Budget Session Written Responses

College of Arts and Sciences: October 14, 1998 2:30 p.m.

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Comments on Outreach (External Relations):

- First objective is to recognize what is available for "broadcasting". Overlap: we are not the only institution developing outreach on a global scale.
- May become a big part of our future clientele.
- Keeps university in touch with needs of outside entities, as well as serving immediate needs of industry.

Comments on Diversity & Retention:

- Retention in the classical sense asks all students to adapt to a fixed campus culture. It is proper to diversify the culture to welcome more students.
- Separate these 2 important issues.
- Retention for current faculty is also critical.
- Crucial, especially within a rural area!

Comments on New Programs:

- Dreams should be based in Real Resources.
- Link development with long term planning.
- However, we must remember that this is a "special mission" university. We should not try to become another UW-Eau Claire. (Eau Claire is too close and they are too good for us to try to compete).
- Let's continue to concentrate on what we are known for.

Comments on Marketing:

- Honest marketing, Yes. Madison Avenue marketing, No. Incentives to enroll, No. Marketing to legislature essential base.
• But not just throwing $$ out for marketing; build connections, inventiveness.

Comments on Non-Personnel Support for Instructional Units:

• Not critically popular, but critically important.
• Need long term budget for student computer labs – they are very heavily used and need a 2 year turn around.
• Equipment for labs. Services, supplies – very important.
• 1st priority should be to continue to serve students that are here now!

Misc Comment:

• Long Term à Link between industry and campus?

    Link between legislature and campus.
    Research.

**Academic & Student Affairs and Chancellor’s Office: October 15, 1998 8:30 a.m.**

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Comments on Outreach (External Relations):

• I’m not opposed to outreach, but I think we still have sme on-campus problems to deal with.
• Need to develop more programs that can be delivered using internet technology.
• Join outreach and marketing.
• Maintain a centralized approach to outreach – keep it learner-focused.
• We have trouble supporting the needs of the Stout community – expanding is tough without new people and funds.
• Creation of a centralized, flexible outreach unit will have impact on: new degree creation; marketing; retention. This is a good idea and should be investigated.
• Coordinated central office to support.
• Source for help for web development.
- Must provide a lower per credit charge for any off campus student. Centralize all outreach on campus. Originally the development of outreach courses/workshops, etc. is extensive. We need to do that and it must be affordable. The long-term return should bring in sufficient funds. CVTC has often gone to business and industry and our campus too, offering workshops, etc. – some lasting several days in order to meet needs.
- Without compromising the colleges’ control, a central group to provide information on outreach/DE to public would be helpful in marketing.

Comments on Diversity & Retention:

- Retain more students and feel the ease on recruitment.
- What initiatives and how to prioritize retention efforts? Is housing important? Student services? Campus safety? What’s the list?
- Campus plan being developed will help in campus initiatives.
- Where are we at with this?
- Every department should have this as part of mission, not just separate unit for diversity.
- Retention – freshman year experience for all freshmen.
- Each person should contribute 100%. This doesn’t cost. Promotes retention.
- Separate retention – High.
- Especially recruitment of and development of timetables to accommodate non-traditional students – outside the 8-5 window!

Comments on New Programs:

- May more broadly define program – not just majors, but things like freshman year experience.
- Require each student to purchase a computer when they come to campus. This issue comes up frequently but is never resolved.
- Remember that each new program needs support – library, computing.
- Faculty need some released time to put new program on line. Assurance that if we do, proposed resources are there.
- Minors/specializations/certifications. No new majors.
- ! respond to the world.
- Develop in a timely manner.
- Look at program titles – are they descriptive and easy to understand? What is "applied communication"?

Comments on Marketing:

- We need an image to project – a slogan that sums up who we are, a common thread that each employee can refer to – (who are we?)
- A good plan for tracking effectiveness of marketing activities.
- Ad space in newspapers is too limited an audience.
- Needs to be done across the board.
- Need to have strong programs, diverse environment and quality outreach services to market, so they get priority.
• Departments are doing several things. Coordinate the efforts then set budget. John Enger isn’t the only office marketing.
• Market internally on-campus in addition to off-campus.
• We’re not alone in attracting students in the world, esp. in distance learning areas.
• Need more traditional names of majors to market international marketing efforts. Need more money to recruit internationally rather than just locally!!!

