

FY24 PRIORITIES

2023-24 Funding Priorities

COLLEGE OF INFORMATION TECHNOLOGY:

Problem: Lack of BHI2+ women (less than 3%) in national tech talent and leadership pipelines.

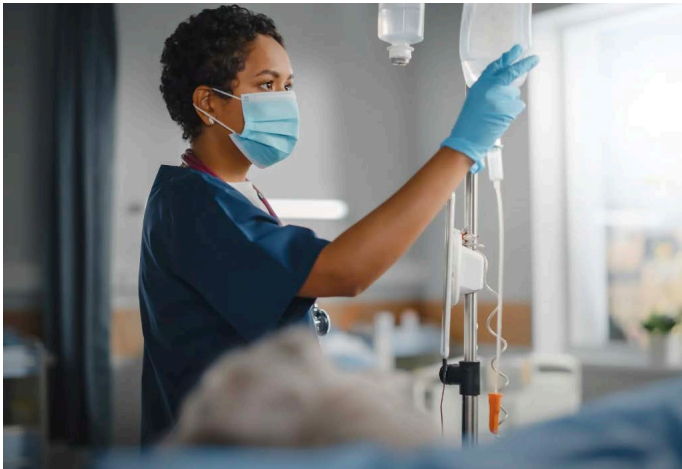
Solution: The College of IT wants to be the leading institution of advancing equity in access and attainment for underrepresented (BHI2+) women in the tech industry. Fundraising priorities will dramatically increase WGU's numbers of BHI2+ females achieving baccalaureate or master's degrees, innovate and change the way people engage in the COIT student experience and lifecycle, and bolster the numbers of BHI2+ females in the tech talent pipeline and in leadership positions. The program will broaden WGU's proven B4 program incorporating academic support, leadership, faculty, and alumni cohorts.



LEAVITT SCHOOL OF HEALTH

Problem: National shortage of nurses across U.S. is at dire levels.

Solution: The Leavitt School of Health will expand and diversify the U.S. nursing pipeline with prelicensure scholarships and clinical simulation labs to educate more than 13,000 students and provide 4,800+ more newly qualified nursing graduates to the workforce by 2027. Proposed regional labs will serve approximately 3,000 prelicensure and nurse practitioner students a year. Mobile labs, serving 300-400 students a year, will reach students where they are so they, in turn, can treat communities they serve.



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SCHOOL OF EDUCATION

Problem: The U.S. is facing a shortage of teachers – especially BHI2+ teachers - in K-12 classrooms in every state across the country.

Solution: In order to expand pathways to opportunity, the School of Education is reinventing the learning ecosystem, especially for our BHI2+ students pursuing teaching degrees and certificates, and launching LEAD (Leadership, Empowerment, Academic, Develop). The LEAD ecosystem will improve access to teaching degrees, increase sense of belonging and equity in the Teachers College student experience and lifecycle, and enhance student academic achievement with alumni engagement and faculty cohort support. Scholarships will also attract and retain BHI2+ students, and predominantly current and aspiring Black male teachers.



SCHOOL OF BUSINESS

Problem: Occupations in design and communication fields will grow 16.9% and produce 3.27M new jobs from 2022-2032, yet universities are failing to prepare graduates with the business acumen needed to optimize the value and impact of their creative design and communication skills.

Solution: An interdisciplinary approach to skill development and a learning experience infused with employer connections is needed to meet the evolving requirements of businesses. The School of Business is launching the Creative Impact Portfolio. The portfolio will be comprised of several degree programs with a bias for undergraduate programs serving rising talent, those with no college experience trapped in low wage jobs. Programs in the portfolio will offer real world preparation, high interest industry projects, student and faculty collaboration tools, a professional portfolio, employer connections and perspectives, and diverse learning pods. In FY2024, the College of Business will design, develop, and launch two undergraduate degrees: BS in Design & Innovation and BS Strategic Communication & Storytelling.

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WGU LABS

Problem: Lack of a national infrastructure for low-cost career exploration for Rising Talent.

Solution: The Solutions Lab provides a structured sandbox to discover, design, and test solutions that respond to recognized gaps, challenges, or opportunities for improvement in the learner's journey from application through career. It fills a critical learning gap between the discovery of challenges and the full scalable implementation of evidence-backed solutions.

One opportunity within the Solutions Lab is GATE - a project-based career exploration tool that allows learners to build a portfolio of real-world projects that map to future careers.

Another opportunity is harnessing AI for learning and finding solutions that use the powerful capabilities of now widely accessible AI and Large Language Model tools to support learners and enhance learning.

OFFICE OF VICE PROVOST

Problem: Today, job seekers rely on outdated methods to communicate their abilities and work experiences. The status quo fails to capture the full spectrum of an individual's range of skills and creates a bias favoring credentialed learning, which hurts the nearly 70 percent of Americans who don't have a college degree. There is also a growing skills mismatch between employers and employees, which a Deloitte study estimates will cost our economy \$2.5 trillion.

Solution: Build a business infrastructure that can solve America's talent pipeline crisis. OVP seeks further investment in the skills-based hiring and education ecosystem that supports equitable pathways to opportunities through open skills collaboration. WGU must be the leader in standardizing the skills-based ecosystem to better align relevant skills, industry standards, workforce partners, WGU's current and future offerings, and ultimately, improve WGU completion rates.



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WGU ACADEMY:

Problem: The global workforce and economy are at a crossroads. The high cost of higher education, employer concerns about graduate skills and competencies, and student frustrations about the lack of job opportunities have all been catalysts for WGU to rethink the broader credentials continuum.

Solution: WGU Academy is launching 10 micro credentials and certificate programs in FY24. Investment in scholarships or corporate sponsorships will fortify the Academy's sustainability and can be customized by skills growth for certain demographics or certain job types.

ADVANCED ANALYTICS / EQUITY RESEARCH :

Problem: Strengthen WGU's key results in our Rising Talent communities.

Solution: WGU Equity Research is geo-targeting populations to better understand and meet the needs of our Rising Talent communities. This three-phase community-based investment will include landscape analysis, selecting pilot locales (3-5) to establish methodology, and then scaling up to 25-30 communities in FY24. Pilot programs will also connect employers, community partners, and WGU to attract a specific student demographic.

OFFICE OF STUDENT SUCCESS

Problem: Increase our completion rates.

Solution: How do we help new and current students find the best pathway for success at WGU? The Office of Student Success is seeking national investment in wayfinder research and design around the optimal student experience and the instruments required to advise and evaluate students.

OFFICE OF PROGRAM DEVELOPMENT

Problem: Boost our retention and completion rates.

Solution: Investment in the personalization of the WGU student experience and lifecycle will increase retention and graduation rates, improve student outcomes, strengthen adaptation to differences of diverse learners and create inclusive learning environments, and thus, fortify WGU's brand and competitive market differentiation.

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SCHOLARSHIPS:

Problem: Lack of access and equity for working adults in higher education.

Solution: WGU is committed to identifying barriers to higher education and expanding access to opportunity to empower more students to earn their degrees, advance their careers, and achieve their dreams. It is the core of our mission and why scholarships are a philanthropic priority at WGU. Scholarships enhance the lives of our students, their families and communities, and our global workforce. They are a vital link to student success in alleviating financial burdens and allowing students to focus on their educational journey.



INNOVATION NETWORK FUND

Solution: The Innovation Network Fund fuels the next decade of innovation at WGU.

The Fund supports the reinvention of curriculum (skills/microcredentials), advances equity in the student experience and lifecycle, expands the WGU portfolio, and strengthens WGU's brand and reach across the country.

