July 1, 2004

Dear Friends of UW-Platteville:

UW-Platteville is an institution ‘on the move.’ As I reflect on the 2003-2004 academic year, I am reminded of the words of noted American scholar, author and editor William Arthur Ward, “Opportunities are like sunrises. If you wait too long, you miss them.”

The past year was surely one during which our faculty, staff, students, and supporters embraced opportunity. From the articulation of learning outcomes for our academic majors to the planning activities associated with growing our enrollment by 2000 students to the design of upgrades to current facilities and the planning for new facilities to welcoming international students enrolled in our partnership programs to presenting master’s degrees to some 50 students enrolled through our on-line programs to opening a new laboratory facility for our program at the UW Fox Valley campus (in Menasha), our university community has been focused, persistent, and determined in its efforts to improve the learning environment and to maximize the use of resources for the benefit of our students. We have accomplished much! This report clearly shows that!

This spring the University administration, faculty, staff, and students worked together in enumerating goals for the 2004-2005 academic year, establishing an ambitious agenda as follows:

• Continue the preparations associated with the 2006 North Central Association Higher Learning Commission accreditation visit;
• Implement assessment plans for all academic majors, the general education program, and the student service areas;
• Develop a comprehensive university-wide space utilization plan;
• Complete construction of the dairy center at the Pioneer Farm;
• Complete design work for the reconstruction of the Ullsvik Center and for new residence halls;
• Seek approval for a new engineering complex and begin work on facility design;
• Complete the relocation of the university track to Ralph E Davis Pioneer Stadium and upgrade the playing field;
• Recruit the first 200 students from Iowa and Illinois for our regional workforce initiative and implement the necessary activities to attract an additional 400 students for 2006-2007;
• Expand our international relations activities including study abroad programs, exchanges, and educational tours;
• Complete development and implementation of an on-line program for alternative teacher certification and begin marketing the program;
• Continue regional economic development efforts with our 6-county region and with northern Illinois and eastern Iowa; and
• Complete fund raising mini-campaigns and implement an active alumni activity plan.

UW-Platteville is very appreciative of the tremendous support provided by UW System and the Board of Regents; Governor Doyle and agency personnel; our federal and state legislative delegations; our regional partners; business and industry; and our alumni, parents, friends, and students. UW-Platteville is a great place to work and to study, thanks to the diligence and commitment of our faculty and staff. UW-Platteville truly is “What College Should Be.”

Sincerely,

David J. Markee
Chancellor
Service Learning Fosters Community Connections

In an increasing number of classes all across campus, students are being asked to learn by engaging in individual, team, or class projects that serve the real needs of people in regional communities. This teaching and learning method is called service learning. And, as the table shows, the number of UWP classes using this method and the number of students thus engaged with regional communities are growing rapidly.

Service learning creates win-win-win situations. Students win by their involvement in relevant, experiential learning activities directed at achieving the learning outcomes of their class. They win from their engagement with local citizens and professionals. Local communities win by obtaining the benefits derived from the students’ work. UW-Platteville wins by helping students achieve desired learning outcomes and by fostering in them a sense of civic responsibility.

<table>
<thead>
<tr>
<th>Fall 2002</th>
<th>Fall 2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classes that included service learning</td>
<td>29</td>
</tr>
<tr>
<td>Total UWP students involved in service learning</td>
<td>720</td>
</tr>
</tbody>
</table>

Just ask Brad Chenous, a senior in Communication Technologies, what he thinks about service learning. “It’s great” he says, “It gets you out there learning-by-doing and you get to help out a community.” Brad knew nothing about service learning until he walked into his COMM 3010 Business Communication class this past fall. Ms. Sue Curtis, his instructor, required the students to find and complete a community-based project related to the student’s major. Brad grew up in Argyle, WI and is majoring in the public relations emphasis in the Department of Communication Technologies. So, he approached the Argyle Economic Development Committee to see if they had any public relations projects he could work on. They did. They had been working on a new promotional brochure for the Village of Argyle for over a year, but the work was at a stand still. Brad took on the project with the expectation that he would finish a new brochure in two months. He did it in one.

Brad benefited by participating in an experiential learning activity directed toward achieving the learning outcomes of COMM 3010 Business Communication. He also benefited by practicing the knowledge and skills associated with his major. Argyle got a new brochure to replace one that was over a decade old. And, UW-Platteville helped a student advance toward his educational goals while obtaining positive exposure to key members of the Argyle community.

But the story does not end there. Since completing the service learning project and Ms. Curtis’s class, Brad has voluntarily joined the Argyle Economic Development Committee. As a new committee member he has already contributed two new ideas. One is the notion of developing an abandoned building in Argyle into a retail sporting goods and outdoor shop to support local hunting and fishing interests. The other is the idea of including a fun run, walk, and bicycling event into Argyle’s Fish Fry. The Fish Fry, sponsored by the Argyle Fire Department, has been an annual community event for over fifty-five years. Recently and as a direct result of his contributions to the Village of Argyle, the Lafayette County Board voted to create a paid internship position within the Lafayette Development Corporation so that Brad could make similar contributions to the County. This is the first student internship ever funded by the Lafayette County Board.

Other recent service learning projects include:

- Engineering students are working in conjunction with Durrant Engineering of Dubuque, Iowa, to design a steel frame facility for Dick’s Supermarket. The building, 28 feet in height, will house a new bakery and deli area for Dick’s.

- Dr. B.J. Reed’s class on Public Relations Strategies, recently completed team projects in which they researched and designed public relations campaigns for regional communities, including Cassville, Potosi, Lancaster, and Mineral Point. The students developed plans, designs, and budgets and presented them to community representatives.

