Why Educational Innovation?

The cost to provide quality education to all our students has risen faster than revenues to support it – a trend extending back thirty years, under different political environments and through good and bad economic times. This is a problem faced by every public university across the country. The traditional public higher education funding model, generating revenue through tuition subsidized by state contributions, is not sustainable. Simply raising tuition is not the answer. We must create a new revenue model based on self-sufficiency. Our ability to continue to provide quality education depends on being innovative: finding ways to increase our capacity, lower costs and develop new sources of revenue.

We have this ability. We are without peer in our ability to creatively and collaboratively find revenues and mechanisms to produce quality research and solve complex social problems. We must now aim our creative and collaborative abilities to continue to deliver an exceptional education.

Educational Innovation is a coordinated effort to create a sustained campus environment by improving our capacities and generating new revenue in order to maintain and enhance student learning and preserve research excellence.

Educational Innovations will take place all across campus, within and across programs, departments, colleges and centers, and will be supported by new and streamlined policies and practices.

Principles

- UW-Madison’s mission is multifaceted, combining education, public service and scholarship. Our new revenue model must embrace all facets of our mission.
- Our commitment to shared governance is a deeply held value to be honored.
- Student learning outcomes drive innovations.
- Innovations can and should address the entire student experience—in and out of the classroom.
- Innovations should support a model of the 21st century scholar whose workload and rewards are compatible with the needs and economy of a 21st century society.
- Benefits from innovations must act as incentives for units generating the innovations, allowing for their reinvestment and ongoing improvement.
- Innovations in one department or unit cannot come at the expense of effectiveness or costs to other departments or units.
- Continual assessment practices will be used to assure we achieve our goals.
**Educational Innovation** is a coordinated effort to create a sustained campus environment that maintains and enhances **student learning** while improving **capacities** and generating **new resources**

### Capacities
- Analytics to identify ways to improve capacities (enrollments, course delivery, etc.)
- Partnering on core common classes (common modular foundations, common whole courses, etc.)
- Rethinking work load practices for education, service and research
- Consider consolidation of departments and units or their administrative support
- Redesign curriculum based on learning outcomes

### New Revenue
- Offer existing classes to non-traditional students using distance education
- Expand noncredit course offerings
- Expand offerings of professional masters and capstone certificates
- Expanded summer school and winter interim

### Campus-level
- New accessible baccalaureate degree offered online
- Rethinking academic calendaring
- Rethinking the roles and policies for research and instructional academic staff, teaching assistants, and team teaching

### Support and Expertise
to support innovation efforts include:
- Expertise in areas such as budgets, instructional & curricular development, academic planning, technology support, project management, assessment
- Modest “bridge” funding
- Changes in policies and practices, funding models, and technology infrastructure to better enable innovations
- Forums and web tools to facilitate collaboration and sharing

**Comments, questions and for more information:**
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