

2007 Strategic Planning Group Retreat Notes Polytechnic: Next Steps in our Destination

Discussion topics from large group discussion:

- The draft marketing plan is done, however, it can be modified
- Focus on internal market is important, faculty, alumni, employers, prospective employers, use of e-mail to correspond with all audiences.
- “Inspiring innovation” is a short message that people can remember. The two words can be used separately and/or attached to different words.
- Encourages innovation could be a theme, instead of inspiring innovation. Another thought: the Baldrige equals industry and workforce; polytechnic equals applied knowledge and know-how.
- Does inspiring innovation depict research? Maybe add “... in learning”
- Don Steffen has done some research and the theme “inspiring innovation” is not currently being used by anyone else.
- Emphasize that marketing is everyone’s responsibility; what the faculty and staff role will be in the strategies.
- Capitalize on the reality TV show idea, follow a student around in the dorm, etc... students respond to real students, but it needs to be authentic for them to like it.
- You Tube has channels; you can have your own channel. Many students use You Tube. Stout should have a You Tube channel.
- Internal marketing is very important; need to have a consistent agreement on what polytechnic is at this time; important to give faculty opportunities for input into the marketing plan
- Make it clear what the expectation of the faculty is so they know what they need to do. Have concrete guidelines.
- Consistency in E-mail signatures that include “polytechnic” and “inspiring innovation”.
- Have SSA send welcome message to new students
- Hold a celebration to introduce polytechnic designation to encourage pride in UW-Stout
- Share success stories of people who really embody inspiring innovation. Provide people info as to why they can be proud of UW-Stout
- Provide a video clip for employees, and job applicants
- Provide business cards that have the definition on the back of everyone’s business cards
- Refrigerator magnets for students, a way to market the definition
- Broadly distribute polytechnic definition
- Definition, 1-2 sentences, of polytechnic necessary to have consistent message (definition in marketing draft document on page 11)
- Define our mission (not just polytechnic) so all can know and understand our mission. Unique to UW-Stout.
- Revisit mission and vision statement separate from marketing plan
- The AQIP process also includes information about Stout’s special mission.

- Website quality of public schools varies considerably. Parents access the Menomonie website. Target marketing to the parents, not the students.
- Technical schools and 2 year colleges, could have a video clip about UW-Stout on their websites
- Recent graduates testimonials on the website. Polytechnic is how we do it, not what we do. People want to see the benefit of a UW-Stout degree, the job placement success, alumni success; show what we do
- Quote from employer on preparedness of our students, video clip
- Graduates of Stout who graduated from Menomonie HS could be featured on there; we could send that information to them. Publication is called: “Where are they now?”
- Get a quote from the Governor or another high ranking public official to put it on the Stout website?
- At the Career Conference alumni attend; is there a way to tape something on the spot while they are there?
- The Chancellor and Julie met with some leaders in business and industry and they all thought the polytechnic was a great idea; obtain a tape of a couple of them talking about it.
- Having a marketing strategy is a great place to start; useful in helping departments, etc. incorporate polytechnic in their message
- Incorporate it into opening week activities, Chancellor’s opening address, departmental meetings, etc... in August
- Use our structure Chancellor, governance, deans, dept chairs to reinforce message and increase the success of the marketing plan. Use events that are already happening on campus, etc...