- As part of a senior design project, a team of civil engineering students is helping to redesign the layout of the Belmont United Methodist Church to incorporate handicap access, provide additional space and maintain historical preservation.
Banner Year for International Initiatives

This was a banner year for UW-Platteville’s international connections. In 2003-2004, the number of international students on campus more than doubled that of two years ago. In fall 2001, the number of international students was 48, compared to 78 in fall 2003 and more than 100 international students during spring 2004. At the same time, more UWP students are participating in international study, and faculty are becoming increasingly involved in professional development activities abroad.

Semester Programs

Ninety UWP students were enrolled in semester-long international programs this year. Nearly half of them studied in traditional study-abroad programs in such locations as Seville, London, Rome, and Nagasaki. The other half were enrolled in one-for-one student exchanges at UWP’s sister universities. The one-for-one exchanges are specifically designed for students majoring in professional fields. They allow students to continue the sequence of coursework in their professional field while taking full advantage of the international experience. In contrast, traditional study-abroad programs typically focus on liberal arts courses in the international setting.

Short-Term Programs

In addition to the 90 UWP students enrolled in semester-long programs, more than 40 UWP students participated in short-term international study programs, such as student-teaching in Jamaica, traveling to Costa Rica during Winterim for a biology class focusing on regional habitats, and a study-trip to China during spring break to study international business.

Student Teaching in Jamaica

The program in Jamaica provides but one example of the life-changing impact such experiences can have, even programs of short duration. Ten UWP students participated in the program last January, accompanied by Dr. Wally Iselin, Director of Clinical Experience in the School of Education. The students taught reading in three different elementary schools in Mandeville, Jamaica. The experience taught UWP students to appreciate the wealth of material resources enjoyed in U.S. schools. The Jamaican school at which some of the UWP students taught, for example, had no telephone lines so internet use was nearly impossible. Paper, pencils and other resources which we take for granted were also scarce. The desire to learn on the part of the Jamaican children, however, compensated for the lack of material resources. Despite the challenging conditions, UWP students found the experience deeply rewarding. Six of them plan to return to Jamaica for more extensive student teaching, and one student reported that she intends to teach there full-time once she completes her degree.
Master’s Program in China

In the summer 2002, UW-Platteville began offering its Master of Science in Education (MSE) program in English Education at South Central University for Nationalities in Wuhan, China. This June Chancellor David Markee, Graduate Dean David Van Buren and program faculty representative Tom Jonas traveled to Wuhan, China to present master’s degrees to 32 students from the first cohort.

The program has provided exceptional opportunities for professional development and exchanges to both universities. South Central University for Nationalities benefits in helping meet the dramatically increased needs for English teachers in China. Beginning in the fourth grade, children in China are required to study the English language. As a result, the demand for English teachers has been enormous. UW-Platteville faculty also benefit in having an opportunity to learn about Chinese culture while pursuing their own professional development goals and working with students and faculty in Wuhan. To date, 8 faculty members from the English program and the School of Education have traveled to China to teach in the program.

During the spring semester 2004, 15 of the 36 graduate students in the Wuhan program came to UW-Platteville to take further coursework and conduct research for their master’s seminar papers. While here, they contributed significantly to the campus environment and enriched us all with a greater understanding of aspects of Chinese culture.

Other International Initiatives

Additional international initiatives include:

- Dr. Stephanie Branson, Professor of English, has been named a Fulbright Scholar for 2004-2005. She will teach American Literature at the University of Wroclaw in Poland.

- Twelve students from Japan’s Nagasaki College of Foreign Language came to UWP during the spring semester 2004 to study English language and U.S. culture. The program was initiated at UW-Platteville in fall 1998.

- UW-Platteville is hosting two visiting scholars from China in 2004. Professors Xuefen Yuan and Zhihong Wan teach English at South Central University for Nationalities, UWP’s sister university in Wuhan, China. They are studying methods of English language instruction in the U.S., including the use of media and computer-aided instruction.
UW Regents Approve UWP Workforce Initiative

With the state of Wisconsin anticipating future workforce shortfalls in several fields, the University of Wisconsin-Platteville has developed a way to address those needs by attracting more students interested in those areas to the university. The UW System Board of Regents approved the UWP workforce initiative February 5. Two hundred additional new students are expected to enroll for fall 2005 classes in the pilot program’s first year.

The state has identified possible future workplace shortfalls in several occupational fields, many of which are considered strengths among UWP’s academic programs. The UWP workforce initiative is designed to promote growth in areas such as engineering, computer science, business, construction management, criminal justice and agriculture.

“This will strengthen the academic programs that are already strengths at UW-Platteville,” Chancellor David Markee said. Additional students will be recruited from Iowa and Illinois and will be offered reduced tuition rates. Instead of high out-of-state tuition costs, these students will pay in-state tuition plus a $4,000 annual premium. “The reduction makes us very competitive with what they pay in Iowa and Illinois,” Markee pointed out.

The plan is designed to increase enrollment by 2,000 new students in 10 years, taking UWP’s total enrollment to about 8,000 students. “We still feel that’s a good size institution to do the things that are important as a residential campus,” Markee explained.

The key to attracting new students to UWP is to encourage prospective students and their parents to visit. As Dr. Markee put it, “We have a quality environment, a residential campus that sells itself when people come here.”

The UWP workforce initiative will promote growth on campus in a number of ways. Tuition monies from the students under the plan will stay at UWP, paying for increased faculty, support and academic buildings. A plan to build a second engineering building to accommodate an influx of students in that college is already underway. “It would have a tremendous positive impact on the university,” UWP Provost Carol Sue Butts said.

