

## Listening Session 2009 Comments

### Open Session 4, October 7, 2009

#### *Further develop and execute integrated enrollment management*

- Products where they query the prospective student to identify key interests, points them to 3-5 degree plan options might take away questions of where do I go and next steps. They are choosing degrees on popularity rather than identifying their own strengths and weaknesses. We would be providing a service and recruiting. We could identify programs that we need to develop based on interest.
- Campus preview days are well organized, well run, but set up from an efficiency standard. For large programs, it is efficient for all students to come at one time, but for smaller programs that we are trying to grow, this works against it. Students have to choose one major rather than explore. Need to more broadly expose students to options – they shouldn't have to just choose one major. Many students change majors or transfer since they didn't really explore fully before enrolling.
- Creating freshmen flexibility so we are not so bound to courses. Give them a salad bar approach to what is it they want to do - but not so specific that they get behind. Need something to happen in Freshmen Experience to explore other programs without getting behind.
- Program directors want to get freshmen into the professional courses right away. Can we explore the opportunity for a 1 credit exploration course for all freshmen?
- Students take just general education courses without exploring any majors. They don't decide on program into they get into the major courses. Challenged by making them wait and getting them in right away.
- In the first two semesters, all related art courses are general education credits as well so if they change their mind they would be transferrable. Wait until 2<sup>nd</sup> semester for professional courses because it is hard for them to get into these courses and in other programs. Students could lose that credit if they change their mind and it isn't a general education course.
- Convince legislature to do something about Wisconsin tuition. We need to draw students from UP, Illinois, Iowa. If you get students here they are more likely to stay here. We are priced out of the range to get out-of-state students here. We spend money to get people here but they don't spend any money here. If we get out-of-state students here they will spend money here. The tuition is a barrier for getting out-of-state students here.

- Integrated with marketing campaign. They need to fit together. If we are looking at growing programs or starting new, they need to part of marketing priority. We need to put the commercial where the need is. Program specific marketing.
- If you look at the programs that have growth, they are unique to UW-Stout. The decreases came from the programs that other institutions have. We need to sell what we have. Being a Polytechnic means we have the unique majors, not just what everyone else has.
- How you sequence your courses, you are never going to win. Students don't know what they want to do until they get into the major. No matter how you structure it, you are going to have problems.
- The new TV spots are much stronger than what we have done in the past year because they focus on outcomes. This is what parents and prospective students are looking for. We need to focus more on our success stories and we need to keep telling the story again and again.
- The idea of growing programs is opposed to how the state funds our positions since they limit our positions. Where do we get positions that support that growth? Several programs were grown but there were not the resources to support. Need a plan to support programs that you are growing.
- If it wasn't for Customized Instruction, we wouldn't have been able to meet our goal. Need to focus on other campuses.
- We need to focus on the uniqueness on all of our campuses. The state can't support all the same types of institutions.
- Academic Rigor, glad to see this mentioned. Need to applaud and strengthen and promote honest exams, decrease plagiarism, improve high quality.

***Focus on sustainability: Implement Key Elements of the President's Climate Commitment and Educational and Applied Research Initiatives***

- Applied research, we need to have more lab facilities. Science building has lab facility that students can do research in. Our labs are booked with classes with lab activities all day, the only time students can get into the lab for their research is in the evening. We are short of lab space. The current space is not enough to let students do their research.
- Support high-speed rail through 94 corridor. Plan is being evaluated and being converted to Minneapolis to EC to Madison/Milwaukee. We would have a way for students to come to UW-Stout. There are some things that are happening that could go in our favor but we need to support so we get the students.

- We have a limited tax base, with the amount of money to run the high-speed rail system you would not be able to capture the revenue. This is not an economically feasible option.
- This gets at an aspect of sustainability that everyone ignores. We could be a leader in sustainability financially. We have strong industry partnerships. There is a missing opportunity because the environment gets all the attention but it needs to make financial sense too.
- We cannot sustain having people scattered where they are. We need to look at how we should be sustainably. Should we save the state of Iowa? It may not be economically feasible.
- Focus on the positive. We are sustainable because we have unique programs and bring in students with a focused mission. We are sustainable in our organization, layout of campus, how our programs are delivered, safe environment and play up the fact that smaller is better in some ways.
- Until we have recycling containers in obvious places and easy for faculty/staff to use we are not going to look like a sustainable campus. Simple, easy, relatively cheap. Focus on this rather than lofty goals.
- In Sweden, they are putting grass and plants on rooftops to increase greenspace and reduce GHG emissions. Can we do this and tie into research projects? Use bio-composting water heating systems to use for heating and to reduce energy impact and is an opportunity for research. Shows we are thinking outside the box.
- UW System should stop requiring travel to Madison.

