

**Offices of the Dean of Students
Madison Initiative for Undergraduates Proposal Form**

MIU Goals:

- 1) Preserve affordability of a UW-Madison education, primarily through expansion of need-based aid.
- 2) Generate faculty and instructional support, including hiring, to offer the courses, majors and experience students need
- 3) Expand best practices and innovation in teaching and learning, curricular design, and student services in order to enhance student outcomes.

Contact Person:	Laurie K. Cox
Contact Information:	(608)262-7890, cox@odos.wisc.edu
Proposal Title:	On-Line Interactive International Student E-Tutorial
Amount Requested:	\$8,370.00
Abstract:	<p>Over 4,000 international students study at UW-Madison annually. Of those approximately 1400 new undergraduate, exchange and graduate students begin their studies each fall and spring. This proposal encourages the development of an interactive e-learning tutorial. This will be accomplished by retaining the services of Kognito Interactive, a business that specializes in designing customizable on-line tutorials and interactive learning experiences. In collaboration with Kognito Interactive a 40-minute, fully narrated and animated e-tutorial will be developed that provides prospective and current international students with an engaging resource that reduces their anxiety and uncertainty about choosing UW-Madison and the process of attending the university. This e-tutorial is called the Guide for International Students.</p> <p>The information covered in this highly innovative tutorial focuses on seven major topics:</p> <ol style="list-style-type: none"> 1. Introduction: information about UW-Madison and International Student Services 2. Coming to the U.S.: the process of obtaining F-1 and J-1 visas 3. Maintaining your Status: guidelines for international students to assist them in maintaining their legal status in the U.S. 4. Academics: U.S. academic customs such as the structure of the academic year, grading system, and information about specific offices at UW-Madison that might be of interest to the student such as CFYE, UHS, SHIP, and GUTS. 5. Student Life: information about school's student services such

	<p>as student clubs and athletics.</p> <p>6. Obtaining Employment: information on the process of obtaining employment while enrolled at the school and following graduation.</p> <p>7. Conclusion: a concluding message reaffirming the commitment of UW-Madison to providing international students with a supportive and welcoming learning environment.</p> <p>This program was designed by former international student Ron Goldman (CEO Kognito Interactive) to correct a gap in information that he feels many international students experience when selecting and preparing to attend an American university.</p>
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*** Final proposal should not exceed ten (10) pages.**

1. Within MIU goals 2 and 3, stated above, identify the problem that your proposal will address in terms of undergraduate education, instructional quality and innovation, and access, and how the proposed hires/innovation/activities/effort will significantly impact this problem.

<p>International students experience significant challenges adapting to the culture of the American university. In order to become academically successful international students must establish themselves in a new culture, and read, write and participate in classroom discussions frequently in a foreign language. International Student Services (ISS) dedicates itself to educating and preparing international student students to adapt to the American university classroom experience. International students must also navigate the complex immigration rules and regulations to secure student visas and maintain their legal status in the U.S. Once students arrive in the U.S. my staff members devote time and energy to communicating with and educating students from over 115 different countries. Prior to their arrival in the U.S. we are limited to email, phone and web-based communications with our students.</p> <p>We would like the opportunity to take these communications and educational experiences to a higher level by providing our students with access to an exciting, innovative, comprehensive, interactive, state-of-the-art multimedia e- tutorial that will help them to apply for and secure their student visas, better understand UW-Madison academic policies and procedures, learn more about student services and begin their cross-cultural adaptation process to UW-Madison and the United States. The immediacy of this information, available 24/7 will surpass current forms of technology: phone and email. This will be a great advantage as international students experience difficulty reaching staff for information due to time differences.</p>

2. Describe how progress is to be measured, demonstrated, and reported; that is, provide metrics and timelines to evaluate project success

Metrics:

The e- tutorial has a built-in survey that evaluates student perceptions of the usefulness of the information received from the tutorial. Other questions in the survey discuss ease of usage and overall rating. Additional questions can be added. I would add questions asking students what concerns they still have about coming to UW-Madison to study so we can update the e-tutorial in the future and plan workshops that assuage these concerns. We will also utilize focus groups and individual interviews to determine the effectiveness of the e-tutorial.

Time-lines:

The on-line survey located on the e-tutorial would be available 24/7. Focus groups and interviews evaluating the e-tutorial would occur each October.

3. For proposals that request new hires:

- Describe how they will significantly impact student access and the ability of departments to allow their faculty to teach undergraduates.
- Describe the proactive steps that will be used to identify and recruit a diverse pool of candidates.

n/a

4. Identify cross-college partnerships and/or campus collaborators needed to ensure success (between schools and colleges, with other major units, such as libraries, Dean of Students offices, IT, Housing, Enrollment Management, Union, etc.)

The primary cross-college partnership would be between ISS and International Undergraduate Admissions as we would work together to focus on areas where both units frequently receive questions or requests for clarification from new and prospective international students

This innovative project would include partnerships with many ODOS units, VIP Services, UHS, SHIP, GUTS, and WAA. We would also work closely with L & S Learning and Support Services to film UW-Madison international students for incorporation into the e-tutorial.

5. Include a detailed budget and budget narrative, identifying infrastructure need/cost, such as physical space and facilities, technology, other academic support services, etc.

Dean's Comments:

Signature _____ Date: 9/29/09

Printed Name: Laurie K. Cox Title: Director, International Student Services

Dean's Signature: _____ Date: _____

Additional Signatures:
