

UW-Stout
University Priority: Polytechnic/Branding

1. University Priority

One to two sentences summarizing the answer to the question: *“What solution are you proposing?”*

Reaffirm and build upon the historic strengths of UW-Stout's mission.
Shape and communicate Stout's polytechnic identity.
Develop an effective brand.

Linkage to Strategic Plans

University of Wisconsin-Stout Strategic Plan

- Promote excellence in teaching, research, scholarship and service

Linkage to FOCUS 2010 goals:

- 1: Prepare alumni for success
- 3: Achieve national leadership and excellence in educating students in the theory and application of a broad range of technologies
- 4: Strengthen the on-campus organization by focusing on UW-Stout's unique mission within the UW System

2. Statement of the Issue:

“What issue are you trying to solve?”

Possible university priorities to advance the FOCUS 2010 goals were solicited through the division heads and senate chairs. A complete listing of priority ideas can be found at: <http://www.uwstout.edu/bpa/planning/spgretreat/2006/priorcomp.pdf>

These ideas were reviewed by the Strategic Planning Group and Polytechnic/Branding was identified as one of the top three priorities. Based on the feedback from the SPG, the Chancellor has identified the following questions for resolution:

- What is a three-year process to incorporate a polytechnic designation at UW-Stout?
 - ✓ As we move toward seeking Regent approval for the designation, what process do we use to identify the unique characteristics of UW-Stout as a polytechnic, the strategic benefits to our students and to the state?
 - ✓ How do we define branding versus marketing?
 - ✓ What process do we deploy to do effective internal and external marketing? How do we integrate these throughout the campus? What does an integrated marketing plan consist of?

What are the near term initiatives (3 years) to characterize UW-Stout as a

comprehensive polytechnic? For example, changes in facilities, programs, and/or services.

3. Action Plan:	Responsible:	Timeline:
<p>Write 3 – 5 high level steps needed to accomplish the priority statement above.</p> <p><i>“What has to be done for this priority to succeed?”</i></p>	<p><i>“Who are the positions or people that will be responsible for each step?”</i></p>	<p><i>MUST be specific target completion date.</i></p>
<p><u>1. Deploy an internal communication team to share updates with and gather feedback from the campus community.</u></p>	<p>Chancellor Forrest Schultz</p>	<p>ongoing</p>
<p>1. As part of this process, provide a summary to the campus on what the next steps are with the polytechnic initiative. Utilize the listening session comments as a resource for accomplishing this charge.</p>		
<p>2. Gather information from departments on how they will contribute to the polytechnic initiative.</p>		
<p><u>2. Establishment of a Polytechnic Steering Committee with the following responsibilities:</u></p>	<p>Chancellor</p>	<p>January 2007</p>
<p>1. Assist the Chancellor in achieving the designation of UW-Stout as a Polytechnic institution by the Board of Regents.</p>		
<p>2. Create a three year plan for the adoption and implementation of the tenets that define and strengthen the Polytechnic designation of the University.</p>		
<p>3. Facilitate movement among internal constituents towards shaping the University to strengthen and reinforce the defining characteristics of UW-Stout as a polytechnic designated institution.</p>		
<p>4. Promote and assist in the reaffirmation of the UW-Stout mission to internal and external stakeholders.</p>		

5. Establish a select number of poly institutions to discuss the concept of an ongoing consortium.		
<u>3. Creation of an Integrated Marketing Communication Team responsible for the following:</u>	Assistant Chancellor for University Advancement	January 2007
1. Development of a single tagline to represent Stout's status as a Polytechnic Institution and five to seven key themes that are factual, provable, and support the Polytechnic designation. Also develop a definition of polytechnic for UW-Stout.		
2. Definitions and characteristics of key stakeholder groups so that the communication plan can develop the proper message based on the key themes and tagline for each specific audience.		
3. Definitions of the specific geographic areas that will be the focus of the marketing communication plan to allow the Team to develop a promotion component of the plan specific to each location.		
4. Recommendations and identified resources to conduct limited internal market research of the perceptions of the key audiences in the identified geographic locations.		
5. Establishment of specific integrated marketing goals which are specific, measurable, achievable, realistic, and targeted.		

6. A phased comprehensive Marketing Communication Action Plan proposal with a detailed list of activities for each audience and location, a specific timeline, and metrics to measure success.		
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4. Implication for Resources:

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

Potential \$100,000-\$500,000 for an effective marketing plan.

5. Key Measures of Performance:

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?”

- Tasks completed according to timeline

See university priorities progress report
<http://www.uwstout.edu/bpa/planning/stratplanrep/yrend08.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?”

8/14/08

- Enrollments: <http://www.uwstout.edu/bpa/ir/performance/enrollment.pdf>
- Faculty research: <http://www.uwstout.edu/bpa/ir/performance/research.pdf>
- Student satisfaction: <http://www.uwstout.edu/bpa/ir/performance/actsurvey.pdf>