And the university isn’t the only one who will benefit from the workforce initiative. More students could have a considerable economic impact on the region. Chancellor Markee noted, “We’re excited about it. It’s been received enthusiastically by legislators in our area, and community and business leaders, as well, are enthused. I think it’s a big help to southwest Wisconsin development.”

According to UWP Vice Chancellor for Administrative Services Steve Zielke, the initiative will also be highly beneficial to the state in meeting future workforce needs for well-educated and skilled professionals in a number of high-paying, technical fields.
UWP Celebrates 25 Years of Distance Education

The 2003-2004 academic year marked the 25th anniversary of distance education at UW-Platteville. In 1978, the concept of offering an accredited business administration degree to non-campus students was viewed by some as an interesting aberration. A quarter of a century later, non-traditional students have fueled a paradigm shift in education, and earning a degree at a distance has become an acceptable academic option. UWP continues to take the lead in alternative education, with nearly 1/3 of the University’s faculty and teaching academic staff involved with some facet of distance education. This year, over 2000 enrollments were processed for courses offered at a distance (print-based, interactive television and online) and more than 75 students graduated from programs offered at a distance.

During the past year, the Distance Learning Center continued to broaden its scope and to pioneer new programs. Several innovative features have been added to the program’s web site, located at www.uwplatt.edu/~disted/. As part of the 25th anniversary celebration, a special retrospective collection was created, featuring a program timeline, profiles of graduates, and a photo archive. For the second year, an innovative virtual graduation site allows distance students to attend UWP’s commencement ceremony, participate in online chats, sign a fellow student’s yearbook and purchase a UWP shirt or mug as a souvenir. A third addition to the distance learning web site – an online selection of artwork from the Nohr Art Gallery – gives students across the world a taste of the UWP campus experience.

As competition for non-traditional students increases nationally, UWP is committed to offering courses that are relevant to working adults. The creation of a virtual Student Advisory Board, composed of representatives from the four degree programs offered at a distance, has provided the Distance Learning Center with valuable feedback to improve the program. This year, Board members were instrumental in creating and moderating an online discussion board for current and prospective students. In the upcoming year, the Board plans to become more involved in promoting the distance learning program.

Updating student services to remain current and competitive was also a key focus of the Distance Learning Center this year. A new online system was introduced to streamline the registration process, and online evaluations were implemented to facilitate student feedback. The program also adopted a new course platform – Desire2Learn – and converted more than 75 current courses to the improved system.

Several new distance education projects are currently in development and are scheduled to be launched during the 2004-2005 academic year. A virtual orientation site – available in both synchronous and asynchronous versions – will be unveiled in the summer of 2004. An online open house for prospective students is planned, as well as the completion of a “webinar” to promote distance education to corporate human resource departments. A six-week Project Management Professional (PMP) test prep course has been created for professionals who are interested in obtaining their PMP certification, and a non-credit first-line supervisory training program for police officers has been developed at the request of the Wisconsin Department of Justice. Other online development opportunities are being explored, including the creation of alternative teacher certification classes.
Pioneer Farm Face-lift Progressing

These are exciting times at UW-Platteville’s Pioneer Farm. Three construction projects are essentially completed and one more is underway. These projects, plus our on-going education, applied research, and outreach activities, have generated considerable excitement at and about Pioneer Farm.

The three projects that are essentially complete are the Agriculture Technology Center, the Living and Learning Center, and the Swine Center.

The Agriculture Technology Center is Pioneer Farm’s “front door.” It includes a welcome and reception area, a 30-seat distance education classroom, offices, and a conference room. It has temporary office space for use by faculty members with extra time between classes or by visiting scientists or agribusiness professionals needing a desk, computer, phone, and access to the internet to complete their work at the Farm. The classroom will be used for classes, extension programs, seminars, workshops, meetings and other activities. Its modern telecommunication equipment will allow us to bring education or extension programs from anywhere in the world to Pioneer Farm and allow us to send similar programming elsewhere. Fiber optic cable connects Pioneer Farm to the UW-Platteville campus to provide the high speed, broadband connection needed to power this telecommunication capability. Individuals, groups, or businesses can rent the Agriculture Technology Center at reasonable rates. The Agriculture Technology Center was funded with $609,000 from state bond sales and a $1 million grant from the Wisconsin Department of Natural Resources.

The Living and Learning Center offers one-of-a-kind overnight accommodations. To our knowledge this is the only such facility on any university-owned farm in the U.S. It is our hope it will attract students, faculty and staff, scientists, visitors, and friends who wish to stay overnight at Pioneer Farm for business or pleasure. The facility will officially open this summer when we will begin welcoming guests for retreats, seminars, conferences, meetings, special events, and other activities. The $1.2 million, 7,750 square foot facility was built and will be operated by the UW-Platteville Student Housing and Dining Services.

The Living and Learning Center features twelve suites, a kitchen, dining and lounge areas, and an outdoor courtyard overlooking Pioneer Farm’s fields. The courtyard is located in the center of the horseshoe shaped facility for outdoor dining, meetings, and lounging. A nearby recreation area includes a fire pit for evening bonfires.

The Swine Center will support Pioneer Farm’s farrow-to-finish swine operation and feature a unique manure composting system. The building has two stories; the hogs occupy the upper story. The manure falls through slotted floors into the lower story where it mixes with a carbon rich material such as shredded corn stalks, wood chips, or the like. Occasionally the pile is turned, and additional carbonaceous material is added. Air flowing from pipes under the building and through holes in the floor aerates and dries the “young” compost. Eventually this material is hauled out to complete the composting process on a nearby composting floor.

