

UW-Stout
B.1. University Priority- Polytechnic/Branding

1. University Priority

“What solution are you proposing?”

Linkage to Strategic Plans
University of Wisconsin-Stout Strategic Plan

Linkage to FOCUS 2010 goals

2. Statement of the Issue:

“What issue are you trying to solve?”

Possible university priorities to advance the FOCUS 2010 goals were solicited through the division heads and senate chairs. A complete listing of priority ideas can be found at: <http://www.uwstout.edu/bpa/spgretreat06/priorcomp.pdf>

These ideas were reviewed by the Strategic Planning Group and Polytechnic/Branding was identified as one of the top three priorities. Based on the feedback from the SPG, the Chancellor has identified the following questions for resolution:

- What is a three-year process to incorporate a polytechnic designation at UW-Stout?
 - ✓ As we move toward seeking Regent approval for the designation, what process do we use to identify the unique characteristics of UW-Stout as a polytechnic, the strategic benefits to our students and to the state?
 - ✓ How do we define branding versus marketing?
 - ✓ What process do we deploy to do effective internal and external marketing? How do we integrate these throughout the campus? What does an integrated marketing plan consist of?

- What are the near term initiatives (3 years) to characterize UW-Stout as a comprehensive polytechnic? For example, changes in facilities, programs, and/or services.

3. Action Plan:	Responsible:	Timeline:
<i>“What has to be done for this priority to succeed?”</i>	<i>“Who are the positions or people that will be responsible for each step?”</i>	<i>MUST be specific target completion date.</i>

4. Implication for Resources:
<p><i>“What is needed for this priority to succeed?”</i> (Human, fiscal, physical, other)</p>

5. Key Measures of Performance:
<p>It is the expectation that priority owners will be using/maintaining the process measures to assess action plan deployment. At the end of the fiscal year, the Strategic Planning Group will review and discuss the implementation progress and impact.</p> <p><i>Process Measures:</i> Identify no more than two process measures when answering the question: <i>“What information will be collected to assess successful deployment of the action plan?”</i></p> <p><i>Performance Indicators:</i> BPA is responsible for benchmarking overall performance to answer the question: <i>“What information will be collected to benchmark and measure the priority’s success?”</i></p>