

UW-Stout
Enrollment Management
February 12, 2009
Results of Discussion/Brainstorming Session

Recommendations for Enrollment Management:

1. Grow customized instruction – there is tremendous potential.
 - Combine CI and regular student revenue
 - Internal motivation for CI at the person and department level
 - Entrepreneurial culture
 - Allows department to grow numbers
 - Online instructors model pedagogical and technical skills
 - Provides source for professional development
 - Serves as a catalyst for additional growth and improvement
 - Provides financial flexibility for curricular incubation
 - Provides money for initiatives like the James Tower proposal
2. Non-traditional students – guarantee evening programming minimally on a rotational basis
3. Emphasize marketing
 - Polytechnic branding resulting in bigger draw area
 - Choose 4 or 5 programs to market nation-wide
 - Sell the UW-Stout experience to technical college students; why 4-year is better.
 - Define the Stout Experience
 - Brand and sell the polytechnic experiences
4. Engage incoming freshmen
 - Register for fall early – May
 - Roll out laptops early
5. Review scholarship process
 - Need select scholarships for incoming freshmen to be awarded early
 - Consider on-campus scholarship day
 - Expand recruitment scholarships
6. Recruit transfer students
 - Identify a transfer recruiter
 - More online programs
 - Brand online programs
 - Develop an executive education program
7. Increase programming for younger children
 - STEPS
 - Global outreach
 - 5th through H.S. – Science week, engineering week, language day
 - Credit toward college at a younger age for higher achieving students
8. Make education more affordable
9. Expand bridge programs for at risk admitted students

Recommendations for Academic Rigor:

1. Review process and instrument for student evaluations – Do teachers with higher standards/rigor get poorer evaluations or can good teachers be rigorous and still get good evaluations?
2. Review reputational impact of providing remedial math and English – UW-Stout has invested many resources in remedial efforts and we are good at providing remedial services. Does this reputation attract students needing remedial services to our institution? Does the reputational impact have a deleterious effect on attracting students who are strong in mathematics?
3. Develop marketing approach – Talk more about the quality education students receive, do a better job of marketing the success of our students.
4. Orient/train adjunct staff – Provide a structured program that introduces new staff to UW-Stout and its culture.
5. Establish more/higher research expectations in all courses at all levels. In addition, provide scholarships for freshmen research. Engage undergraduate students in research experiences as freshmen and sophomores – don't wait until their senior year.