

Tri-State Initiative

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Tri-State Initiative attracts students from Iowa, Illinois

Kelsey Pliner

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UW-Platteville adopted an exclusive new program on behalf of the UW System Board of Regents in February of 2004. The Workforce Development Plan or what is now called Tri-State Initiative, is an exclusive program available to nonresident undergraduate students from Illinois and Iowa.

The proposal of the TSI program was presented to the Board of Regents to address possible shortfalls in the workforce of occupational fields that are considered strengths amongst the academic programs at UW-P.

"The overall goal of the program is to enroll and graduate students in fields that address possible shortfalls in the workforce of both new and established businesses, in the area and Wisconsin," said Barbara Daus, assistant to the chancellor. "The program is designed to enroll an additional 2,000 students at the end of the decade and we are definitely on track."

Students that qualify for the TSI program must enroll in the academic programs that reflect the goal of identifying future shortfalls in the workforce.

The academic programs include various majors, including agriculture, engineering, criminal justice, business and education.

The program does not apply to all students from Illinois and Iowa. In order to qualify to receive the initiative, nonresident freshman and transfer students must fulfill the admission requirements and declare a major included in the approved plan.

Undecided students from Illinois and Iowa do not receive the benefits of the TSI.

The initiative could allow students to change to a non-TSI major and continue to receive the reduced non-resident tuition costs.

"Through a review of the student's application and transcript, a determination is made that the student did enroll originally in a TSI major," said Daus.

After the determination has been made, the student must provide a written document indicating why he or she wishes to change to a non-TSI major. To complete the process, the document must be approved by the assistant chancellor for student affairs.

According to the UW-P Web page, the academic year total cost for undergraduate students is a combination of the system tuition and segregated fees. Segregated fees can include textbook rental, health services, intramurals and campus events. Segregated fees for all undergraduate students are \$900.

The academic year total cost for full-time resident students is \$6,456. Non-resident UW-P students pay \$14,029 per academic year, while non-resident TSI students pay \$10,456.

Under the TSI program, students enrolled in the TSI academic programs receive a savings cost of \$4,573 on non-resident tuition costs.

The savings makes UW-P tuition fees comparable and competitive with universities in Illinois and Iowa.



Prospective students from around Wisconsin, Iowa, and Illinois shown here on a tour given by Victoria Hribar. Photo by Brooke Vandezande

TSI helps with budget problems

Ellen Grundin

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The Tri-State Initiative is a more complex issue than just recruiting students from Illinois and Iowa. The entire budget for UW-Platteville has to be planned every fiscal year.

Each fiscal year, which starts every July 1 and continues through the academic year, the TSI budget must be deliberated.

The University Academic Budget Commission has been helping to create the budget for UW-P. Once the numbers are crunched and put together with consideration of the past fiscal years, the numbers are sent to the chancellor for approval.

According to the UABC Web page, the commission contains one student, seven faculty members and has two representatives from each of the colleges, BILSA, LAE and EMS, as well as one from the Karrmann Library. Each of the members has a three-year term and cannot be on the commission for more than two consecutive terms.

According to the Employee Handbook Web page, there are many purposes and duties for the UABC, which include, "Determines allocation of all student employment funds except segregated funds; Analyzes and evaluates proposals from College budget committees and fiscal agents and formulates and recommends to the Chancellor an apportionment plan for the funds designated for supplies, capital, and travel."

Cathy Riedl-Farrey, the business services director for UW-P, was able to provide the TSI financial summary for the fiscal years of 2005-06 to 2008-09, and the projected summary for 2009-10. Riedl-Farrey was also able to provide the TSI expenditure budget for the fiscal year 2009-10.

The TSI started in the fall of

2005, and has been successful. According to the TSI financial summary sheet, the revenue and projected revenue continues every fiscal year.

There are five categories that are required for creating the budget for the fiscal year. The categories are: salary and fringe; supplies; debt; incentive grants; and contingencies.

The salary and fringe portion of the budget included, "faculty, teaching academic staff, academic staff and classified positions funded from TSI," said Riedl-Farrey in an e-mail. The salary and fringe sum is higher every fiscal year, due to the addition of faculty and staff that is paid with the help of the TSI. There are more faculty added to accommodate the growth of students, especially through the TSI program.

The salary and fringe started out at \$439,218 for the 2005-06 fiscal year and climbed to \$5,897,900 for the projected 2009-10 year.

The supplies section came next on the budget sheet. Riedl-Farrey said that this category was comprised of, "professional development, travel costs, and supply costs for the departments."

The supplies budget for the TSI has grown from \$94,895 from the 2005-06 year has grown to \$445,720 for 2009-10.

Any growth on campus has been followed by debt, which has included the building of new structures. The TSI has not fully funded any of the buildings on campus. The TSI has helped financially support the construction of Ullsvik Hall, the Engineering Hall, the Boebel Hall remodel and the Williams Fieldhouse bleachers.

