

Summary of 2007 University Priority Feedback

Preparing 21st Century Students: What's Next in Information Technology

- *Improve classroom and office facilities to be technology ready:* Need larger/more spacious classrooms; Dream learning environment – how can we facilitate learning room that doesn't constrict; Curriculum mapping to determine types of classrooms needed
- *Wireless technology needs to be improved:* Wireless crashes when overloaded with large class sizes; Wireless technology is needed in faculty offices; Keep working on wireless, still not totally available (dead zones)
- *Need to keep student email lists updated (enrolled and active):* Maintain stout email accounts for distance ed students who drop in and out; Need consistent and accurate student lists in program(not just currently enrolled students)
- *Students and faculty need to be prepped for technology (online classes, D2L):* Students are not prepared learners for online courses; We assume students are computer literate; Frustrating for students how some of the faculty don't know how to use technology
- *Need to address issues with upgrading software:* Half of students have Microsoft office 2007, half students have old office; Compatible issues in Office 2007 and 2003; One hour training sessions on Office 2007 should be expanded
- *Online class communication needs to be improved:* I wish online teachers would have more office hours; How many on campus students are enrolled in online classes?; It is difficult to communicate with online class teachers; I think online teachers should have more office hours
- *In class computer issues:* People shouldn't be surfing facebook during class; We are trying to find a solution to students misusing computers in the classroom; I've had teachers who have really successfully implemented a strict no internet policy

Enrollment Management: Attracting & Retaining High Quality Students

- *Minority/ culture issues:* Develop a culture of understanding – the importance of other cultures; Finite number of students of color; Scholarships help attract minority students; Need to retain our minority students
- *Non-traditional students and distance education:* Plan for enrollment in distance ed, what would the university like them to be?; Challenge of keeping up with on-campus and off-campus students; Online courses are the avenue for attracting diverse student population; Need seamless system, especially for adult learner
- *Grow enrollment in Wisconsin and Minnesota:* Grow WI enrollment; Put effort to recruiting from the Twin Cities area; There needs to be a campus/ system effort to maintain reciprocity with MN
- *We have to offer more programs and market them:* Expand program array to help retention; Market our majors as pre-professional majors; Changing characteristics of this generation of students, if we don't have the major they will go somewhere else;
- *We need to better our community and involvement:* More engagement between the University and the community; Engagement closely related to retention, sense that

each class is a community; Make students feel welcome, not just a number; The weekends at Stout need to offer community based activities

- *Are we big enough already?, can we take on more students?:* Space issues will increase with number of programs and enrollment increasing, academic buildings and housing; How large do we want programs to become; Ideal size for engagement is related to content of course; Programs have to decide how big they want to be, enrollment size
- *Advising problems:* Students report that faculty are feeling that advising is above and beyond their job, I think that it needs to be focused more as a part of their really important role in their job; I feel that our faculty works really hard and it's just an extra burden on them to have to advise
- *Increase grad students:* Don't focus on undergrad enrollment; Increase grad programs and spend more money recruiting diverse students
- *Need to expand use of technology:* "Tunnel Vision" re: technology, how do we expose students to all uses of technology; Sometimes too much technology, no connection among students to integrate technology and make relevant
- *We are too often not the school of first choice for students.* If we are to be successful with recruitment/retention, we must strive to become a destination for students, not just a stopover on their way to a different university.
- *Differentiate retention of incoming freshman and upper level students*

