

**Comment Card Responses**  
(Received as of Oct 30, 2007)

**Preparing 21<sup>st</sup> Century Students: What's next in Information Technology**

- IT is good, but the future will also need the bricks and mortar of life also. IT is only a tool. Let's keep this in balance with the other requirements to stay in balance.
- We need to deal with multi-platform, multi-system, multi-version issues in the classroom and with faculty-staff interactions.
- We need to make wise decisions regarding the next generation of laptops. We need to improve the service provided to students; far too many students experience less than satisfactory experiences including long waits for computer repairs.
- Teaching distance ed classes takes more work and should be limited in terms of enrollment, and faculty should teach fewer classes if they are DE classes.
- I like the idea of technology incubators to test things out and provide more information. My biggest concern with all of the technology is the loss of human to human relationships and what happens when technology fails? I remember the electricity being off due to storms for 48 hours and the campus/town was nearly paralyzed.
- Keep working on wireless, still not totally available (dead zones)
- Dream classroom- would echo the need for education programs to have an integrated facility that allows for student microteaching (demonstration lessons w/recording facilities) of large and small groups. Our counselor education facility currently is adequate, but it uses VHS recording and has no large group capacity. I have heard that UWRF just built a "dream" facility with these capabilities: spaces for student demonstration teaching, demonstration counseling, and digital recording of both.
- Ubiquitous communication systems

**Enrollment Management: Attracting & Retaining High Quality Students**

- Comment on how FTE is counted, etc... I wonder if that might be something that could be described, what's in the FTE and how it is derived for a daily email item or website item. Seems like it is always changing with System and good information for the campus.
- Make more connections between Stout students, faculty, staff and the community. If they learn to love Menomonie and our community, might that help?
- Be careful to have enough faculty/staff and facilities for more students
- Focus on the polytechnic brand. Career-oriented, professional programs differentiate Stout from other universities. It allows us to recruit students from a greater geographic area.
- Make sure the first cause produces success. Have minority faculty develop relationship with minority students.
- Need customer relationship software for program directors, etc. to use for tracking inquires to enrollees
- Create credit course "online learning at UW-Stout" that covers how-to's
- Make students feel welcome, not just a number. I did a graduate program at Stout and always felt a part of everything; relationships one gains here are still very important to

me as I am now an employee at UW-Stout. It is important if recruiting more students to make sure we have quality staff and resources to accommodate all students.

- Need to grow number of programs

### **Polytechnic: Next Steps in our Designation**

- We have some very specialized programs within UW System. Most are not really understood by prospective students (or their parents). We need to do a better job marketing each of these programs.
  - Is the polytechnic a brand? If so, then explain it, sell it, live it..., or Stout's graduates "are ready to work" when leaving after graduation; maybe this is our brand.
  - Like the 3 ideas to define polytechnic
  - We need to make sure we do a good job in communicating to the public what a polytechnic is. I've had several individuals from the Eau Claire area ask me why Stout changed to being a "vocational school." I've also had some friends say, "My child it not going to Stout, he want to go to "college" not tech school. It's good to be a polytechnic, but we need to do a good job of helping the public understand what that means.
  - It's our time! Stout has a great opportunity, as we did with the Baldrige. Let's implement the marketing plan!
  - As a polytechnic, we have the opportunity to brand ourselves as different from the other UWs. Included: a Business school exists at UWRF and UWEC. How will ours be different? We need to ensure we look different, from a taxpayer perspective and external public perspective, to avoid criticism.
  - Nomination for polytechnic visits: Scott Springer, Abel Adekola, Tom Lacksonen
  - Need specific examples of inspiring innovation from each program/area. How is the administration inspiring innovation? Just some examples.
  - Focus both 1) our student inspiring innovation in them; 2) how our students can inspire innovation in their work world
  - I think the campus itself (personnel from the top down) needs to be more educated so we are prepared to answer questions regarding the polytechnic designation. Perhaps listening and informational sessions offered at various times.
  - This is a great initiative for us. Continuing the development and implementation of a marketing plan; polytechnic marketing should also target promotion of our specific programs. We have a limited program array (that should expand in a strategic way) and these programs need to be marketed more (and more effectively).
  - Marketing should emphasize career focused programs. Will science and technology be more heavily marketed? What new programs are being pursued?
  - Identify key indicators of polytechnics; consider aligning faculty expertise and interests to indicators.
  - UW-Stout Polytechnic Ad Campaign Ideas
- POLYTECHNIC – DEFINITION**