The Swine Center is not only unique in design; it is also unique in how it was funded. A local bank and landowner, Mr. Bob Clare, donated the 30 acres it sits on to the UW-Platteville Foundation. The Foundation then borrowed $1.4 million from five local banks to take advantage of the recent low interest rates and to pay for the Center’s construction. We are now in the process of raising private donations to pay off the mortgage.

The Swine Center will allow UW-Platteville to continue conducting applied research and offering education and extension programming in support of Wisconsin’s swine industry. The Wisconsin Pork Association was the first to step forward with a donation of $30,000 to support the Swine Center, and we have a verbal commitment with Hormel Company for collaborative nutrition research. The Swine Center will also support the applied environmental research Pioneer Farm is engaged in as part of the Wisconsin Agricultural Stewardship Initiative.

The Dairy Center is the project still being planned. The new Dairy Center will replace the current one and support a major expansion of our dairy operation. The Center will have space for 200 cows. About 120 of these
will be in a free-stall with robotic milking. The remainder will be kept on pasture and will be milked in a conventional parlor. This arrangement will allow our students to see and experience a wide range of dairy systems. It will also allow us to conduct a wide range of applied research in support of the dairy industry. The building is being funded with $1.7 million from state bond sales. Construction will start in the fall of 2004.

It’s an exciting time at Pioneer Farm. The real excitement, however, lies in what these new facilities will allow UW-Platteville to accomplish in its mission of service to students and the public.

UWP Alumna Studies at Mayo Clinic

In the spring of 2002 just as UWP student Ann Thalmann was preparing for graduation, she was also interviewing at medical schools throughout the midwest. After being accepted at a number of schools, she decided on Mayo’s MD/PhD program. She then graduated in May, got married and moved to Rochester, MN.

Thalmann, now Ann Moyer, is currently in her second year at Mayo in the Medical Scientist Training program. During the first two years of the program, she has been attending medical school during the school year and working on research projects during the summer, to help decide which lab to take to complete her PhD. In May she will take Step 1 of the United States Medical Licensing Examination. After she completes her PhD, she will go back and finish her last two years of medical school.

“Learning all of the basics that I needed to do well in medical school at UWP,” Moyer said. “I majored in both biology and chemistry at UWP and have built on that a solid foundation throughout medical school. Now and then if I want a quick review of a particular organ system, I still pull out my old notes from Dr. Weber’s anatomy and physiology class. Because of the quality of the education I received at UWP, I was able to do well enough on the MCAT (Medical College Admissions Test) to have a choice of medical schools. UWP not only gave me knowledge, but it gave me confidence. Even though I have never been particularly fond of public speaking, I was forced to do it enough that it really isn’t scary anymore. In fact, I spent last summer teaching general and organic chemistry through Kaplan to students preparing for the MCAT.”

Moyer also credits the UWP Alumni Association for helping her get in contact with another UWP graduate, Dr. Bill Charboneau, who is a radiologist at Mayo. “Dr. Charboneau has been a good contact for me because he is well established at Mayo and has allowed me to follow him around a few times to teach me lots of neat things as well as setting me up with other people he felt would be good teachers,” Moyer explained.

After Moyer finishes her MD/PhD program, she is looking to complete her residency and post-doctoral fellowship. Eventually she would like to work on the development of medications/therapies and also coordinate research with the early phase clinical trials of new medications.
UWP Offers Engineering Degree at UW-Fox Valley

UW-Platteville and UW-Fox Valley have collaborated to offer a bachelor of science degree in mechanical engineering. Identical to UWP engineering degrees, the Fox Valley program offers a degree that is nationally accredited by the Accreditation Board for Engineering and Technology, Inc. (ABET). This is the fourth semester the mechanical engineering collaborative program has been running, and it is currently the only four-year degree program offered at UWVF.

Prospective students apply and are accepted through the UWP engineering program, but attend school at the UWVF campus in Menasha. Only mechanical engineering is offered, but according to Kurt Rolle, chair for the department of mechanical engineering at UWP, “If there is continued success and continued state funding, then there is no doubt that in the future the program may grow to include an electrical engineering major as well.” The success is evident in the fact that approximately 120 to 130 students are enrolled and that number is continually increasing each semester. Mechanical engineering is the largest major at UWP with over 500 students enrolled.

To complete the degree program, professional engineering courses are offered in the evenings with pre-engineering classes offered to students during the day and evening. Class scheduling is primarily geared toward students who have been or are currently employed in the engineering field. Over a period of six years, all the required courses for a B.S. in Mechanical Engineering are offered with each course being offered at least once every other semester. One goal of the UWVF-UWP program is to shorten the period to complete a degree to less than two years if all the prerequisite classes have been completed.

The program began as a result of the sudden increase in engineering needs in the Fox Valley region, extending from Fond du Lac to Green Bay, where there’s no engineering school. Having a sister campus in another city gives UWP faculty the option to teach in another academic environment, and some decide to spend an entire semester teaching in the area. “This program really compliments UWP, which is well-known nationally for its excellent engineering programs and well-rounded education,” stated Rolle.


Ten Most Popular Degree Programs (Fall 2003)
1. Mechanical Engineering
2. Elementary Education
3. Business Administration
4. Criminal Justice
5. Civil Engineering
6. Industrial Technology Management
7. Electrical Engineering
8. Biology
9. Psychology
10. Communication Technologies

Top Reasons Students Choose UW-Platteville
• “It’s a friendly campus.”
• “I feel safe and secure here.”
• “The friendships made here last a lifetime.”
• “Faculty are interested in students’ lives and futures.”
• “The facilities are high-tech, but people are still the most important feature.”
• “The graduates are socially and academically well prepared.”
• “A diverse set of organizations promotes student involvement, leadership and understanding.”
• “Students here are taught by professors, not teaching assistants.”

