

Feedback Form
June 1, 2009

FOCUS 2015: Goal Statement:

Develop and execute integrated enrollment management

During the summer retreat, a small group will be charged to develop a draft university priority to help accomplish this FOCUS 2015 goal. Please use this space to list up to 3 big ideas that emerged from today's discussion that you would like this small group to consider as they do their work:

- Not sure how "Increased satisfaction from employers on alumni follow-up survey" applied to enrollment management and retention
- Need to balance enrollments with resources
- Cannot improve quality and rigor and writing skills if classes are overcrowded and many adjuncts are used.
- I think academic rigor should be a separate goal. It does not fit in with this.
- Work of SPG to develop environmental mgmt. recommendation is great basis to begin discussion and identify priorities (This statement should be points below goals statement.)
- As a faculty member, I agree that the committee must balance increasing expectations of faculty vs. available resources (human, financial, etc.)
- Must develop a marketing plan for UW-Stout that is better understood and implemented by everyone (Administration, faculty, students, off campus groups, etc)
- Target minority students for marketing
- refine enrollment management
- Retention, how retain at each level (this would include academic rigor)
- Array of programming – process used to get new items is cumbersome!
- Faculty buy in is critical to implement recruitment and retention. Role of the senate's needs to be clarified – chairs etc.
- Academic rigor/ experimental learning are big to retain high achieving students.
- Consider the rigor of upper level courses as a set of concepts that can be introduced to lower level courses to increase rigor
- Balance enrollment/ applied research with financial constraints
- Address how to get faculty/ instructors to support research supported teaching
- Marketing plan should not deplete departmental cut of the budgeting pie to the detriment of teaching
- Retention needs more focus – every student retained is one less we need to recruit
- We need to use more stories of the quality of what we do – we have examples galore—Let's talk quality
- Add to description: continue to develop and refine services to increase retention of students
- We can't lose sight of the need to invest in a website that serves and appeals to external stakeholders
- Don't lose track of non-traditional students—How can we captivate more of these working adults looking for degree completion with hands on degrees? Can we offer more night and weekend programs?

- Specific marketing facts
- Increased high school retreats
- What is the best way to market? TV, internet, etc?
- I like the changes. The goal statement should have more focus on retention in “managing “the enrollment we have
- Marketing is about how we bring new people to Stout. A big part of enrollment management is about what we do once they are here. We should make sure these efforts are very well in sync.
- Can we figure out away from the concept of “remedial”, yet still provide academically and intellectually challenging curricula?
- The “needs” of traditional students vs. non-traditional students may not be really as different as we envision them to be, especially concerning academics, research/ career experiences, etc. This can have great impact on retention.
- The idea that connects are of the topics discussed today is: Further development and infusion of Stout’s experience and culture
- I notice that one of the results of the Discussion/Brainstorming Session of 2/12/09 is to “Expand bridge programs for at risk admitted students”. I would want to challenge the participant group (Chancellor Sorensen, Cindy Gilberts, Eugene Klippel, Phil Lyons, Doug Mell, Carol Mooney, John Murphy, Dennis Shaw, Meridith Wentz) to critically examine how consistent these kinds of initiatives are with being a polytechnic institution. I would also want to challenge this group to examine the question of whether we can be all things to all people, whether we can aspire to be a university in the league of other polytechnics like Cal Poly(which are often very good schools) while at the same time expanding programs that are typically associated with open(e.g. low admission standards) enrollment institutions.

How valuable was today’s meeting in preparing you for the summer retreat?

- Very valuable- 8
- Somewhat valuable- 3
- Not Valuable-

Comments:

- The discussion today was helpful in developing the bullets and goals of this group
- Meridith is very effective facilitating the meetings. Well done!
- It was a painful exercise but I think it is important