Polytechnic: Next Steps in Our Designation

- *Work on defining "polytechnic" so faculty and students understand:* Is the polytechnic a brand, if so, then explain it, sell it, live it; We need to make sure we do a good job in communicating to the public what a polytechnic is; I think the campus itself needs to be more educated so we are prepared to answer questions regarding the polytechnic designation; Alums, potential students need 2-3 specific points that describe our polytechnic designation
- *How does becoming a polytechnic university affect faculty and students:* How does it make a difference to our students?; How to steer curriculum to fit the designation; Is there really a need to change what's done in the classroom?; What does polytechnic mean to teaching and learning?; How do we put polytechnic into teaching in the classroom, not just a marketing plan?
- *Market our programs:* Shouldn't we define ourselves by our programs that we offer and communicate the value to prospective students?; Global marketing that highlights advantages of our programs; Acknowledge our limitations and capitalize on programs we do have to offset limitations; Expand program array to strengthen all programs as part of polytechnic
- *UW-Stout is unique as the Polytechnic University of WI:* As a polytechnic, we have the opportunity to brand ourselves as different from the other UW's, we need to ensure we look different, from a taxpayer perspective and external public perspective, to avoid criticism; Being designated as Wisconsin's Polytechnic University creates tremendous opportunities for UW-Stout. Now is the time to be expanding our marketing efforts and recruiting the right students to UW-Stout. Being a polytechnic allows us to reach students from distances beyond the 100 mile radius.

Program Alignment

- *Need to stay unique:* It has been said that one of the major benefits of UW-Stout is its unique structure and programs, the options for realignment that have been proposed move in the direction of more traditional university structures and in fact impairs some important qualities of our existing structure; Important to keep our own identity, do not end up looking like UWEC or UWRF
- *Need better reasons for alignment:* What is the reason for conducting a realignment/restructuring of the University?, there have been descriptions of why the realignment is being done yet the descriptions do not seem significant enough to justify the changes being proposed; I'm not sure there are still good reasons for realignment being presented, it seems like a "if it isn't broke, break it" approach!;
- *Should or shouldn't certain majors be working together:* Packaging and Graphics Design should be working together; Interior Design and Construction should be working together; Packaging combined with art is a potential problem, should be aligned with sciences
- *Graduate school focus:* Create a stronger graduate college, in line with other polytechnics; Need focus on graduate school, create a graduate college; Model #4 – only model that includes graduate education, graduate education needs to be a focus on all models
- *Needs of students:* Re-alignment should focus on the benefits of students; recruitment, retention, program opportunity and growth and not the needs of a few who will benefit from the status quo; We should be focused on what is right for students; keep focus on how this will benefit students, will it improve learning and environment; If it doesn't work for faculty it won't work for students; Good if faculty and students are valued along the way
- *Health:* The new program alignment should be aligning health professions with applied science. There are already pre-med, pre-dental, and pre-pharmacy students majoring in applied science at Stout; Emphasis on health and behavioral sciences; Focus on "health" in mission and alignment decision; Allied health is important; What is "health services?," we have health-related programs, may need better name than "health services;" Look at other polytechnics to see where they put health-related disciplines
- *Number and size of colleges and departments:* Many of the models propose MORE DIVISIONS rather than fewer with MORE "lines" to cross. Don't see how these models will really facilitate more collaboration; size of departments or groups need to be small enough so members are able to relate to the others in the group; More divisions in structure –less collaboration occurs; Most of the models create a number of divisions with more "lines to cross" thereby discouraging collaboration
- *Could student create their own major, program?:* What if we didn't have colleges, students design their own programs, flexible to meet the needs of all students without colleges?; Could realignment create a place for individualized learning? (where a student can create their own major from courses offered)

Other Comments

- *Global:* Global marketing; Global experiences for students and faculty; Globalization curriculum
- *Lean Principles:* Adopt lean principles and processes, especially with administrative services; Lean principles – implements as a community to reduce multiple layers and duplications of information, these things do not add value
- *Goals:* Looking at 2010 goals and next steps? Next set of goals, retreat topics for next year?
- *Distance learners/ nontraditional students:* It may be in Stout's interest to closely look at how we serve the non traditional students in the future; Need to make online learners welcome to our campus; Finding ways to accommodate distance learners
- *This listening session:* What happens to all of the data collected at these sessions?;
- *Classroom Assignment:* Need to take more variables into consideration in assigning classrooms in Ad Astra