Colleges and Schools
• College of Business, Industry, Life Science, and Agriculture
• College of Engineering, Mathematics, and Science
• College of Liberal Arts and Education
• School of Agriculture
• School of Education
• School of Graduate Studies
UWP Marching Pioneers at Lambeau Field

Though good marching bands seem to be as much a part of college football as helmets and shoulder pads, they are becoming a thing of the past at professional football games. The UW-Platteville Marching Pioneers are among a select few to play at Lambeau Field this year. They took the field during the half-time of the Packers-Lions game in Green Bay Sept. 14.

“If they don’t have a band, a large corporation buys the half-time. So, unfortunately for a lot of bands, that’s a trend at a lot of stadiums,” UWP Director of Bands Barry Ellis said. “If I’m not mistaken, we’re one of only two bands marching at Green Bay this year.”

It isn’t the first time the Marching Pioneers have had the honor of playing at a professional game. They last played at Lambeau Field in 2000. In 1997, the year after the Packers won the Super Bowl, they played during a game televised on Monday Night Football. It was the marching band’s first performance there since the 1980s; it was also a first for Ellis. “One of the more memorable experiences for me has been the performances at Green Bay,” Ellis said. “It’s an incredible experience, especially the first time. There’s something magical about the first time.” The band also played at a Packers-Bears game at Soldier Field in Chicago in 1998.

The Packers-Lions matchup was only the second season game at the newly dedicated Lambeau Field. If 60,000 screaming fans weren’t enough, the renovation has boosted the number of fans at Packers games to more than 72,000. “It’s quite a rush when you’re out there at half-time and your adrenaline is flowing. It’s quite an experience, not only for us the directors, but certainly for the students,” Ellis said. Ellis is directing the marching band along with UWP music professor Joe Caploe.

For some of the students, it was only their second time playing with the Marching Pioneers, having performed for the UWP Pioneers home opener a week earlier. While they play for about 12 minutes during halftime at Pioneer games, the Packers don’t allow them nearly as much time. “The Packers only give us 6 minutes, from the first time you put your foot on the field to the end,” Ellis said.

As for the state of marching bands at professional football games, Ellis said they haven’t ruled out the possibility of playing at Soldier Field again, even if the Bears don’t hold training camp at UWP anymore. And some marching band members, perhaps after witnessing the Vikings pummel the Packers in the season opener, said they would like to play at the Metrodome. The Packers, meanwhile, keep the Marching Pioneers on a rotating list and try to extend them the honor of playing at Lambeau Field once every two or three years.

Grades and Schedules Just a Click Away for Students

It used to take weeks after the end of the semester for students to receive their grades in the mail, but now with the implementation of new online software at UW-Platteville, students can get their grades as soon as they’re posted with only the click of a button.

In mid-October, UWP rolled out the latest feature of the PeopleSoft student administration system, allowing students online access to live updates of grades, schedules, finances, unofficial transcripts and other useful information.

“The huge plus is the web functionality,” Assistant Vice Chancellor for Information Services John Krogman said. “When grades are posted, they can check them at home. The great thing about it is they can do it throughout the world.” Indeed, students enrolled in UW-Platteville’s graduate program in Wuhan, China have been doing just that. All students need is access to the Internet. The UWP homepage (www.uwplatt.edu) offers a link to the PeopleSoft online system.

The implementation of the program has been an arduous task, Krogman said. The transfer to the PeopleSoft system began six years ago, and administrators have been using facets of the program for the last three years. Office of Information Technology personnel are gradually rolling out functions of the program as information is transferred and tests are completed.

General engineering professor Joanne Wilson has used the student administration system, and said it is a great benefit to students and faculty alike. “I just think it’s great for students. They’ve got a little more info at their fingertips now,” Wilson said. Faculty members will be able to access updated class rosters instantaneously, and the system may be especially useful during academic advising. Previously, students’ academic progress was tallied on paper, but the PeopleSoft system has made that information more readily available. “That’s going to be really nice. You’re going to be able to pull up somebody’s transcript while they are in your office,” according to Wilson.

In the future, PeopleSoft will allow for class registration completely online. With the software now in place, administrators are doing a series of tests before rolling out web registration for all students.
Boxes and Walls Increases Minority Awareness

Students were given the chance to expand their horizons and increase their awareness about minority groups at the Boxes and Walls Tolerance Museum on Jan 27 and 28. The purpose of Boxes and Walls was to create an interactive museum providing historical perspective on oppressed groups, and to foster a greater understanding of the experience and situations of these oppressed groups.

UW-Platteville has created three different museums since 1998; this year’s museum had five different rooms: the resource area, the Women’s Room, Gay Lesbian Bisexual Transgender Room, a Native American Room, and an African American Room. Each room contained statistics, pictures, and facts about the focus of the room along with several interactive sections and “pride areas.”

Visitors started off in the resource area where handouts and posters were available. Participants then moved to the Women’s Room, where they looked at facts and pictures relating to women in the workplace, body image, breast cancer and domestic abuse. They then participated in several interactive areas, including a voting booth where only women could vote, and a scale for men which was adjusted 60 pounds heavier.

Visitors furthered their experience by moving on to the Gay Lesbian Bisexual Transgender Room which contained gay friendly advertising, an interactive wall for students to post their feelings about GLBT issues, and a Matthew Shepard area. “The entire experience challenged participants to walk in another’s shoes, which is possibly the most challenging way to teach diversity,” observed the room’s creator and guide.