*Develop knowledge, respect and validation of differing values, cultures and beliefs in students, faculty and staff*

- Battle that we've been fighting since I've been here. We have to have larger populations with different values and cultures. Hmong and Hispanic populations are growing so they are accessible. Having people value other people's ideas is a hard thing that doesn't have anything to do with race and religion. Hard process that we need to keep working at.
- I don't see on your list the focus on more international exchange or study abroad experiences that are funded through endowments. If we are serious about making this opportunity available to all students need endowments to support and make it affordable for students.
- D1 Hockey to compete with Michigan Tech.
- Group to bring ideas together to create a model to support student research. With international students we don't have access to money. Set up model to have 5 hours per

week for undergraduate or graduate research with a title. There is an expectation that they would receive a title in addition being a student. This could be a department intern in addition to a graduate assistantship.

- We talk about having specialized programs. There is a missed opportunity because our experiences are more Euro-centric. Hispanic population is growing, look at a international business management program to develop relationship between North and South America. Create a specialized program with a direct focus.
- We need to document what we have done over the last 20 years. We've grown our students, new buildings, changed our student profile, re-identify ourselves. Build upon what we have done the last 20 years. We need to build on what we have done right. We've done a good job recruiting new faculty and students. We have different faculty with more diverse ideas and background. We are making progress.
- We may always face challenges of recruiting diverse faculty and students. Can we leverage communication technology, networking, virtual spaces to connect with other individuals to achieve these goals? Maybe there is an opportunity to connect US campuses with international campuses with similar majors. For a faculty member to have that vision and have the resources to make that happen is a daunting task. If we had a center that would make it easier to take advantage of.
- To validate different values we should expand a variety of religious beliefs and tie it to Ethics center.

### ***Expand early and ongoing experiential learning opportunities including undergraduate applied research and entrepreneurship***

- We need to have dedicated undergraduate research facilities.
- We need to balance out and give students a variety of experiences. Do portfolio based projects and research based projects. Build on portfolio based experiences.
- Most important thing we can do is listen to industry experts. Hear what industry experts feel is important and identify whether we are doing that. Have received calls requesting students from UW-Stout because we are meeting the needs of the employees. Maybe we need to target more effectively and work with industry to develop a more strategic plan and cultivate career path for specific type of students. This is a subtle form of marketing. Shows students the success plan to get the job. Money talks. We have graduates that have been very successful in Harley Davidson, Sears, August Ash, these forms are requesting more students. Currently have a shortage of students that meet these needs. More about Stout students not just a particular major. The companies will tell you what they want in a student. They have valid ideas to incorporate into program for career paths.

- We need to do a better job with freshmen students to get them to write White Paper research papers. Senior students don't understand the concept to document references. Small lab reports. Need to start early and keep building on.
- Students get hit harder their first semester at our campuses than we do. We need to work on freshmen experience and set the rigor standards early on.
- One of the things we do not want to lose track of is the strengths of UW-Stout. Key things is we need to keep track of is to hire great faculty and enable them to spend a lot of time with the students. Get great faculty able to spend a lot of time with students and make sure the faculty can integrate with business and industry to facilitate relationships.
- I would like to see Stout local Chamber of Commerce and open membership up to students. Target new student organization of entrepreneurs. Maybe they will want to open new businesses and stay in Menomonie.
- We need to have more faculty to have time to come up with new ideas to spend time with students. We need to have more tenured track faculty. It is a matter of hiring enough people and the right people we still need more positions. We have grown our enrollment but not our faculty. By not being a doctoral institution we have faculty doing two different tasks, makes the work more difficult.
- We are doing more right than wrong. Collaboration is critical in all of this. There is a lot on the plate. It is more important to play to our strengths some are going to be the researchers, some are going to be the excellent teachers, some are going to be the administrators – leverage these strengths. Eliminate duplication of efforts. Pay attention to what everyone else is doing and collaborate. Work in more of a team environment rather than individual. We are so good because we focus on teaching. There is research that Big 10 schools do not focus on the undergraduate students. Most in industry are looking for students with their bachelor's degree.
- Remind everyone that at the Polytechnic summit, that distance ed takes more time to teach. Accommodate for extra time to deliver distance ed courses.
- Students are led astray by going to Big 10 institutions. We do applied research, we have faculty teaching our courses. How many schools can you go to with experienced faculty teaching beginning courses?

**Other:**

- It seems like community comes up a lot, this is very important. Continue partnerships and collaboration with Menomonie.
- More customer service focus out of our support structure. Many times we see customer support departments telling faculty how to do their jobs.

- Think about more revenue streams. How businesses have we launched and the university is getting a cut of? Look to the students to do more.
- Sometimes we need to take responsibility for what we do. Customized Instruction revenue went back to the campus and other people benefited from. This equalizes out of state tuition.
- Our old CI model doesn't work. We need to think about our model.
- We are close to figuring out the answers. The Discovery Center is one area that I could come up with 5-10 technology things and develop these to generate revenue. Develop polytechnic-type projects. The talent is there we need to brainstorm and figure out the path through shared patents or release times to help everyone.
- No one is going to empower you except for yourself. We don't have the number of barriers that we think that we do. Money is an issue. CI is not going to build the labs that we want. Vision without implementation is a hallucination.
- We need to consolidate the leadership of the smaller campuses. Have one Chancellor run the UW-EC, UW-Stout and UW-River Falls. More focused leadership.