The debt calculations started in the 2006-07 fiscal year with \$800,000 and grew to \$1,270,000 for 2007-08, and the projected amount for 2009-10 has been assumed to be \$2,070,000.

Incentive grants represent financial aid given to TSI students," said Riedl-Farrey in an e-mail.

The incentive grants have also grown

considerably, increasing from \$195,250 in 2006-07 to \$646,500 in 2009-10.

The last category on the budget chart was the contingencies. "Contingencies represent the cost of positions that were previously funded from [General Purpose Revenue] but are not being funded from TSI," Riedl-Farrey said in the e-mail.

As with the other categories, the contingencies have grown over the past years. The contingencies started with \$450,000 in 2005-06 and grew to \$1,480,146 in 2008-09. The total revenue for the fiscal year of 2009-10 was \$8,934,210.

Riedl-Farrey put together the TSI expenditure budget for the fiscal year of 2009-10, which included salaries, fringes, supplies, debt, incentive grants, grand total and FTE.

The grand total expenditures for the three colleges were: BILSA had \$997,042; EMS had \$1,743,586; and LAE had \$1,952,240.

According to the chart, administration services had a grand total of \$2,970,159. Student affairs had a grand total of \$1,005,788.

Even the provost had the TSI help with funding, with a grand total of \$276,611, which was accrued from salary, fringes and supplies.

The annual premium TSI students pay every year is subject to change over the next couple years. The current premium is at \$4,000, which will remain through the spring 2010 semester, and is expected to change in 2011-12 to be \$4,200.

Other budget assumptions included incentive grants to be \$1,000 for new students and \$500 for continuing students. UW-P is expecting 340 new students per year.

The grand total between the provost, BILSA, EMS, LAE, administrative services, student affairs and university relations was \$9,060,120.

The TSI has been a resource to many areas on campus.

"The TSI has been beneficial for [UW-P] in regards to funding and staffing," said Riedl-Farrey.

Prospective Student Services guides high school students to UW-P

Erin Richter
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The promotion of Tri-State Initiative has drawn in many students from Iowa and Illinois by high school visits, post-cards, mailings to prospective students, brochures, regular visit days, college fairs, the on-campus Wisconsin Education Fair and TSI day.

This academic year, Prospective Student Services spent approximately \$22,500 for their marketing budget, which buys the major publications such as the intro book, senior piece, academic college piece, pioneer stories, mini intro book and TSI piece. The TSI brochure cost \$2,400 for 5,000 pieces this year out of the total \$22,500 budget.

The TSI day is directed specifically to the Iowa and Illinois students where students and their families receive more specialized attention.

"[TSI day] gives [the students] a chance to meet with other students from

there area," said Kimberly Finkenbinder, a TSI admission adviser.

This specialized day happens one time each semester, falling on Columbus Day and President's Day when students have no school.

The TSI days have been growing according to Heidi Tuescher-Gille, recruitment manager for Prospective Student Services. Tuescher-Gille says the advantage of the TSI day is the student panel and the choice to go to different sessions, which allows families to build their own schedule in the morning.

"Each time we've had the TSI day, it has improved," stated Tricia Pothour, a TSI admission adviser.

The most effective way of promoting TSI has been by word of mouth.

"Current TSI students or alumni who talk to the students back in their high schools [is important]," Tuescher-Gille said.

Pothour believes that word of mouth has helped promote a positive experience

at UW-P to future students.

When the TSI program first started, the university and the admission advisers at Prospective Student Services were not sure where they would specifically find interest.

As the program has developed, the admission advisers have learned the areas and regions within the state, and they have built relationships with the high schools in those areas.

"It is all relative to population concentration," said Tuescher-Gille, regarding the interest for TSI.

Finkenbinder, who recruits from Illinois, said more students attend the college fairs due to the larger populations in the cities and suburbs. Interest in the TSI program also depends on the high schools and what academic curriculums they focus on.

The admission adviser's responsibility has been to keep in contact with the students from their region and make sure they have all their information in. Pothour

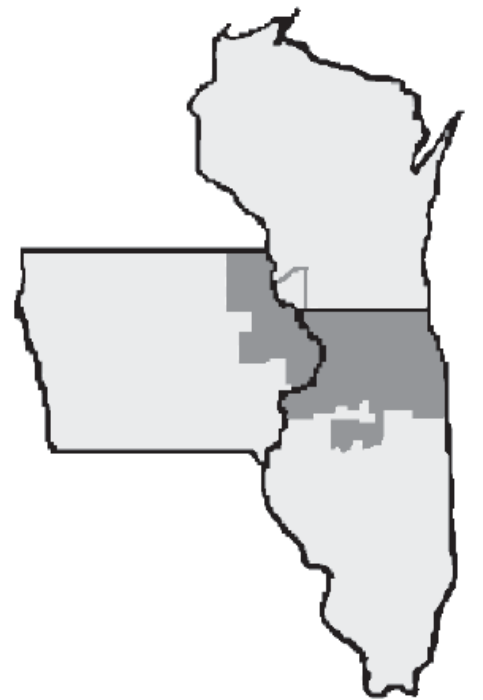
stressed the importance of going on visits to high schools to create relationships with the schools, students and community.

