

**2007 Facts and Figures Pre-Retreat Meeting  
Feedback Summary  
May 31, 2007**

Small Group Report Out

Three critical issues:

1. Enrollment
2. Closing gap on minority issues
3. Student involvement

Individual comments from sticky notes:

- polytechnic branding/marketing
- what geographic region should we be targeting?
- provide a state-wide promotion of polytech offerings and status to attract students from a broader range across the state
- enrollment trends, what kinds of students do we want?
- increase degree offerings by a minimum of 3/yr
- expand program array
- strengthen the capstone or honor's experience
- students want more participation in policy and fee decisions
- policy involvement
- student activity fee use
- students attending campus activities and events
- very low graduation rates for minorities
- closing the gap in student performance between minority students and total student population
- to improve diversity retention rates: provide more TLC opportunities (coaching relationships) for students of color
- minority retention

Three critical issues:

1. Enrollment:
  - Retention and enrollment,
  - Minority issues,
  - Program array,
  - Define polytechnic
2. IT issues
3. Writing skills, promoting writing center

Individual comments from sticky notes:

- employee morale
- student center decline?
- diversity/minority retention/engagement
- retention, review adding majors/programs
- retention
- enrollment and enrollment management

- diversity
- graduation and retention for minorities
- enrollment decline
- educating potential student on polytech
- IT wireless access
- connectivity wireless/Ethernet
- writing center
- quality of writing; writing center
- writing skills
- helping DE student understand resources and methods for success (customize tuition)

Three critical issues:

1. Enrollment and retention
  - polytechnic,
  - focus on diversity to retain and graduate,
  - focus on Twin Cities market
2. Laptop
  - e-scholar focus on faculty engagement,
  - laptops for graduate students,
  - wireless access
3. Marketing polytechnic designation

Individual comments from sticky notes:

- target and focused enrollment w/partners
- enrollment trends: partnerships with 2 year and enrollment to graduate
- expand marketing and student recruitment activity to attract students (freshmen and transfer) from a larger geographic area
- increase freshmen retention rates
- minority recruitment from west central WI and technical colleges
- diversity, retention and graduation; recruiting to retain; Stoutward Bound and MEP
- cross campus diversity infusion
- marketing polytech: positive impacts, corner on market, growing programs
- marketing polytechnic advantage; market STTI as University-wide Tech Transfer
- laptops for grad students
- faculty engagement w/technology
- digital campus: wireless access, better/more e-processes, PeopleSoft implementation is the time to change the way we do business

Three critical issues:

1. Diversity, recruitment and retention
2. Advance polytechnic designation, more programs, more offerings
3. Communications through campus, esp. w/dept chairs

Individual comments from sticky notes:

- increase diversity experiences
- increase diversity recruitment

- increase number of minority faculty and staff
- increase number of minority students retained and graduate
- increase diversity in student and workforce populations
- advance polytechnic
- more program offerings
- student recruitment, Braader ALBU
- student engagement, academic work, culminating experience
- increase communication of statistics and figures, etc. to all levels
- enable dept chairs in planning/improvement processes

### Three critical issues:

1. Diversity:
  - rethink approach for recruitment and retention—this is an ongoing issue and not just a 2 year priority,
  - better understand how programs, and develop programs that should appeal to minorities
  - create a proper environment—the environment should be more than a social environment, but also an administrative environment
  - Outcomes: improved recruitment and retention, create a diverse student body
2. Enrollment management- enrollment management drives everything we do
3. Alignment of programs to facilitate all of the above

### Individual comments from sticky notes:

- enrollment
- challenges in meeting enrollment targets due to declining high school graduates
- retention rates
- challenges in provide a diverse learning environment for students and faculty/staff as demonstrated by survey responses on diversity related questions and minority retention rates
- challenges in meeting 80% retention target due to admission standards and national trends in transferring multiple times before graduation
- minority recruitment/retention: help in maintaining high enrollment, deal with low diversity issues
- graduation rates- esp. minority grad rate gap
- diversity issues-finding and retaining more minority students and faculty
- diversity/minority graduation rate
- new programs (should appeal to minorities)
- alignment of programs to facilitate new program development
- morale: streamlining processes/procedures...
- academic challenge
- from a student perspective-polytechnic-continue to define it and materialize it
- continued improvement of college environment- retention of students, faculty workload issues

### Three critical issues:

1. Retention- first year engagement
2. Recruitment:
  - changing demographics;

- faculty/staff;
- possible opportunity with poly designation;
- distance education;
- address declining population issues;
- expand program array

### 3. Polytechnic Evolution:

- morale;
- align programs;
- research/funding opportunities;
- IT future?;
- wireless issues

Individual comments from sticky notes:

- becoming the polytechnic: recruitment, labs, faculty, program array, research, funding
- information technology, next generation of digital campus—what is it? Laptop lease? Specs? wireless
- polytechnic evolution
- alignment
- diversity
- enrollment management issue (decline of potential pool)
- recruitment of students: to reach targets; program specific; polytechnic
- morale
- morale/satisfaction
- network connectivity
- retention/enrollment

### Full Group Discussion after Small Group Report Out:

- Focus on the positive things that have been happening and clean up any gaps that still exist
- Common themes seem to be the recurring issues of the past few years
- Math and writing centers have been successful, continue them
- Have a mandated summer session for incoming freshmen to participate in a Stout experience
- The on-line environment greatly enhances students' writing abilities; obtain more information about why students did not rate their writing skills higher on the NSSE; the questions will be changed in the fall to obtain more information; focus on the other 60% and find out what they liked about writing and why they felt successful in this area
- Polytech designation provides opportunities for collaboration; excited about this area
- Attracting and retaining high quality students is important, and we should focus on the positive things that have been happening in this area and build on that; perhaps look at a broader area than MN and WI. Enrollment and retention are the big issues; all of the things discussed today seem to fall in these two large areas
- STTI; what we do with industry will help us raise up the polytechnic designation to a new level, will raise visibility of Stout. Tie the initiatives together to improve visibility
- Add 3 new programs for each of the next 5 years to increase program array