Recommendations from Senate Affairs Committee to UWM Faculty Senate

The UWM Faculty Senate wishes to express its continuing concern and interest in all aspects of public higher education in the Milwaukee metropolitan area.

At this time, therefore, the Senate urgently recommends to Chancellor Klotsche and President Weaver that any committees appointed to determine issues listed in part 9, sub points 1 and 2 of "Remarks by Vice President Donald E. Percy (to the Board of Regents) in connection with the release of the report Program Directions for the University of Wisconsin-Milwaukee" have adequate UWM faculty and student representation. It is further recommended that the general faculty and students of UWM be included in those groups or agencies for which "appropriate input and advice" to such committees is to be provided.

Senate Affairs Committee

R. Peltz, Chairman
J. Grommes
J. Mangiamele
M. Marden
K. Nelson
L. Rathbuck
M. Shurman
REMARKS BY VICE PRESIDENT DONALD E. PERCY
IN CONNECTION WITH THE RELEASE OF THE
REPORT PROGRAM DIRECTIONS FOR THE UNIVERSITY OF WISCONSIN-MILWAUKEE

January 7, 1972

1. As you may remember, the present mission and role of UWM was approved by
CCHE in 1969. That mission in essence declares that UWM is to become
Wisconsin's major urban university.

2. The University -- under authority from the Building Commission -- engaged
the firm of Caudill Rowlett Scott (CRS) to prepare a long-range development
plan for UWM based upon carrying out the UWM mission and role.

3. As a part of its program assessment, CRS undertook an educational market
study in the Milwaukee metropolitan area to identify such factors as the
number of high school graduates, the proportion of those who would attend
colleges and universities located within the area, the proportion who
leave the area for post-high school education, and the enrollment of upper
classmen and graduate students in area colleges and schools.

4. On the basis of this analysis, the University has reassessed the present
role and mission of UWM. We have concluded that UWM has achieved sub-
stantial progress in meeting its goal of becoming Wisconsin's major urban
university.

5. Therefore, the University believes that UWM should continue to grow about
the way it has in the past five years in terms of its academic program
quality and scope and that such development is in keeping with the intended
mission of the UWM Campus. Based upon this assumption the consultant's
educational market study indicates that we should plan to accommodate a
minimum enrollment of 30,000 (headcount) by the 1980's.

6. The CRS educational market study identified a potential "new market" of
prospective students whose needs are not adequately met due, in part,
to current student admission standards, inaccessibility of academic
opportunities, and lack of appropriate or relevant programs.

7. The consultants estimate this potential pool to be from 5,000 to 10,000
additional students in the Milwaukee metropolitan area. This number
exceeds the practical enrollment capabilities of UWM's Kenwood Campus.
While the University of Wisconsin has attempted to respond to this
group, the dimensions of this potential demand appear to be substantially
larger than has heretofore been assumed. The study concludes that this
"new market" group of students will require a new kind of higher educa-
tion opportunity.

8. In view of major constraints on the UWM Campus, we believe that new
alternatives should be examined for ways to respond to the potential
"new market" student who seeks higher education opportunities in the
metropolitan area.

9. Based on our conclusions thus far, two steps now will be taken.

   1. Completion of the physical development plan of UWM's Kenwood
Campus based on the established mission for that institution and the consultant's enrollment projections.

2. Appointment of a broadly representative study committee to determine the University of Wisconsin's role in providing educational opportunities to the "new market" students. The study committee will include representatives from user groups and provide for appropriate input and advice from other educational agencies which are presently or will become involved in helping to provide educational services to this group. When the University's role is better defined and as the total dimensions of the problem unfold more clearly, it may be necessary to develop a broader, coordinated, cooperative approach by all agencies in meeting the needs of this rather large segment of the metropolitan Milwaukee population.