When prospective students come to UW-P for a college visit, it is important to give them a positive experience.

"When students are here, we are making sure they have a good visit," said Finkenbinder.

In the future, promotion of TSI will continue to take on different forms of media such as Facebook and Twitter. Finkenbinder highlights the point that they have to communicate with how the students want to be communicated to and reached.

"As students change, we have to change with them," said Pothour.



Graphic by Brooke Vandezande

Athletic Department grows in numbers with TSI

The Tri-State Initiative program is a unique tool available to the UW-Platteville athletic department.

"[The] TSI sets UW-P apart from other WIAC schools," said athletic director Mark Molesworth.

The athletic department at UW-P, the coaches and student athletes know the importance of establishing lasting relationships with high schools in the tri-state area.

The recruitment process for TSI athletes functions similar to how recruitment for in-state athletes works. Molesworth said the TSI program is competitive with in-state costs from Illinois and Iowa both athletically and socially.

Curt Hanson, a senior and former UW-P basketball player from Deerfield, IL, was a Pioneer athlete that qualified for the TSI. Hanson, a physical education major, said that the

TSI was a program that set UW-P apart from other colleges.

"When I was contacted by UW-P my senior year of high school," said Hanson, "The Tri-State program was something that caught my attention." "It really made Platteville stand out and helped me in determining my college decision."

Athletic coaches and Pioneer athletes work with Prospective Student Services to reach out and contact high school students interested in playing a sport at the collegiate level.

Coaches and staff visit specific regions in the tri-state area to meet and establish relationships with high school students.

The UW-P athletic staff and coaches attend many regional and state athletic events, as well as club tournaments based on the sport and season.

"During high school, the basketball coaches from Platteville contacted me

and came to watch me play in a few games," said Hanson. "It really helped me get to know them on a personal level."

Tri-state athletes are also given the opportunity visit the UW-P campus through the PSS.

"It's important to the overall experience, not only in sports," said Heidi Tuescher-Gille, Prospective Student Services recruitment manager.

Tri-state prospective student athletes have been invited to visit UW-P to experience a campus tour with current Pioneer athletes. Students were given the opportunity to spend a day with UW-P athletes to learn what a day in the life of a Pioneer athlete is like.

"When I visited UW-P I had the chance to meet with the basketball team and they gave me a tour of the campus and athletic facilities." "I also stayed with some basketball players and it was a very good experience for me," said Hanson.

TSI Student Profiles

Jonathan McCauley

Major: Criminal Justice
Year: Senior
Hometown: Naperville, Ill.

How did you find out about UW-Platteville's TSI program?

I found out about the TSI program after researching UW-P on the advice of my high school football coach and college guidance counselor.

What do you like about the TSI program?

The TSI program allows me to receive a degree at a great university without the expensive out of state costs that are found at other schools.

If you were to promote TSI to a person from your hometown, what would you say?

The TSI program is great for students that want a great education from a smaller public university with a top-notch reputation. On top of the education that we receive, we are also granted the experience of meeting people that come from diverse backgrounds that are not found at every other school.

Where do you think your TSI tuition money goes and how do you think that tuition money is spent?

I believe that my TSI tuition money goes to UW-Platteville to support the academic programs in which TSI students are involved in throughout campus. I hope that the money is also used to attract other potential TSI students from Illinois and Iowa.

Sarah Bitting

Major: Business Administration and Communication Technologies
Year: Junior
Hometown: Quad Cities, Ill.

How did you find out about UW-Platteville's TSI program?

I heard about the TSI program through a UW-P representative that came and visited my high school.

What do you like about the TSI program?

I like that the TSI program allows me to go to school more economically in Wisconsin than it does if I went to school in Illinois. It is cheaper for me to go out of state for college in Platteville than it is for me to go in-state in Illinois.

If you were to promote TSI to a person from your hometown, what would you say?

To promote TSI, I would have to say that the lower tuition allows me to do other things on campus that come with a price. TSI might be the difference between your parents allowing you to have a car on campus or not. Also, if you have the chance to be in Southwest Hall, the price difference might allow that to happen as well.

Where do you think your TSI tuition money goes and how do you think that tuition money is spent?

To be honest, I do not have any idea where my tuition dollars go. I would hope that my TSI tuition dollars are put toward improvements on campus and within my departments of study.

Group Two

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3730
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