

Educational Innovation Program Development and Implementation

We are in an era of energetic national debate surrounding the changing higher education landscape. Locally, UW-Madison is the midst of a campus-wide “Educational Innovation” (EI) effort to transform the way we accomplish our educational mission. The EI goals build on our traditions of innovation and focus new efforts to enhance teaching and learning, to reach more students, and to take advantage of new revenue opportunities. All EI ventures are guided first by the campus’ vision: *“To be a model public university of the 21st century, serving as a resource to the public and working to enhance the quality of life in the state, the nation, and the world.”*

EI-related programs are expected to be thoroughly evaluated within the originating departments/schools/colleges, taking into consideration both the new program and its influence on existing programs and units. All proposed programs must preserve academic rigor and institutional integrity.

Recommended principles to guide EI program development:

- The campus is committed to continuing what is best about “traditional” education, including meaningful intellectual encounters, both inside and outside the classroom, between talented, committed faculty and qualified learners. The campus is also committed to supporting educational innovations, enhancing transformative learning, investigating the use of new pedagogies, and engaging new audiences.
- Development of new options for post-baccalaureate education should not diminish the quality of, and access to, existing degree programs. New programs should be evaluated for their impact on undergraduate and graduate education within the unit.
- Extending the reach of a UW-Madison education to new students is consistent with the Wisconsin Idea. In reaching new learners, programs should be designed so as to enhance, not dilute, the overall UW-Madison brand and reputation.
- New programs should take advantage of UW-Madison’s institutional strengths, while also recognizing that we offer an ideal environment for experimentation in teaching and learning, and in translating world-class research into practice.
- The number of our faculty has declined. Therefore, expansion of the number of students served should be undertaken with consideration of maintaining overall campus-wide educational quality. New program revenue streams may help to provide resources to stem and reverse the loss of faculty and instructional positions.
- Revenue generation is only one goal, albeit an important one, of the EI program. We recognize that some programs will be better positioned than others to generate new revenues. This difference should not lead to devaluation of certain disciplines or programs, nor change our structure as a comprehensive university. The role of new revenue programs should be viewed in the context of a comprehensive approach to re-envisioning delivery of the breadth of the educational experience we offer for undergraduate, graduate, professional, and non-degree (special) students.

Christopher Olsen, Interim Vice Provost for Teaching and Learning
Jeffrey Russell, Vice Provost for Lifelong Learning and Dean