

**UW-Stout  
University Priority A-Polytechnic.**

<b>1. University Priority</b>
<p><b><i>“What solution are you proposing?”</i></b></p> <p>Achieve designation as a polytechnic institution</p> <p>Linkage to Strategic Plans <i>University of Wisconsin-Stout Strategic Plan</i></p> <p>Linkage to FOCUS 2010 goals: Goal 3: Achieve national leadership and excellence in educating students in the theory and application of a broad range of technologies. Goal 4: Strengthen the on-campus organization by focusing on UW-Stout’s unique mission within the UW System.</p> <p>Linkage to Enduring Goals Goal 1: Offer high-quality, challenging academic programs that influence and respond to a changing society.</p>

<b>2. Statement of the Issue:</b>
<p><b><i>“What issue are you trying to solve?”</i></b></p> <p>Provide mission differentiation, achieve brand recognition, improve access to WTCS students</p>

<b>3. Action Plan:</b>	<b>Responsible:</b>	<b>Timeline:</b>
<b><i>“What has to be done for this priority to succeed?”</i></b>	<b><i>“Who are the positions or people that will be responsible for each step?”</i></b>	<b><i>MUST be specific target completion date.</i></b>
Establish steering group, hold stakeholder focus groups, finalize proposal	Chancellor or designee	Feb 2006
Develop proposal for designation as polytechnic institution for the Board of Regents	Chancellor or designee	July 2006
Expand program array on WTCS campuses	Provost	Fall 2006

10/19/2006

Create a more integrated marketing approach to leverage the polytechnic mission and better market career opportunities	<b>Exec Dir Univ Relations &amp; Exec Dir Enrollment Services</b>	Fall 2006
Conduct site visits to polytechnic institutions and invite people from polytechnic institutions to UW-Stout	<b>Provost</b>	Spring 2006
Review and update of e-communications report: accomplishments and recommendations	Original team	March 2006

#### 4. Implication for Resources:

***“What is needed for this priority to succeed?”***  
(Human, fiscal, physical, other)

#### 5. Key Measures of Performance:

It is the expectation that priority owners will be using/maintaining the process measures to assess action plan deployment. At the end of the fiscal year, the Strategic Planning Group will review and discuss the implementation progress and impact.

*Process Measures:*

Identify no more than two process measures when answering the question:

***“What information will be collected to assess successful deployment of the action plan?”***

-evidence of e-communications progress

See Electronic Communications Standards Progress Report

<http://www.uwstout.edu/bpa/planning/spgretreat/2006/yrend06.pdf>

-designation as polytechnic obtained

No progress reported as of August, 2006

-inclusion of polytechnic mission in marketing materials

No progress reported as of August, 2006

10/19/2006

-tasks completed according to timeline

See university priorities progress updates

<http://www.uwstout.edu/bpa/planning/spgretreat/2006/yrend06.pdf>

*Performance Indicators:*

BPA is responsible for benchmarking overall performance to answer the question:

***“What information will be collected to benchmark and measure the priority’s success?”***

-Transfers in, <http://www.uwstout.edu/bpa/ir/performance/transfers.pdf>

-New, revised, and discontinued academic programs and certificates,

<http://www.uwstout.edu/bpa/ir/performance/acadprog.pdf>