

DATE: September 4, 2007

TO: Faculty Academic Staff Classified Staff SSA President

FROM: Chancellor Sorensen
Provost and Vice Chancellor Furst-Bowe
Vice Chancellor Moen

RE: Focus 2010 Listening Sessions

We would like to invite you to participate in the fall 2007 listening sessions to hear about the Focus 2010 goals and accomplishments, as well as to provide your input on the proposed initiatives and future directions for the Focus 2015 planning process.

Background

In summer 2007, the Strategic Planning Group held a retreat to wrap up our Focus 2010 planning process. As a review, Focus 2010 is a participatory planning process that began in 2003, when the Chancellor's Advisory Council and the campus began visioning what the campus might look like in 2010. Since then, 20 university priorities have been identified, discussed at the listening sessions, and implemented.

Looking Forward

In summer 2007, instead of developing new priorities, the group began discussing new and continuing initiatives that will be considered for our Focus 2015 planning process.

Four topical areas were discussed:

- Preparing 21st Century Students: What's next in Information Technology?
- Enrollment Management: Attracting & Retaining High Quality Students
- Polytechnic: Next Steps in our Designation
- Program Alignment

These topical areas were identified based on a review of facts and figures from data collected over the past year in surveys, focus groups, and other studies.

As part of UW-Stout's open, participatory planning process, all faculty, staff and students are invited to the listening sessions held each fall to discuss these initiatives. Major initiatives have begun as a result of your input at these listening sessions, including:

- achieving polytechnic designation,
- implementing the academic transformation project- which has resulted in increased pass rates in math courses,
- implementing the First-Year Experience Program,
- establishing the Curricular Incubation Center, and
- rolling out the e-Scholar program.

Agenda for the 2007 Listening Sessions

This year, the listening sessions will include an overview of the Focus 2010 Goals, accomplishments since beginning Focus 2010, and the four topical areas. Unlike in previous years, draft action plans have not been developed for these four topical areas. Instead, we will be discussing themes that emerged from the retreat, and your thoughts about how these ideas should be incorporated into future planning efforts. ***You are invited to attend one or more of these meetings (as listed on the last page of this memo) to hear about the goals, accomplishments and initiatives, and to suggest ideas and future directions for the Focus 2015 planning process.***

Other ways to be Involved and Provide Input

Including these listening sessions, all faculty, staff and students have five opportunities to provide input on these four topical areas:

1. Participating in the fall 2007 listening sessions
2. Contributing to the anonymous, on-line message board:
<http://www2.uwstout.edu/forum/default.asp>
3. Completing the comment card distributed at the sessions.
4. Recommending ideas to faculty, academic staff, or student senate representatives.
5. Recommending ideas to your college/school or division councils, who can bring it to the attention of the appropriate member of the Chancellor's Advisory Council.

If you are unable to attend a listening session, please consider providing your input through these alternative methods. Employees and students can attend any session.

The attached document lists the initiatives that will be considered for the Focus 2015 planning process as a result of the 2007 Strategic Planning Group retreat, as well as the Focus 2010 goals. If you have any questions, please contact Michelle Young (x5308, youngm@uwstout.edu)

We look forward to seeing you at the sessions and hearing your ideas on the future of UW-Stout!

FOCUS 2010 GOALS AND INITIATIVES TO BE DISCUSSED AT THE LISTENING SESSIONS

Focus 2010 Goals

1. Prepare alumni for success.
2. Create a learning community that supports and encourages the engagement of its members in active learning.
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.
5. Create a school outside a school enterprise that serves learners statewide, nationally, and internationally.

More detail about the Focus 2010 goals can be found at:

<http://www.uwstout.edu/bpa/focus2010/index2010.htm>

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

Retreat Questions:

- How can we help students work and communicate effectively with digital technologies across all disciplines?
- What is the dream classroom and how is it integrated into teaching/learning in the future?
- What about technology incubators? Incubators whose purpose is to foster the effective use of technology – consulting, project management, grants, and technical services.
- What's next in our e-Scholar environment? E-portfolios? Gaming?
- How should the administrative and student support areas participate in the IT initiatives of the university?

Retreat Themes:

- Adaptability and flexibility
- Humanize technology/balance
- Assess what's working/what's not working
- Disruptive change- new technology
- "Future proofing" facilities and employees
- Communication
- Need for standards (ex: hardware, software, service management)
- Expectations of students

Resources:

- Retreat Power Point presentation:
<http://www.uwstout.edu/bpa/planning/spgretreat07/UW%20Stout%20jb.07.23.ppt>
- Retreat notes: <http://www.uwstout.edu/bpa/planning/spgretreat07/itnotes.pdf>

Enrollment Management: Attracting & Retaining High Quality Students

Retreat Questions:

- What is our targeted enrollment for 2010 to 2015? How do we get there?
 - What input and thoughts do you have for the committee? What additional questions should they be considering?
- How do we retain students?
 - What do you consider to be the 1 or 2 most important retention initiatives for us to continue or start?
 - What retention initiatives should we stop doing?
- How do we enroll and retain a diverse student body?
 - What input would you like to provide to the Plan 2008 planning group?
- What are the financial and resource implications for students and the university?
 - Who should pay how much for what, where?
 - Differentials, Customized, Distance Education
 - How do we advance quality in an environment of limited resources, when greater productivity is being demanded of us?