Comments on Non-Personnel Support for Instructional Units:

• Agree instruction should be more broadly defined.
• And it should include units such as the library who do heavy instruction.
• Some immediate needs, upgrades, etc.
• Also look at priorities for Admin Units as they support academics – can it be reassigned?
• There are ways to save money here, I think. Do we need every new software package? Can we reduce copying – use electronic means to deliver information? Before we require students to have computers, let’s be clear as to why then need them and how they would be used. Will faculty incorporate use of computers into instruction. Will we use web to transmit information rather than paper, etc.
• I think there are budget pools that whiners don’t know about.
• Expand instructional from colleges to other units that provide instruction.
• Campus staff needs training with new software – to maintain efficiency of work performed.

Misc Comment:

• Put funds where classes are needed based on expected enrollment. We do not front load enough classes in some high demand areas.
• Thanks for the opportunity!

Faculty Senate: October 27, 1998 2:30 p.m.

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Comments on Outreach (External Relations):
• Deserves consideration, but should be looked at as growth project.
• An important issue!
• I’d like to see a structure on this first.
• Just capitalize what is going on and help others use it. The reason STTI is not making it back to classroom is there is no way to release faculty to do so. We MUST stop doing things out of hide!
• Needs to be coordinated with New Programs too.
• Communicate with existing units but please do not have another unit to govern!

Comments on Diversity & Retention:

• Split issues – retention and diversity are different.
• Remove retention and make it separate issue.
• Diversity – Medium priority. Retention – High priority.
• Separate these two issues.
• Respect for ALL – retention of diverse peoples.
• Stout has been in existence for over 100 years and Menomonie is still located on the Prairie!

Comments on New Programs:

• Put $ forward to develop programs (specialized) that are "hot." Evaluate programs that are not. Will help this issue.
• Consider impact on faculty workload.
• Very important for the long range plan.
• If the university is to survive it needs additional programs.

Comments on Marketing:

• Stout web page does not market us. Do some research and find out what will grab youth. Program information cannot be found from web page right now.
• To improve our marketing, we should organize our web pages to a logical structure.
• Useful if specific.

Comments on Non-Personnel Support for Instructional Units:

• Instructional units need resources to offer quality programs. Reinvest or lose your edge.
• Students are impacted most by this (instructional units).
• We have been behind on this for years.
• Absolutely necessary!

Stout Student Association: October 27, 1998 7:10 p.m.

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Comments on Outreach (External Relations):

- Outreach, new programs and marketing are all things that will make Stout more popular among perspective students.
- Continuous education should be a high priority for Stout. If it is not provided here people will go other places.
- Great opportunity for UW-Stout to Grow!!
- This sounds like a great idea.
- All of these budget priorities are very essential for UW-Stout. Thank you for the effort!
- Good idea.
- I think we offer a lot and should focus on what we have.
- Definitely needed.
- Tap that resource, (charter school).

Comments on Diversity & Retention:

- Personal computers would be very nice to have but not completely necessary as I have gotten through my career without one just fine. Diversity and retention will only go so far as to the prestige of Stout. We already offer a diverse population among students, studies and activities. Money should be directed to other things.
- Diversity is such a hot topic lately, I believe that Stout will continue to grow diversely on its own.
- Target the financially challenged which percentwise is diverse and that would make college possible for more. In the year 2000 61% of work place jobs will be minorities and women. I think we should target the poor.
- This is extremely important. There is a need for diversity throughout the university!!!
- Great idea!!
- Every year more and more students who are not of the norm come to campus so diversity is a need and must.
- Wonderful!
- Very important in today’s work environment.

Comments on New Programs:

- Make sure that this matches our mission statement. Have we looked at what tech schools offer – they now are moving into the professional and post-grad market as well.
• Staying ahead and being able to compete in the 21st century is of utmost importance.
• Again, a great way to grow.
• The need for more programs is a definite. People have problems figuring majors, with more it would be helpful.
• Sounds Good.
• There is always a need for new programs because society is always changing every year.
• We need to have more programs.
• Stout must continue to hit a spot employers look at. Stout is known as a good instructional/hands on school.
• Sure, don’t forget Stout’s mission.

Comments on Marketing:

• We cater a specific group and people know.
• We have a great university. Everyone should know about it!
• Sounds good.
• Marketing for highgrade teachers and students will do wonders for the reputation of Stout.
• Stout offers a lot. Potential students need to know of Stout.
• Very important.
• Get the best students out there.

Comments on Non-Personnel Support for Instructional Units:

• ? does that defeat the purpose of Micheels Hall we just built
• Good idea, but I’d like to see the money come from some internal source.
• Supplies and equipment are a must because of new technology always growing and changing.
• Must have support!
• AA210.
• Classroom improvement.