*A handful of American universities include the phrases "Institute of Technology", "Polytechnic Institute", "Polytechnic University", or similar phrasing in their names; these are generally **research-intensive** universities with a focus on science and technology. The level of academic rigor in these schools may vary*

*from entry-level state universities to elite schools such as the [Polytechnic University of New York](#), [California Institute of Technology](#), [California State Polytechnic University, Pomona](#), [California Polytechnic State University, San Luis Obispo](#), [Georgia Institute of Technology](#), [Massachusetts Institute of Technology](#), [Rensselaer Polytechnic Institute](#), [Worcester Polytechnic Institute](#), [Florida Institute of Technology](#) and [Virginia Polytechnic Institute and State University](#).*

*Conversely, schools dubbed "technical colleges" or "technical institutes" generally provide post-secondary training in technical and mechanical fields focusing on training vocational skills primarily at a [community college](#) level -- parallel and sometimes equivalent to the first two years at a [bachelor's-granting institution](#). The academic level of these schools varies by course of study; some courses are geared toward immediate employment in a trade, while others are tracked to transfer into a four-year program. Some of these technical institutes are for-profit organizations (such as [ITT Technical Institute](#)) compared to most other non-profit educational institutes.*

(Source: Wikipedia, retrieved 10/1/2007 from [http://en.wikipedia.org/wiki/Institute\\_of\\_technology](http://en.wikipedia.org/wiki/Institute_of_technology))

## SUGGESTED THEMES/TAG LINES

Here are some suggested themes and tag lines which are based on the following statement.

*University of Wisconsin-Stout is a comprehensive, career-focused polytechnic university where students, faculty and staff use applied learning, scientific theory and research to solve real-world problems, grow the state economy and serve society.*

- UW- Stout, Wisconsin's Polytechnic University
  - *Applied Science, Technology, Human Services and Art: Trained in theory, skilled in practice*
- UW- Stout, Wisconsin's Polytechnic University
  - *Applied Science, Technology, Human Services and Art: Theoretical principals, practical skills*

## UW-Stout Polytechnic Ad Campaign Ideas

### Suggested Themes/Tag Lines (cont'd)

- UW- Stout Wisconsin's Polytechnic University
  - *Imagination, Innovation and Invention in Applied Science, Technology, Human Services and Art*

- UW- Stout Wisconsin's Polytechnic University
  - *Imagine, Innovate, Invent – the power is yours!*
- UW- Stout Wisconsin's Polytechnic University
  - *Evoke your potential to imagine, innovate and invent in Applied Science, Technology, Human Services or Art*
- UW- Stout Wisconsin's Polytechnic University
  - *Using theory and creativity to solve practical problems*
- UW- Stout Wisconsin's Polytechnic University
  - *Solving everyday problems*
- UW- Stout Wisconsin's Polytechnic University
  - *Solving practical problems through course and fieldwork*
- UW- Stout Wisconsin's Polytechnic University
  - *The power to solve everyday problems*
- UW- Stout Wisconsin's Polytechnic University
  - *Invention, Innovation, Entrepreneurship* [(CAUTION: Although this isn't NYU Polytechnic's tag line, the language was excerpted from their website (see below)]
- UW- Stout Wisconsin's Polytechnic University
  - *Learn, Think, Act, Lead*
- UW- Stout Wisconsin's Polytechnic University
  - *Learn, Think, Create, Lead*

#### Tag lines of other universities

- **Cal Poly**  
*Learn by doing*
- **Polytechnical University of New York**  
*Discover the power of Polythinking*

Notes: This university is planning to merge with NYU here's an excerpt about why ...Second, we each have a need for the other. Polytechnic is fundamentally an engineering and applied science university with a mission. In the past two years, we at Polytechnic have committed to delivering technological education and research that is infused with invention, innovation and entrepreneurship. We

assembled a leadership team and developed a strategic mission and plan utilizing these elements to provide 21st century education, research, and technology commercialization. We have also seen students, young entrepreneurs, corporate executives, and governmental and civic leaders recognize Poly's essential role in enhancing New York City's appeal and strengthening the global competitiveness of the city and the state.

