Emerging Issues

Emerging Issues Articles
Available online: http://www.uwstout.edu/static/bpa/planning/spgretreat/2010/index.html

- The Year Ahead in IT (Technology Trends in Higher Education)
- Top 10 Higher Education State Policy Issues for 2010
- Why I chose Yale (16 minute video)
- Making College Relevant

Discussion questions:

Advertising/Marketing
1. What are the key attributes or selling points that you think would convince 16-18 year olds to come to UW-Stout?
   - Careers or jobs at the end; it's all about getting a job after graduation
   - Find ways to publicize the social stimulus for younger students, e.g. Yale video
   - Expanding the program array contributes to jobs after graduation
   - Stout has a nice size for students, not too big, not too small
   - The advance learning environment is important, students are engaged
   - The job is more important to the parents then to the students. Are the students concerned about that also?
   - The class sizes are important, some students find the job placement rate to be important
   - It can be difficult for students to look that far into the future, re: job opportunities, but once they are here and find out about it, it becomes important
   - How does Stout’s reputation affect student decisions about attending Stout? Students know about the drinking reputation; emphasize the academics
   - Potential students know about the hands on learning at Stout. Many opportunities to take classes, on-line, etc. no classes on Friday seems to be known; class engagement is also known
   - Stout has unique programs, find ways to market this. Focus on how to reach out to parents
   - Stout has a good core of programs

2. There are increasing pressures for colleges to better sell the value that they offer to students. What do students receive for the time and dollars they spend at UW-Stout?
   - Student involvement in research, Stout is ahead of other schools.
   - We don’t talk about the statistic of salary; Stout has a higher than the average UW system starting salary; promote this.
   - The politicians think that when college graduates make a good starting salary, they think that tuition can be raised. Perhaps we need to argue against this perception.
   - Student’s application portfolios. Stout students can obtain personal recommendations from faculty, and from work supervisors, these are tangible things that benefit students.
   - Experiential learning is important, that differentiates Stout from others
   - Stout has amazing relationships with business and industry
   - The e-scholar program is a benefit; the textbook rental program
   - Parents and students choose Stout because of programs, but also because someone recommended Stout to them. We have a reputation for being friendly. Laptop, small classes, know your teacher
Technology

3. UW-Stout implemented the e-Scholar program in 2002. There are many new technologies available now that were not available in 2002. These technologies have the potential to impact the way we operate at UW-Stout. What is next after the laptop? What is the future of print books? What other technologies should UW-Stout be investigating?

- Smart phones
- Class documents need to be permanent and continue to the next semester; permanent resources for students.
- Pilot the smart phone and other technology to determine functionality and usability.
- Better use of web cams
- Students may not use textbooks as much as other resources at this time, on-line, classroom instruction; e-books should be considered.
- Kindles
- I-pads
- The permanence of materials is important; keep in mind that the publishing model has not advanced as far as technology.
- As more electronic devices become available, students will probably be using them and bringing them to campus.

Resources

4. State support for higher education in Wisconsin and nationally has been declining. With the current economic situation, the state budget is expected to get worse in the future. How will you survive the next five years and still accomplish your department or unit’s mission, given declining resources?

- Being innovative is important
- Manage enrollments to reflect the resources available, this is the challenge
- Be more aggressive about external funding, from private resources
- Using technology to our advantage, stay focused on mission and goals, serve students in the best way possible, which means constant evaluation of the things we are doing, and stop doing things that are not effective.
- Doing more with less can only go on so long before we stop doing things
- Have programs sponsored by businesses, e.g. hospitality and tourism
- Question was asked from a community member: why do we need new buildings?
- What decision-making process will we use to stop doing things and reallocate resources?

Making Connections

5. There is much attention lately on the idea of changing the high school experience and potentially eliminating the senior year. There is the potential to provide freshmen college curriculum in the high schools. How can we link more effectively with CESAs or K-12 districts?

- Be a physical presence or digital presence in high schools; e.g. house faculty permanently Milwaukee to teach gen ed courses.
- Can more be done with guidance counselors at high schools? Are the counselors being effective in communicating higher ed info to students? How much career counseling is happening?
- Some schools use parents as volunteers in career counseling; there are on-line interest assessments available. High schools would welcome people going into the schools to talk about career counseling.
- There are so many students that need remediation when they graduate from high school, this is an issue. The Math dept is helping students who come to Stout with the math lab. Sometimes the first course students take does not count toward graduation.
- The proposed change in No Child left behind is to change the expectations of high school graduates.
6. How do we effectively provide support for faculty to do more applied research?
   • Provide more time for the faculty, spending time with students
   • Provide support for faculty to attend conferences, esp. applied research conferences. Many times they have to apply for a grant to be able to attend these events.
   • There is a proposal for 2011-13 to buy back faculty time.
   • Use the Discovery Center to help in this area.
   • The seed dollar process we currently have on campus is effective. Provide training in grant proposal writing.
   • UWL has a process in place to bring in faculty one month early on salary
   • Have a process in place to identify faculty members who are interested in research; when an idea comes up in Sept, release time cannot be granted until Jan. The private sector wants quick turnaround, sometimes the university processes are too slow for private industry.
   • We have to be careful to maintain a balance in the marketing, that we don’t have the focus solely on job placement.