

ACADEMIC & STUDENT AFFAIRS

Mission: To enhance the student experience for all students—to, through, and beyond the university—inside and outside the classroom (in person and online) in order to increase access to excellence, the value and relevance of a UW degree.

Role: To pilot and launch new efforts and to support unit-led efforts toward enhancing the student experience, furthering efforts that involve many areas but are no one group's sole responsibility.

Teams: The VP of ASA oversees the work of teams focused on pilot and project support, Advancement, the Center for Teaching and Learning, Academic Technologies, Privacy, and Enrollment Management.

Proposed goals & projects for 2018-19

1. Attract and enroll a diverse and excellent student body

To do this, we need to be ever more strategic in how we manage enrollment:

- By convening partners from across campus to develop recommendations and a three-year plan for strategic enrollment management
- By revising enrollment policies and processes to align to the new strategy
- By developing selection tools and analytics to support more nuanced enrollment goals (including direct to school/college/major) for the entering class of 2020
- By creating mechanisms to support applications to capacity-constrained majors and gather data on outcomes
- By working with partners across the University to better communicate with and provide outreach to prospective students around changes to UW admissions and degree options

2. Improve the academic student experience, teaching and learning

For the UW to be not only an R1 but a “T1” university, we need to make it easier for faculty to adopt teaching approaches that maximize learning outcomes:

- By creating a ‘one-stop shop’ for information and faculty support around pedagogy, learning technologies, and classrooms
- By expanding and maturing the Evidence-based Teaching Program, a peer-led mentoring ladder that promotes EBT while encouraging campus-wide leadership by lecturers

- By collaborating with faculty around inclusive teaching and equity, building on CTL efforts that link to race & equity and international student success
- By supporting campus partners in developing resources for new lecturers
- By developing a graduate certificate in higher education teaching in partnership with the Graduate School
- By renovating seven generally assignable classrooms in Loew Hall, Bagley Hall, and Smith Hall
- By developing a UW model and support for “connected learning” in support of Husky Experience learning outcomes

And find ways to assess the effectiveness of teaching approaches and reward faculty who continuously improve their teaching and student learning...

- By working with faculty leaders to update and improve the use of student feedback in teaching
- By supporting partner efforts to leverage assessment and reward mechanisms to promote teaching excellence (academic program review, promotion, tenure, merit)
- By supporting partner-led efforts to incorporate learning outcomes into student course evaluations
- By highlighting innovative faculty practices in communications aimed to inspire others

...And chart the course for the UW to fully realize our goal of teaching excellence:

- By leading international teaching and learning initiatives—with the Association of Pacific Rim Universities, Waseda University, Tsinghua and others—and bringing lessons learned back to the UW

3. Enhance the overall student experience—promoting access, engagement, and success

To do this, we need to inspire students to engage in their own Husky Experience, navigate the options, and succeed:

- By increasing graduation rates of low-middle income students by 2% through retention (UW’s goal as part of the American Talent Initiative)
- By expanding the Husky Experience Toolkit messages to all undergraduate students
- By supporting the ‘by students, for students’ Husky Seed Fund program and projects
- By supporting efforts to enhance the international student experience—and the mutual benefit when international and domestic students interact
- By increasing support for the Intellectual House and the Instructional Center
- By increasing funds to support students through Parent & Family Programs

- By scaling the availability of leadership, community engagement, research and internship experiences.
- By encouraging UMAC 'immersive storytelling' to support the Husky Experience

...And we need to leverage data strategically to support student success:

- By personalizing MyUW to engage students and gather relevant data
- By leveraging data and analytics to target interventions for student success
- By creating mechanisms to gather data to inform interventions—why students leave, how intended major changes over time, common pathways to major, etc.
- By improving information and access to emergency aid
- By asking ourselves 'what's working?,' measuring the impact of student success interventions (UW's goal as part of the APLU transformation cluster initiative)
- By supporting partner-led efforts to support transfer student transitions, including "guided pathways" and an online tool with popular majors and related alternatives

...And we need to pave the way for talented students to access the Husky Experience:

- By streamlining enrollment management
- By meeting ASA alliance advancement goals (annual: \$15MM; campaign: \$155MM)
- By continuing to increase scholarship support for undergraduate students, especially underrepresented, first in family and low-income students with particular attention to UW signature scholarships (EOP, Husky Promise, Achievement and Presidential Scholars)
- By increasing support for fellowships for graduate students in line with the provost's priorities and including Top Scholar & Diversity Top Off
- By continuing to raise funds for priorities that improve and support diversity across campus (EOP, IC, IH, GOMAP, diversity in STEM and URM graduation rates)
- By engaging parents of current students through Parent and Family Programs in giving to help increase access for others

4. Partner with UW colleagues to advance services and governance around data, analysis and privacy

To support the goals of our UW community, we need to create an ecosystem of data and privacy that aligns to our values, informs decisions and respects preferences:

- By working to outline a comprehensive "data" strategy for the UW — including governance, architecture, and analysis--with partners in OPB, UW-IT, Finance, Facilities, and UW Faculty Senate

- By developing a cohesive strategy, with input and oversight, for how the UW governs personal data and handles privacy
- By establishing cohesive practices and raising awareness about youth program data
- By assessing global privacy concerns, including EU GDPR and other evolving laws
- By building the capacity of a privacy office to harmonize policies and practices around privacy, manage incidents involving personal data, and advise colleagues on privacy impacts and risks associated with their collection and use of personal data
- By increasing data analysis and business intelligence capacity in support of teaching, learning, instructional technology, and classroom support
- By improving access to information on classroom equipment and furniture to inform course scheduling and track warranties

5. Continually improve the efficiency and effectiveness of ASA systems and services

To support the mission and goals of the ASA unit and partners, ASA employees need to regularly gather input and assess the effectiveness of improvements:

- By engaging in long-term planning, including three-year roadmaps
- By gathering and using feedback from colleagues (e.g., 2018 ASA teaching and learning survey, 2019 TAP survey) to inform continuous improvement efforts and organizational development
- By leveraging existing project management and strategic communications expertise across the unit to support ASA groups and efforts
- By charging an IT Task Force with exploring ways to optimize technology use within ASA and leverage IT expertise across groups

...And address issues identified for improvement:

- By continuing to modernize admissions and financial aid
- By finalizing the post-reorganization integration of Academic Technologies, made up of previously separate Classroom Technologies & Events and Learning Technologies
- By continually improving classroom maintenance, equipment (workstations, furniture and A/V,) and security
- By working with departments and units that are building or renovating spaces to incorporate campus classroom design standards
- By streamlining the donor stewardship process to increase timeliness and consistency
- By moving administration of the Work Study programs to Workday
- By streamlining fulfillment of requests for transcripts through outsourcing