Senate of Academic Staff Comments
November 7, 2006

Academic plan
I. Need to take online courses to the next level: online programs
II. There are people that are interested in online programs. Where it makes sense.
III. We do have some Distance Ed Programs.
IV. Make sure we have resources to support online courses and programs
V. Does DE site have all programs and courses that are available? Yes
VI. Balance between online and other applied opportunities
VII. One size doesn’t fit all.
VIII. Is there a plan for international online offerings?
IX. Issue of shipping materials and inability to get resources to students
X. Programming issue- current mailing address
XI. Online summer and WinTerm courses are very popular
XII. Hybrid courses- what services are being offered to these students’?

Academic Plan: Global
I. Skipped from understanding diversity within our nation to globalization
II. Use technology we have to bring global experiences to campus.
III. Explore teacher training market (China)
IV. Tie engineering program to exchange program.
V. Utilize individuals that are on campus. (international students)
VI. U.S government is encouraging students to take mandarin Chinese. Use this to tie into offerings (critical language)
VII. Use technology to bring those languages to campus.
VIII. Benchmark best practices culturally.
IX. Share UW-Stout information with international universities and contacts
X. Teaching teachers how to teach online. We could be a leader in this field. Don’t lose track of our own internal audience.

Polytechnic
I. Make sure there are resources to support the polytechnic branding.
II. Logo change? Or addition?
III. What will be new emphasis areas?
IV. How will we compete?
V. New marketing efforts?
VI. Enroll only elite students?
VII. How do we present new definition and communicate changes?
VIII. Never give up on the marketing to campus.
IX. What does it mean to programs? (communicate this)
X. Everyone has opportunity to share the message and contribute to the message.
XI. We need to define what polytechnic means to us and define in a manner that works for us. Then communicate.

**Campus climate/culture**
- I. Do a great job of information technology, but need face-to-face communication as well.
- II. Still disconnect between groups- classified and unclassified staff.
- III. Look at duplication of communication:
  - i. Daily email and community news often duplicate information
- IV. Chancellor’s walk- arounds good to promote knowledge of what is happening across campus.

**New priorities**
- I. Look services and programs outside classroom ex: Katrina relief volunteers. Need to make a priority and see how it fits with everything else.
- II. Students here for hybrid courses for a weekend or short period of time need to be supported and served. Offer services for them.
- III. Tell more success stories- get them in Newspapers as positives so community hears positive things that happen at the University
- IV. Provides incentives for more involvement in positive activities
- V. Expand learning communities, service leaning, civic duties. Tie these to academic programs.