Retreat Themes:

- Enrollment management is a campus-wide initiative—it is everyone's responsibility
- Need to expand program array in order to recruit and retain students
- Faculty/student engagement and academic challenge are important. How do we promote this?
- Target new markets in order to increase or maintain enrollment. Examples: Minnesota students, non-traditional students, Hispanic population. How do we reach these groups?
- Expand enrollments/offerings in distance education, online courses, graduate programs, customized instruction programs
- Continue doing what works: math and writing lab, block scheduling, academic transformation, learning communities, STEPS
- Need to assess the success of our retention initiatives. Discontinue or modify what doesn't work.

Resources:

- Retreat Power Point presentation:
<http://www.uwstout.edu/bpa/planning/spgretreat07/Enrollment%20Management.ppt>
- Enrollment Management Issues paper:
<http://www.uwstout.edu/bpa/planning/spgretreat07/emisspap.pdf>
- Retreat notes: <http://www.uwstout.edu/bpa/planning/spgretreat07/enrmgmt.pdf>

Polytechnic: Next Steps in our Designation

Retreat Questions:

- How do you think we can further communicate the benefits of the polytechnic designation to faculty, staff, students and their parents?
- What are some effective ways to introduce the marketing plan to the campus?
- How do you suggest we effectively communicate the new internal marketing process to the campus?

Retreat Themes:

- Marketing theme: Inspiring Innovation. How and where should this theme be incorporated into our marketing? What are the expectations for the use of this theme by faculty and staff?
- Introducing the plan to the campus is critical. Should be an opportunity for celebration. Ideas include: video clip, business cards, magnets, have 1:1 conversations with the faculty and staff, opening week address, work through organizational structure
- Communicating the polytechnic benefits to the external community is also important. Ideas include: advertise on public school and technical school websites, student testimonials, newsletters from area high schools, quote from the governor, meet with area business leaders.
- How to define polytechnic so that it is easily understandable and explainable to internal and external audiences

Resources:

Retreat notes: <http://www.uwstout.edu/bpa/planning/spgretreat07/polynotes.pdf>

Program Alignment

Retreat Questions:

- Are there other issues that should be considered as we move the campus forward with this initiative? Other factors that we should be considering?
- Are there other models that should be examined?
- How can we best communicate with faculty and staff on this issue?
- How can we evaluate the effectiveness of the realignment in five years?

Retreat Themes:

Two draft models were presented and discussed. Four models have now been developed:

- Model 1: College of Education and Health Services; College of Management; College of Design and Humanities; College of Science, Technology, Engineering and Math (STEM)
- Model 2: School of Education; College of Health and Human Services; College of Management; College of Arts and Letters; College of STEM
- Model 3: College of Allied Health and Education Services; College of Management; College of Arts and Letters; College of STEM
- Model 4: Dean of Faculty (schools managed with elected chairs or associate deans), Dean of Undergraduate and Graduate Programs, Dean of Research, Outreach, and Industry Relations
- First three models also include a Center for Interdisciplinary Collaboration

Resources:

- White paper: <http://www.uwstout.edu/bpa/planning/spgretreat07/progalign.pdf>
- Draft models: <http://www.uwstout.edu/bpa/planning/spgretreat07/draftmodels.pdf>
- Retreat Power Point presentation: <http://www.uwstout.edu/bpa/planning/spgretreat07/SPGJFB07.ppt>
- Retreat notes: <http://www.uwstout.edu/bpa/planning/spgretreat07/enrmgmt.pdf>

Listening Sessions Schedule

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| Tues, Sept 18 | 2:15 – 3:30 PM | MSC-Ballroom A |
| Tues, Sept 18 | 3:30 – 4:45 PM | MSC-Ballroom C |
| Wed, Sept 19 | 10:30 – 11:45 AM | 201 Millennium |
| Thurs, Sept 20 | 8:00 – 9:15 AM | 201 Millennium |
| Wed, Sept 26 | 8:30 – 9:45 AM | 201 Millennium |
| Wed, Sept 26 | 2:30 – 3:45 PM | 201 Millennium |
| Mon, Oct 1 | 1:00 – 2:15 PM | 201 Millennium |
| Tues, Oct 9 | 7:00 PM – 8:15 PM | MSC-Cedar/Maple/Oak |

In addition, two tentative sessions have been scheduled that will be announced if the need for further opportunity to contribute input is identified during the above scheduled times.

In preparation for the Listening Sessions, please review the fall 2007 listening session website: <http://www.uwstout.edu/bpa/univprio/2007/index.htm>

Please submit your comments to the Listening Session message board:
<http://www2.uwstout.edu/forum/default.asp>