

University of Wisconsin-Stout Menomonie, Wisconsin

Mission and Strategic Plan

Each institution of the University of Wisconsin System shares in the encompassing System Mission established by the Board of Regents. In addition, the Regents have given a more specific Core Mission to the group of 11 institutions designated as the University Cluster, and a differentiated Select Mission for each institution.

Select Mission

University of Wisconsin-Stout, as a special mission institution, serves a unique role in the University of Wisconsin System. UW-Stout is characterized by a distinctive array of programs leading to professional careers focused on the needs of society. These programs are presented through an approach to learning which involves combining theory, practice and experimentation. Extending this special mission into the future requires that instruction, research and public service programs be adapted and modified as the needs of society change.

(a) The university offers undergraduate and graduate programs leading to professional careers in industry, commerce, education and human services through the study of technology, applied mathematics and science, art, business, industrial management, human behavior, family and consumer sciences, and manufacturing-related engineering and technologies.

(b) The university integrates the humanities; arts; and natural, physical and social sciences into its undergraduate programs. Experiences in these areas provide a foundation for the major field of study, promote continuing personal and professional growth, and prepare the student to deal constructively with issues and opportunities of the future. The university places special emphasis upon student development.

(c) The university's programs center on human development and interpersonal relationships, efficient and effective practices in industry, commerce, education and human services and the relationships of individuals to their environment and to society.

(d) The university develops new educational strategies, provides opportunities to learn through involvement and experimentation, and creates a climate of inquiry. The university experiments with new instructional methods in the interest of improving the learning process.

(e) The university expects scholarly activity including research, scholarship, development and creative endeavor that supports its programs at the baccalaureate level, its select graduate programs and its select mission.

(f) The university, through outreach and public service, addresses the needs of society and contributes to the welfare of the state and to its economic and technological development and cooperates with University of Wisconsin-Extension.

(g) The university cooperates with the other University of Wisconsin institutions; the Wisconsin Technical College System, and other state and national agencies; and participates in statewide, national, and international programs.

Strategic Plan

Vision Statement

UW-Stout, a respected innovator in higher education, educates students to be lifelong learners and responsible citizens in a diverse and changing world through experiences inside and outside the classroom that join the general and the specialized, the theoretical and the practical, in applied programs leading to successful careers in industry, commerce, education, and human services.

We Value

Excellence in teaching within high-quality, student-centered undergraduate and graduate education involving active learning and appropriate technology.

Scholarship and research within applied knowledge and general education.

Collaborative relationships with business, industry, education, community and government.

Growth and development of students, faculty and staff through active participation in a university community.

Diversity of people, ideas and experiences.

Active involvement in shared governance, consensus-building, teamwork, open and effective communication, and respectful, ethical behavior.

Enduring Goals

Offer high-quality, challenging academic programs that influence and respond to a changing society.

Preserve and enhance our educational processes through the application of active learning principles.

Promote excellence in teaching, research, scholarship and service.

Recruit and retain a diverse university population.

Foster a collegial, trusting and tolerant campus climate.

Provide safe, accessible, effective, efficient and inviting physical facilities.

Provide responsive, efficient, and cost-effective educational support programs and services.

FOCUS 2010 GOALS

Goal 1: Prepare alumni for success.

Goal 2: Create a learning community that supports and encourages the engagement of its members in active learning.

Goal 3: Achieve national leadership and excellence in educating students in the theory and application of a broad range of technologies.

Goal 4: Strengthen the on-campus organization by focusing on UW-Stout's unique mission within the UW System.

Goal 5: Create a school outside a school enterprise that serves learners statewide, nationally, and internationally.

2004-2006 University Priorities

1. Create and implement an effective and efficient enrollment management plan.
2. Serve as the degree completion portal in the UW System for Wisconsin Technical College System. Create more baccalaureate degree holders by accelerating partnerships with the technical colleges.
3. Revise programs in line with relevancy, structural guidelines, title, and delivery options.
4. Identify and quickly deploy new academic programs.
5. Implement new science, technology, and engineering programs and concentrations.
6. Define and develop successful learning communities beginning with freshmen, using a comprehensive targeted approach, and use as a model to develop an all university plan.
7. Integrate e-scholar into the learning community and learning community into e-scholar.
8. Promote program specific career opportunities and the Stout Technology Advantage.
9. Establish processes for evaluating and integrating emerging technologies.
10. Create revenue generation for-profit curricular arm of UW-Stout that closely interacts with current organization.

2004-2005 Implementation Plans

Implementation Team #1: WTCS Visioning Partnerships

Charge: Hold a visioning session with the technical college leaders, inviting the presidents and vice presidents for instruction.

Outcome: Create additional partnerships and mutual alignment between programs and curricula.

Implementation Team #2: Program Alignment

Charge: Develop a program alignment proposal.

Outcome: 1) Bring a consultant in to review curriculum and programs to improve marketability; 2) Identify groupings of programs and faculty; 3) Identify new course synergies and relationships that allow for the sharing of courses, advertising, and resources.

Implementation Team #3: Academic Program Deployment

Charge: Deploy a strategic planning process for each college and school for the academic plan.

Outcome: 1) Identify 2 academic program proposals that can be established as a concentration/specialization within a 12 month or shorter timeframe; 2) Identify programs and concentrations/specializations recommended for inactive status.

Implementation Team #4: Nanotechnology Plan

Charge: Develop an action plan for nanotechnology.

Outcome: 1) Identify academic program concentrations/specializations that can develop into program status; 2) Develop a proposal for extramural funding; 3) Develop a proposal for a pilot program with CVTC; 4) Propose pilot projects in nanotechnology.

Implementation Team #5: Career Opportunities Marketing

Charge: Implement an interactive (jazzy) website for student recruitment and redesign program recruitment materials.

Outcome: 1) Create a personalized portal concept on the website for future students; 2) Identify needed changes to the identity policy to allow for effective recruitment materials; 3) Develop an alumni kit.

Implementation Team #6: External Advisory Board Planning

Charge: Create an all-university level external advisory board.

Outcome: 1) Identify emerging programmatic needs; 2) Identify emerging technology opportunities; 3) Provide information about new programs at the university.

Implementation Team #7: e-Scholar Integration

Charge: Enhance the teaching environment through realignment of specific support areas.

Outcome: 1) Provide pros/cons of reorganizing the following units into a single unit: Assessment and Continuous Improvement, Learning Technology Services, the proposed Teaching and Learning Center, the Nakatani Center, and Research Services; 2) Provide pros/cons of reorganizing university web support into the Technology and Information Services unit.

Implementation Team #8: First Year Experience

Charge: Re-design the first year experience to incorporate advising, faculty involvement, and support services.

Outcome: All first year students will live on the south campus and have an academically intensive residence hall experience designed to increase student success and retention.

Implementation Team #9: Program Revision

Charge: Plan development to assure quality and managed growth and/or decline in the following programs: Apparel Design and Development; Business; Hotel, Restaurant and Tourism Management; Graphic Communication Management; Art and Design.

Outcome: 1) Efficient and effective use of resources; 2) Alignment of resources with program size providing for adequate performance in retention and graduation.

Implementation Team #10: Enrollment Management-Modeling

Charge: Propose a planning process for enrollment management for both freshmen and transfer students.

Outcome: A model that predicts more accurately enrollment for the programs and an overarching comprehensive enrollment plan for the university.

Implementation Team #11: Enrollment Management-Marketing

Charge: Recommend a marketing plan to effectively recruit students.

Outcome: Updated marketing strategy.

Performance Measures

Identification of 6 – 12 overall performance measures that demonstrate positive momentum towards FOCUS 2010 goals.