

**Listening Session on 9/16/08, 2:15-3:30pm**

- Modernizing and update our labs to do more research – increase capacity for research. Polytechnic focuses on research.
- Need more FTE for new program development. Program array is increasing -need support to do this.
- UW-Stout is not maintaining small class size. General Education needs support also to handle increased students and programs.
- Require study abroad or international experience-is there any discussion about this? – this topic needs discussion.
- Employers' view additional languages and international study positively –but need to be sure students can afford and have mobility option to participate.
- Campus has made good progress –through cooperation of entire campus –toward sustainability.
- Increase program array in a focused manner. –important and should be a goal.
- Employment need should be considered when developing new programs. There needs to be jobs available.
- Art and design program may allow us to differentiate ourselves from other polytechnics. This is something that most other polys don't have.
- Brand has to look different than other universities-within the UW-System and outside.
- Sense of identity has been lost a little.
- Web page- needs revision
- The new banners have the same information and pictures repeated everywhere. Visually not interesting. Need to be innovative and have difft banners.
- Departments and colleges need help to develop exciting web pages. Each department should be assigned one person to work with each department on their web page. Need to use Art and Design students in developing these web pages. Technical communications students also have technical and design skills to develop web pages.
- Home web page does not sell university-not conducive to potential students.
- Web pages need to look good and also work.
- Increase research and emphasis on graduate programs.

- Need to pay attention to maintaining small class size. Can't have both small class size and research – with current staffing levels. Need to identify what is important.
- Add to goals: Major issue- faculty pay and faculty raises –lower than inflation. Difficult to attract and retain quality faculty.
- Branch Campuses– buildings or partnership? Leasing space at existing campus.
- Teaching vs. Research –emphasis going away from teaching?
- Should consider language proficiency requirement –out of country experience required.
- Need to provide an alternative to travel aboard due to finances, etc.
- Stout has signed energy efficiency pact, as part of this, we establish own benchmarks.
- Stout should be a leader for electronic waste reduction.
- Stout needs to plan ahead for sites for experiential learning – some companies are cutting co-op sites
- Program array. International peace negotiators in WI?
- Do not false advertise re: small class size.
- New markets = add + 1 students and revenue – what are we adding benefits and at what cost?
- Now is the right time to explore an executive education center
- Few polytechnic universities emphasize teaching – how to reconcile this and communicate it – most polytechnics place more emphasis on research.
- ¼ funding from state – but rules are all mandated by the state. Why is this? Is the Board of Regents doing anything about this?
- Diminishing supply of high school graduates will require additional marketing to attract students.