Participants then experienced elements of Native American culture by viewing artifacts, reading about different tribes and famous Native Americans, seeing articles and pictures that had Native Americans as mascots, and engaging in an activity dealing with the problems one would face on a reservation.

The final room in the museum was the African American Room, where students began by loosely shackling themselves together to watch a movie clip from “Amistad.” The students then read material on lynching and conditions on slave ships, while Martin Luther King’s “I Have a Dream” played in the background. As one of the room’s creators reflected, “I hope that our students may step out of their comfort zones and start to learn from each other about the many different aspects in society.”

After exiting, each participant was given the opportunity to write comments and reactions about the experience.

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UWP ... By the Numbers

<table>
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<tr>
<th>Cohort Year</th>
<th>Entering Class Size</th>
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UWP Inaugurates Arts and Letters Hall of Fame

If you want to learn more about some of the best athletes in the country, the Pro Football Hall of Fame in Canton, Ohio, is a good place to start. But if you want to see the best and brightest contributors in academia, look no further than Doudna Hall on the University of Wisconsin-Platteville campus. That is because four inductees comprising the inaugural class of the UWP Arts and Letters Hall of Fame were honored for their contributions to learning at a July 12 banquet.

Organizers got the idea to start the Arts and Letters Hall of Fame from the University’s own Athletics Hall of Fame. College of Liberal Arts and Education faculty members and administrators have been working on the Arts and Letters Hall of Fame for months and are pleased now that it has become a reality. “We’re excited about getting this off the ground,” Fine Arts Department Chairperson Dan Fairchild said. “People are going to be amazed at the number and variety of people inducted.”

The purpose of the hall is to identify, promote, and honor faculty, staff, retirees, alumni and friends who have contributed to arts and letters. An eight-person selection committee comprised of UWP educators, one former staff member and one Platteville-area community member considered nearly 50 nominees who have made significant contributions to UWP arts and letters. Four individuals were inducted into the first class.

Honoree Jeffrey Post graduated from UWP with high honors in geology and chemistry in 1976. He went on to study and teach at Arizona State and Harvard University, and now is the curator of the National Gem and Mineral Collection at the Smithsonian Institution in Washington, D.C.

Alumnus Michael Duncan is a distinguished director, actor and artistic director in the Milwaukee theater. He graduated from UWP in 1976 and also participated in the Wisconsin Shakespeare Festival in Platteville for 14 years. Duncan remembers his time at UWP fondly. “I had people who took me in, people who started as professors but turned into life-long friends,” Duncan said.

Fellow inductee Dr. Barbara Parsons is no stranger to the University. After teaching philosophy for 34 years, Professor Parsons retired this past May. UWP Professor Patrick Hagan, who nominated her for the honor, called Parsons his “hero” for making the University “a place where women can thrive.”

Professor Emeritus William Dennis taught in the music department for 40 years, and is credited with building the program to what it is today. The honoree concluded the induction ceremony with a rendition of the UWP fight song and alma mater, which he wrote and adapted, respectively.

Recognizing the significant achievements of the Hall of Fame’s inaugural class, Dean Mittie Nimocks concluded, “Our inductees have enriched our communities and have made us proud to call them colleagues in the College of Liberal Arts and Education.”

UWP ... By the Numbers

6-Year Graduation Rates for UW-Platteville
Full-time new freshman entering in the fall semester

<table>
<thead>
<tr>
<th>Cohort Year</th>
<th>Entering Class Size</th>
<th>Students Who Started at UW-Platteville and Graduated from any UW System Institution</th>
<th>6-Year Graduation Rates</th>
</tr>
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<tbody>
<tr>
<td>1990</td>
<td>918</td>
<td>56.4%</td>
<td></td>
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<tr>
<td>1991</td>
<td>986</td>
<td>58.7%</td>
<td></td>
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<tr>
<td>1992</td>
<td>878</td>
<td>61.3%</td>
<td></td>
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<tr>
<td>1993</td>
<td>917</td>
<td>62.7%</td>
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<tr>
<td>1994</td>
<td>922</td>
<td>57.1%</td>
<td></td>
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<tr>
<td>1995</td>
<td>926</td>
<td>56.2%</td>
<td></td>
</tr>
<tr>
<td>1996</td>
<td>953</td>
<td>62.0%</td>
<td></td>
</tr>
<tr>
<td>1997</td>
<td>978</td>
<td>56.4%</td>
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Mean ACT Composite Scores for New Freshman, 1995-2003

<table>
<thead>
<tr>
<th>Year</th>
<th>Mean ACT Composite</th>
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<tbody>
<tr>
<td>1995</td>
<td>22.7</td>
</tr>
<tr>
<td>1996</td>
<td>23.0</td>
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<td>1997</td>
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</tr>
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<td>22.1</td>
</tr>
<tr>
<td>2003</td>
<td>22.1</td>
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In December, UW-Platteville and Gateway Technical College announced a partnership whereby the University of Wisconsin-Platteville will offer its Off-Campus Master of Science in Education (MSE) Degree Program on Gateway’s Racine Campus effective spring 2004. The two-year program offers an Adult Education Emphasis with a Human Services Concentration. It is designed to meet the educational needs of bachelor-level human services professionals who need to earn a master’s degree to meet career goals and certification requirements.

As a reflection of Gateway’s commitment to providing seamless educational experiences, students now can obtain an associate degree from Gateway, a bachelor’s degree from Upper Iowa University and a master’s degree from UW-Platteville without leaving the Racine Campus. This 2 + 2 + 2 agreement benefits the area’s students and employers who seek convenience and flexibility in higher education programs.

