

**STRATEGIC PLANNING ANNUAL REPORT**  
**Executive Summary**  
**2003-04**

**GOAL 1: Offer high quality, challenging academic programs that influence and respond to a changing society.**

- *2008 targets have been achieved* for all indicators related to employer evaluations of UW-Stout graduates
- UW-Stout freshmen ratings on *level of academic challenge* went down in 2004 and went up for seniors in 2004. Ratings are less than masters and NSSE comparisons
- Five new bachelor's and master's degree programs are under development, four degree completion programs were initiated in fall 2003, and one collaborative certificate program is now being offered
- *Block scheduling* was developed and implemented

**GOAL 2: Preserve and enhance our educational processes through the application of active learning principles.**

- In 2003, UW-Stout freshmen and senior ratings are slightly lower than Masters and NSSE comparisons on composites dealing with *active learning, student interactions and educational experience*
- UW-Stout senior ratings of participation in *co-curricular activities, plan to do community service and plan to do an internship* are higher than the national average on the NSSE survey
- The number and percentage of *graduates with applied experience* remains fairly stable
- *Technology accomplishments:* forums held on the graduate laptop program, key server is running, e-Scholar support is being structured around the Nakatani Teaching and Learning Center, faculty focus groups were held regarding assessing learning and technology, professional development workshops were held that focused on teaching, learning, technology and assessment.
- *The percentage of bachelor's degree recipients who studied abroad* increased to 7% in 2003-04

**GOAL 3: Promote excellence in teaching research, scholarship and service.**

- The number of submitted and awarded *grants and contracts* continues to increase. The number of web-based courses also continues to increase.
- UW-Stout continues to offer 10 *sabbaticals* and leads the UW System Comprehensives with 7 *professorships and endowed chairs*
- The number of faculty/staff that participated in *targeted professional development* activities increased to 389 in 2003-04
- *2008 targets have been achieved* for the number of sabbaticals awarded and the percentage of permanent salary expenditures for professional development
- The "hand-off" of first year students to their faculty *advisors* in the spring of 2004 was very smooth and received excellent reviews

**GOAL 4: Recruit and retain a diverse university population.**

- The percentage of *student applications and student enrollments* from women, non-traditional and minority students remains fairly constant. UW-Stout was 3% below its enrollment target for 2004

- *Graduation and retention rates* increased slightly in the past year. Both indicators are less than 2004 target
- The *scholarships* dollars awarded increased in 2004-05
- *The 2008 target was achieved* for reducing the percentage of faculty who resign. In 2004, 35% of the faculty were women and 13% were minorities.
- *The 2008 target was also achieved* for reducing credits to degree
- The following *programs were offered to students or faculty staff*: L.A.U.G.H. week, “Boxes and Walls,” diversity module in faculty/staff orientation, diversity training at least twice annually within the ASLS division departments

**GOAL 5:** *Foster a collegial, trusting and tolerant campus climate.*

- Freshmen and senior ratings on *supportive campus environment* dropped in 2004 and are lower than Masters and NSSE comparisons.
- Ratings on the *One-Minute Climate Assessment* remained fairly constant in 2004 on all measures in the survey
- UW-Stout obtained a *sexual assault prevention grant* beginning October 2004
- *AOD prevention programming initiatives* include: peer theater, safety skills classes for drinking age law violations; classroom presentations “Watch your BAC;” counseling and consultation on AOD issues; drinker’s check-up; e-Chung online alcohol self-evaluation services; 21<sup>st</sup> birthday card program; and police party intervention project

**GOAL 6:** *Provide safe, accessible, effective, efficient and inviting physical facilities.*

- UW-Stout ratings dropped slightly on most college environment measures in 2003-04 and are lower than the national average on all composite measures except “facilities”
- The number of *crimes* reported at UW-Stout increased in 2003
- The following *facilities upgrades* have been accomplished or are in progress: brought room level wireless connectivity to approximately 50 new classrooms; construction for the new residence hall is on schedule; the pool lift for the recreation complex was completed; project to replace the Johnson Fieldhouse basketball court was completed; Applied arts 210 renovation was ready for January 2004 classes; lab mod allocations for 2003-04 were distributed; the “S” was restored to the Bowman Tower; and the campus is being re-keyed

**GOAL 7:** *Provide responsive efficient, and cost-effective educational support program and services.*

- Overall UW-Stout satisfaction ratings on *college services* dropped slightly in 2002-03 and are similar to comparative groups. Satisfaction ratings with the *library, job placement, career services, financial aid and security* continue to be equal to or slightly higher than comparative groups
- *The 2008 target* has been achieved for average annual energy use
- *Technology accomplishments*: implemented an advising module in the portal, rolled out an automated, on-line MIS Request and Tracking Form, implemented Desir2Learn Course Management System; implemented key server license management system; implemented electronic pay stub distribution for all employees
- The Assessment and Continuous Improvement Center has been established and has provided services to internal and external audiences