

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.