Students enrolled in the MSE program attend classes on Friday evening and Saturday. Core courses are offered at Gateway and other individual sites across the state. UW-Platteville instructors visit all sites and get to know the students, and the ITV (interactive television) method of delivery also is implemented throughout the semester.

“We bring this master’s program to you in a convenient and flexible way. The 2 + 2 + 2 model is a wonderful model for the working adult,” said Dr. Carol Sue Butts, UW-Platteville’s provost and vice chancellor.

According to Zina Haywood, vice president and provost of Gateway’s Racine Campus, the agreement with UW-Platteville supports the Gateway’s theme of Connections.

“Working adults have special learning needs and styles. UW-Platteville decided to develop a program to meet the needs and styles,” said Dr. Sofoh Hassane, advisor of UW-Platteville’s MSE/Adult Education program. He noted the program’s popularity is due, in part, to the flexible schedule, including a two-year rotation with open enrollment in spring, summer and fall semesters. Many of the MSE classes count toward various human service and education certification requirements as well.

Upper Iowa University offers a Bachelor of Science degree program with a human services major. The classes are offered to associate degree-level students on Gateway’s Racine Campus. Traditional classroom sessions, as well as online and paper-based correspondence methods of delivery, are offered.

“Stay right here and complete an associate degree, stay right here and complete a bachelor’s degree, and stay right here and complete a master’s degree. The articulation agreement with Gateway is very clearly outlined. It makes it very doable for the working adult,” said Karen Ruskin, Upper Iowa University’s Milwaukee Campus/Center coordinator.
Opportunity Fund provides grants for diverse university projects

By: Dan Lehnherr, UWP Public Relations Office

Biology students require laboratory equipment to measure brain waves. University archivists have targeted historical records to preserve. Educators in the engineering field want to build a robot.

These distinct projects may seem to have little in common, but they’ve all become possible through the financial support of the University of Wisconsin-Platteville Foundation’s Opportunity Grant Program. This year the fund awarded more than $43,000 through 17 diverse grants.

The biology department was able to purchase interactive physiology teaching kits with which students will be able to measure brain waves, pulse rates and other electrical impulses in the human body.

“Instead of hearing about what an electrocardiogram (EKG) does, they can actually do an EKG on one of their classmates or on themselves,” biology professor Wayne Weber said.

The university Women’s Council established the UWP Woman of the Year Award, and grant monies were used to purchase a plaque for the recipient as well as a permanent display in the Patricia A. Doyle Women’s Center. Another grant will support educators participating in the faculty exchange program with Mississippi Valley State University, a predominately black institution located in the heart of the Mississippi Delta.

The UWP Public Relations Organization used funds to create an interdisciplinary communications conference, and the math department established an outreach program for middle school and high school students.

“Our department wants to show interested individuals that mathematics is deeper than just the algebra and trigonometry they have seen in their high school classes,” math professor Tim Deis said.

One grant will support student participation in the Kennedy Center American College Theatre Festival, and other monies will be used to purchase recording equipment for use in counseling sessions as part of a joint program between the Counselor Education Program and the University Counseling Center.

A portable stream model afforded by a grant will be used in UWP classes and outreach programs to illustrate the principles of a naturally occurring waterway.

“Water quality of streams is very important,” said Max Anderson, chair of the civil and environmental engineering department. “The stream model will help illustrate the types of organisms that live in streams and how they interact with each other.”

And historical records involving the first pioneers of southwest Wisconsin will be preserved due to grant funding. Following a proposal written by archivist James Hibbard, microfilm renderings of original 1829-1845 Jo Daviess County, Ill., court records will be made available for public viewing in the Southwest Wisconsin Room.

“These records are very important for genealogical purposes, litigation of that time period and local history,” Hibbard said. “I look forward to seeing students, faculty and community members learn and benefit from these historical documents.”

A total of $600 was secured to match funds raised in support of a downtown streetlight campaign, and funds have been used to celebrate 25 years of excellence in distance education with a web-based seminar, accessible online (www.uwplatt.edu/~disted).

Several projects made possible with grant funds are aimed at increasing retention rates and aiding recruitment. More than 90 high school juniors from 17 different schools paired with UWP student mentors as part of a shadow day March 24. Grant resources allowed the program to expand to 10 schools in Illinois and Iowa.

Another grant allowed recruitment personnel to invite prospective students and parents from a five-county area to a Freeport reception, co-sponsored by Honeywell Corp., in February. Multicultural Services received funding to allow UWP students to perform service-learning projects in the Freeport School District.

“This will give students a chance to experience diversity that they don’t get to see on an everyday basis,” Multicultural Services director Carlos Wiley said. Resources have been purchased to add more hands-on projects to freshman engineering courses, and materials will be produced to highlight successful graduates from the civil and environmental engineering program.

The most ambitious project, however, may come from the electrical engineering department. Educators there want to build an autonomous robot to be used in future tours of Ottensman Hall. The robot is scheduled to give its first tour in late spring 2005.

“Students and faculty are excited about this project which will showcase the capabilities of our students and faculty,” electrical engineering professor Mesut Muslu said. “It will also provide a platform for students to apply their knowledge and do research in a number of areas.”