- **California Institute of Technology (Cal Tech)**

*No tag line*

- **Georgia Institute of Technology**

*Legendary Heritage. Limitless Future*

Notes: "The Georgia Institute of Technology is one of the nation's top research universities, distinguished by its commitment to improving the human condition through advanced science and technology. Accredited by the Southern Association of Colleges and Schools (SACS), the Institute offers many nationally recognized, top-ranked programs. Undergraduate and graduate degrees are offered in the Colleges of Architecture, Engineering, Sciences, Computing, Management, and the Ivan Allen College of Liberal Arts. Georgia Tech is consistently ranked in *U.S. News & World Report's* top ten public universities in the United States." (source: website)

- **Massachusetts Institute of Technology**

*No tag line*

- **Rensselaer Polytechnic Institute**

*Why not change the world?*

Notes: "Rensselaer Polytechnic Institute educates the leaders of tomorrow for technologically based careers. We celebrate discovery, and the responsible application of technology, to create knowledge and global prosperity" (Source: website)

- **Worcester Polytechnic Institute**

*Connected, Engaged, Interactive, Driven, Inspired, Grounded*

Note: Interesting brief video. Quote: If science and technology are the soul of WPI, arts are the heart. Source: website

## UW-Stout Polytechnic Ad Campaign Ideas (cont'd)

- **Florida Institute of Technology**

*High tech with a human touch*

- **Virginia Polytechnic Institute and State University**

*Invent the future*

- **Ferris State:**

*Imagine More*

- **University of Minnesota**

*Driven to Discover*

Note: new ad campaign launching their goal of being one of the top 3 research institutions in the nation.

## **Program Alignment**

- Most of the models create a greater number of divisions (more colleges/schools) with more “lines to cross” thereby discouraging collaboration. Please consider a model that reduces the number of colleges (i.e. three college model)
- If we do realign, I strongly support a STEM college (it is important to keep separate departments within the college). One way to determine who is in a college is to look at the courses a program requires. If Food and Nutrition requires a lot of chemistry, maybe it should be in a college with chemistry, as an example.
- Could realignment create a place for individualized learning? (Where a student can create their own major from courses offered)
- Worry about structure or lack thereof in Model 4
- Change is never easy, new synergies will be developed, existing partnerships will continue regardless of college organization
- Avoid too large of colleges as they become cumbersome
- Each model should be assessed for the estimated administrative costs. Alignment should be used to reduce administrative costs as a percentage of campus budget.
- A new model should:
  - Eliminate silos. Too many schools create isolation and disconnect
  - Foster collaboration. At the same time let’s not disrupt existing synergies
  - We need to carefully and thoughtfully develop a model that considers the values and shared beliefs of faculty. Definitions of teaching, research and service vary by depts. Change could result in culture shock!
- Need a model that focuses more on cross disciplinary opportunities; less dividing lines between program and colleges and the small number of schools and colleges the better
- Faculty need to teach for Stout, not necessarily for one dept or college; this would help promote cross-disciplinary progress/degrees/courses, etc...
- Only one model mentions outreach; outreach will be important player in polytechnic promotion
- Model 2 makes the most sense to me
- Many of the proposed models create more divisions rather than less. I feel this creates more lines to cross that inhibits collaboration rather than encourages collaboration, and more division will likely be less efficient administratively and will likely be less effective. Most universities in our system have 3 or 4 colleges; we should be working towards a 3 or 4 college model
- How does the program alignment relate to achieving target enrollments? Expand programs, Minnesota students, online, graduate, diversity.
- How will the program alignment impact the number of tenure track faculty positions?
- Align along programs not disciplines.

## **New or Other Issues**

- Parking and alternatives to parking
- Greenspace
- Net salary comparable with other states, after insurance costs

- Adopt lean principles and processes, especially with administrative services
- Better pay and benefits for its employees
- Global marketplace
- Global experiences for students and faculty