year degree completion; new location could also house UW Oshkosh's Small Business Development Center and Envision Greater Fond du Lac's IGNITE and Regional Entrepreneurship Hub
3. Engage with Fond du Lac County and other stakeholders in discussion about needs of the region, including adult education/degree completion programming options as well as credentialing of programs desired by employers

# Fox Cities – Recommended Actions

1. Engage Outagamie County, Winnebago County, and other stakeholders in discussion about the future of the campus and needs of the region
2. Maintaining a presence at the existing campus location is the preferred option, subject to a reduction in the square footage under lease and a renegotiation of the terms of the existing MOA
3. Assuming agreement among Outagamie County, Winnebago County, and other stakeholders, potential available options include:
  - a) Invest in enhanced recruiting to increase branch campus enrollment of students seeking four-year degrees
  - b) Expand dual enrollment opportunities for area high school students
  - c) Collaborate with local businesses and industry to create employee retraining and learning opportunities for returning adults
  - d) Leverage the Weis Earth Science Museum and the Barlow Planetarium to anchor academic outreach in physical and earth sciences as well as engineering to K-12 students, teachers, and science camps
  - e) Partner with local employers to offer graduate degrees in identified areas

# Baraboo – Recommended Actions

1. Engage Sauk County and other key stakeholders in a discussion about the future of the campus and needs of the region
2. Maintaining a presence at the existing campus location is the preferred option, subject to a reduction in the square footage under lease and a renegotiation of the terms of the existing MOA
3. Assuming agreement among Sauk County and other key stakeholders, potential available options include:
  - a) Invest in enhanced recruiting/financial aid to increase branch campus enrollment focused on four-year degree recipients
  - b) Expand dual enrollment opportunities for area high school students
  - c) Continue Bachelor of Business Administration and continue planning efforts to offer programs in criminal justice and engineering
  - d) Pursue academic pathways with other UW campuses, including BSN in collaboration with UW Oshkosh, MS in Physician Studies and Physician Assistant Studies with UW-Madison, Nursing program
  - e) Collaborate with local businesses and industry to create employee retraining and learning opportunities for returning adults, including development of entrepreneurship curriculum

# Richland – Recommended Actions

1. Complete negotiations with Richland County and exit the existing lease and MOA

# Marshfield – Recommended Actions

1. Engage with Wood County and other stakeholders in discussion about the future of the campus and needs of the region
2. Maintaining a presence at the existing campus is the preferred option, subject to a reduction in the square footage under lease and a renegotiation of the terms of the existing MOA
3. Assuming agreement among Wood County and other key stakeholders, potential available options include:
  - a) Invest in enhanced recruiting to increase branch campus enrollment focused on students seeking four-year degrees
  - b) Expand dual enrollment opportunities
  - c) Continue B.S. in Business Administration and MBA programs and maintain partnership with UW-Eau Claire for nursing degree completion
  - d) Establish a summer boot camp organic chemistry lab
  - e) Create a diagnostic microbiology practicum for Clinical Laboratory Science/Medical Technology students
  - f) Explore the establishment of a collaborative charter school with a STEM focus
  - g) Expand Continuing Education and Outreach programming to meet identified regional needs



# Wausau – Recommended Actions

1. Engage with Marathon County and other stakeholders regarding the future of the campus and the needs of the region
2. Maintaining a presence at the existing campus location is the preferred option, subject to a reduction in the square footage under lease and a renegotiation of the existing MOA
3. Assuming agreement among Marathon County and other key stakeholders, available options include:
  - a) Invest in enhanced recruiting to increase branch campus enrollment of students seeking four-year degrees
  - b) Expand dual enrollment opportunities
  - c) Continue to offer four-year degree programs in Business and Nursing, and a Masters of Business Administration in Applied Leadership
  - d) Pursue development of Applied Business Degree Completion Program and Data Analytics Certificate
  - e) Continue to offer continuing education including leadership certificate program and executive-focused professional development opportunity, business-focused enrichment courses
  - f) Implement redesigned curricular offerings to connect course for student requiring additional English writing skills
  - g) Expand campus nursing partnership with Mid-State Technical College
  - h) Implement pathways to any baccalaureate degree, as well as new co-requisite first-year foundational curriculum

# Whitewater – Recommended Actions

1. Engage with Rock County and other stakeholders regarding the future of the campus and the needs of the region
2. Maintaining a presence at the existing campus location is the preferred option, subject to a reduction in square footage under lease and a renegotiation of the existing MOA
3. Assuming agreement among Rock County and other key stakeholders, potential available options include:
  - a) Invest in enhanced recruiting to increase branch campus enrollment of students seeking four-year degrees
  - b) Expand dual enrollment opportunities for area high school students
  - c) Continue to support collaborative program with Edgewood College in offering Bachelor of Science in Nursing on Rock County campus
  - d) Promote and support opportunities for both adult and traditional students in Engineering, including work with local tech to develop partnership pathways from applied degrees to four-year engineering degree
  - e) Support and expand Bachelor of Applied Arts and Sciences degree, a fully online degree completion program for students who have an applied associate degree