The Opportunity Fund Program was established in 1988. Since that time, the fund has offered a total of $454,000 through 103 grants.
A native of Iowa and holder of three degrees from The University of Iowa, Dr. Thomas B. Lundeen joined the faculty of Wisconsin State College and Institute of Technology, now the University of Wisconsin-Platteville, in 1959, the first hire of President Bjarne Ullsvik. While his major interests have been in British history, Dr. Lundeen has also become the primary expert on the history of southwest Wisconsin, and he has been most instrumental in the success and work of the Grant County Historical Society. Serving as the “unofficial” historian for the university, Dr. Lundeen is also the author of Jubilee! A History of the College of Engineering, The University of Wisconsin-Platteville, 1908-1983, and he has authored numerous other tracts and articles about the history of the university and its predecessor institutions. Dr. Lundeen has been a favorite history teacher for hundreds of students and has been an active advisor and advocate for university governance groups, fraternities, and activities. Dr. Lundeen retired after 40 years of dedicated service to the University of Wisconsin-Platteville. Staying active as a volunteer and philanthropic donor, Dr. Tom Lundeen continues to play a vital role as a member of the Pioneer Team. Lately, I was able to spend some time with Dr. Lundeen to ask him a few questions about his generosity toward UWP.

Tell me a little about what your experience at UWP has meant to you? It’s meant a great deal to me. I have a biological family and my second family is UWP.

What brought you to Platteville? I was walking out the door of my apartment in Iowa City, IA and the telephone rang. It was one of those fateful moments. I almost left the apartment without picking up the phone, but instead I turned around. Dr. Bjarne Ullsvik was on the other end. I already had plans to interview at Stevens Point and somehow Dr. Ullsvik knew this. He told me that Platteville was on the way to Stevens Point and wondered if I would just stop in to see him. I had never even heard of Platteville, but reluctantly agreed to divert my plans.

The next week, I was walking up Main Street to meet with Dr. Ullsvik. It was the hottest day of the year when I found myself sitting in Old Main being interviewed by Dr. Ullsvik, Dr. Milton Longhorn, and five other faculty and administrators. Normally in interviews, you would ask some intelligent questions about textbooks or class sizes. I remember sweating and being so uncomfortable during the interview that the only question that I could think to ask was “do you have a swimming pool on campus?” After having been on staff for a while Dr. Longhorn told me that I had given them the funniest interview ever.

Later that night at the hotel I received a phone call from Dr. Ullsvik asking me if I would accept a contract. That’s how I came to Platteville. I never made it to Stevens Point.

Am I correct in stating that in the world of charitable giving, you have participated in just about every manner possible… volunteerism, cash gifts, endowed scholarships, planned giving? Yes. I donated some beautiful, historical maps of the region to the Wisconsin Room also.

In your eyes, where do you see the largest need for charitable support at UWP? With the new initiatives that are planned, scholarships are a definite need area. (Scholarship) dollars don’t go as far as they used to.

How do you prefer to be engaged by those people like myself who assist in the giving process? I prefer to be involved from a distance.

What was your favorite Pioneer moment? I would have to say when I was hired here.
Athletics to benefit from $250,000 in Lands’ End gifts

By: Dan Lehnherr, UWP Public Relations Office

The University of Wisconsin-Platteville Athletics Department will be the beneficiary of $250,000 in gifts from Lands’ End, the Dodgeville-based direct merchant: a $150,000 monetary gift, and an additional gift of logo apparel, with a retail value of $100,000, to be used by athletes and coaches.

The $150,000 pledge will be given in $30,000 increments over the next five years, and the apparel gift also will be spread across five years. The first monetary installment was presented during the half-time ceremony for the Feb. 17 Pioneer men’s basketball game against UW-Eau Claire.

The monetary donation is designated for sports information publications and training room operations. New supplies are needed each year for the training room to function, helping student athletes perform and heal from injuries.

State cuts have made budgets tight for operations campus-wide, and UWP Athletic Director Mark Molesworth couldn’t be happier with the generosity of Lands’ End.

“Words can’t describe it. It’s huge. This comes at a great time to help us continue doing what we’re doing,” Molesworth said. “You know it’s there and you can plan, as opposed to living year to year. That’s the nice thing about this. It gives us an opportunity to do some things we couldn’t normally do, and it’ll positively impact every student athlete who participates.”

“Year after year, UWP students, who also are reliable Lands’ End employees, play an important role in the success of Lands’ End, especially during the holiday season,” said Dennis Honan, Lands’ End chief operating officer. “This gift is our way of saying thank you for continuing to be an important member of the Lands’ End family.”

Over the years, Lands’ End has given many UWP students the opportunity to work part-time and earn extra cash while continuing their studies. UWP junior Meg Borleske has worked at the company for three years, and said the flexibility, extra pay and enjoyable environment make Lands’ End an attractive employer for college students.

“The people there are really friendly and very nice,” she said. Borleske, who works as a consumer sales operator, said Lands’ End offers good pay, as well as some good benefits. Students can opt for health and dental benefits, in addition to other incentives. Lands’ End even offers bus service from the university, making travel easy for students.

“That’s a great benefit because you save money on gas,” Borleske said.

UWP Foundation Director of Major Gifts Derek Dachelet coordinated the gift, along with Associate Vice Chancellor of Student Affairs Mick Viney.

The gift to the sports information department will help serve the department’s photography needs and will be used to enhance publications such as game programs and media guides. Improvements might also be made to the athletics webpage (http://www.uwplatt.edu/~athletics). Working with their digital video system, Molesworth said it’s possible key highlights from games could be featured on the website.

Lands’ End, a wholly-owned subsidiary of Sears, Roebuck and Co., is a direct merchant of traditionally styled, classic clothing offered to customers around the world through regular mailings of its catalogs and online (http://www.landsend.com). A selection of Lands’ End best sellers also is available at selected Sears stores. Lands’ End offers a complete line of clothing for women, men, children and infants, as well as a collection of fine-quality goods for the home.