

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

- More work with students- i.e. computer services
 - Based on ACT survey- we need to understand why ratings are going down on this “computer services” survey question
- Maintain Stout email accounts for distance ed students who drop in and out- need email lists for all “active” students not just currently enrolled students
- Off campus students need same accessibility to services as on-campus students
- Need an organized plan for preventative maintenance of classroom technology
 - Keeping technology working and available- satisfied with technology that is available, but not satisfied that it doesn't always work
- Keep available hands on/ career focused tools (even if not laptop/ digital pieces)
- Moveable stacking plastic chairs- this is important for a dream classroom
- More surface space for students in the classroom (laptop and notebooks)
- Get faculty offices physically close to labs
- Need larger/ more spacious classrooms (dream classroom)
- Wireless system crashes when overloaded with large class sizes
- Continue to share best practices in the use of digital technology
- Wireless technology is needed in faculty offices- when students come in, they want to be able to get on wireless
- How to get students to plug-in when available- can't always rely on wireless
- We need to consider including Grad students in e-Scholar program

Enrollment Management: Attracting & Retaining High Quality Students

- Continued open enrollment- what to do with high lab intensive programs?
- Grow WI enrollment – grow WI economy
- Plan for enrollment in distance ed; what would the University like them to be?
- There needs to be a campus/ system effort to maintain reciprocity with MN
- Does the next freshmen class understand the Polytechnic Designation?
- Any confusion about Holistic Admissions Process?
 - Will this slow down response time?
- Expand program array to help retention

Polytechnic: Next Steps in our Designation

- Alums, potential students need 2-3 specific points that describe our polytechnic designation
- What has worked in past?
- Preview days in October, program director presentation- good opportunities for marketing
- How programs inspire innovation- should develop a list for each program
- Campus tours- need to have consistent themes on why Stout is a unique choice.

Program Alignment

- Synergy at dept. level, consider where people are working at bottom level to make sure it is best fit
- CTEM aligned well now Business program and tech are aligned well. Students leave well prepared
- CAD, industrial design students ,and engineering students should work together
- Packaging and graphic design should work together
- Interior design and construction should work together
- Accrediting bodies would agree on Model #2
- Consider outcomes for student when aligning
- Process: sought input, develop model, sought additional feedback.
- Are these our only 4 choices?
- Model #3: Dept. of Engineering and Technology is omitted (Julie indicated this was oversight)
- There is constant evolution and change
- Concern: separating management and engineering
- Packaging combined with art is a potential problem- should be aligned with the sciences
- Business degree with technical areas have a wonderful marriage
- Prepare students for the real world- i.e. Business major construction minor
- Students pick minors not based on the program they are housed in. Doesn't matter what college or dept. a major or minor is housed in
- Alignment will affect more than just students. Will affect internal customers. Need buy in. Outcome should benefit students but then allow flexibility to align in colleges & dept.
- Effective collaboration works person to person regardless of program or dept.
- Important to keep our own identity, do not end up looking like UWEC or UWRF
- Industrial design and Engineering have tried to work together but hasn't happened because they are in different colleges
- Increasing administrative costs is a concern, should not eliminate positions (5 academic dean models)
- All alignment models could work, be aware of fit for marketing, hiring, success of program
- Don't forget graduate programs--should strengthen these

Polytechnic Marketing

- Attract students that want to come here- if they understand what they are coming for they will be retained
- Faculty dedication- use this as marketing tool-- "personal touch"
- Continue to invest in First Year Experience
- Expand program array to strengthen all programs as part of Polytechnic
- Leverage Polytech designation in the next 6-12 months
 - What it means
 - How it can make a difference
- See the marketing plan before it hits the public- get feedback

- Too often you don't see the documents until they are finalized
- Career Conference- good opportunity to market

New

- Classroom assignment- need to take more variables into consideration in assigning classrooms in Ad Astra (ex: type of seating in the classroom)