Misc Comment:

• Laptop computers: expensive, fast transition, Mac/IBM for what majors, will it help or hinder, not all know what to do.
• As far as lap tops go I disagree because for example Graphic Design majors use computers everyday but they could not use lap tops because the screen quality is not good enough for what they do.
• Long Term Comment: I do not think that all students should be required to have a laptop because I own my own computer and would not use a laptop much – especially because of my major. Anything I need a computer/laptop for I can do in my room or in the lab (My major is Retail Merch & Mgmt).
• Lap tops are a great idea! Students will love having them.
• Lap tops – Extremely High – It would be an investment for the future. No matter who you are or what you do you will encounter computers.
• Foreign Language – would/could people test out if had classes in high school?

**Administrative & Student Life Services: October 28, 1998  8:30 a.m.**

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Comments on Outreach (External Relations):

- Great way to generate new money.
- These 1st four priorities can all be interrelated and accomplished together.
- With state decline in support we need new revenue sources. Also need to do to stay in tune with identity and keep Stout known.
- University’s survival as an on-going entity is at stake – we must meet customer needs or they will shop elsewhere.

Comments on Diversity & Retention:

- Diversity & retention are related. Diversity should be considered to open up new Stout market which should include consideration to more than just ethnic diversity and I believe this ethnic diversity should improve as a side effort of general improvement with these 1st four priorities.
- Not convinced this is a problem.
- Because it is a system mandate.

Comments on New Programs:

- Good way to get new students.
- Must meet needs of business and graduates.
- Need to stay modernized.
- But also need to look at existing programs – are they still viable/best use of resources.

Comments on Marketing:

- Very important to get our message.
- Need to do – we are well-known already.
• Ties in with diversity, retention. Promote ourselves to gain diversity.

Comments on Non-Personnel Support for Instructional Units:

• We all need S&S funds.
• Better management might help here.
• Morale and daily needs very much impact quality of instructional delivery.
• Split travel and professional development from supply line.
• As long as it goes for really needed things that directly impact students.

Misc Comment:

• They are high priority – it would be difficult for me to lower any one item from another. All really go hand-in-hand.

**College of Human Development: November 4, 1998  8:30 a.m.**

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Comments on Outreach (External Relations):

• Include distance education. Be sure revenues generated get back to the department.

Comments on Diversity & Retention:

• Make Diversity and Retention separate categories.
• Keep Retention separate.

Comments on New Programs:

• Health Care Maintenance. Suggest maintain quality of programs as budget priority, too.
• Certification will capture new markets. Need resources to develop this type of programs
• They are all very important, but first we need to adequately support the quality programs we already have!
• Maintain and improve quality of present programs.
Comments on Marketing:

- $ for departments too.
- Need resources in base budget – unbelievable we don’t have this. Need resources at department/program level.

Comments on Non-Personnel Support for Instructional Units:

- Important, but Outreach and Marketing may help to increase the $ available for this.

Misc Comment:

- Longer-term issues – laptops, yes. Foreign Language – we already require it as part of program.

**CTEM: November 4, 1998 10:30 a.m.**

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Comments on Outreach (External Relations):

- Distance learning, outreach, marketing, new markets, new programs and demographics (especially the age distribution of learner) need to be considered jointly. For example, the largest growth market is in the learning organization/company.
- Outreach courses are a method of taking our programs to those who are location-bound. This is one important way that we can gain SCH that are now going elsewhere.
- Can budget and scheduling be better corrdinated.

Comments on New Programs:

- Plastics program allocation.
- We must stay abreast of changes to operating core technologies to keep our courses relevant, but some decisions need to be made as to how the inclusion of new courses affect current course offerings. I believe that the data I’ve seen indicates that aggressive marketing technology programs are successful but underfunded programs are not. If we
do this, we need to go all the way to make it work. Otherwise, I think it is better if we don’t start a program destined to fail.

- If they fit Stout and if we drop those that don’t fit as well.

Comments on Non-Personnel Support for Instructional Units:

- Support of labs/capital equipment budget.

Misc Comment:

- Salary Equity – High.

### Senate of Academic Staff: November 4, 1998 3:30 p.m.

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Comments on Outreach (External Relations):

- We should view this as a way to continue Stout as a whole.

Comments on Diversity & Retention:

- These two issues should be addressed separately. Tie marketing and diversity and recruitment and retention.
- They really go together as well as marketing. We need to look at how we are marketing (ie: spending the $).
- If these things; diversity, retention and new programs are emphasized, they will "market" for themselves. Student’s success is our best marketing tool.
- Have to address community at large, beyond campus or won’t retain.

Comments on New Programs:

- Zero-sum game. If we add à need to subtract.
- Streamline process to get them out.
Comments on Marketing:

- Without the students and quality faculty the other issues aren’t as important.
- Put some real $$’s into this.

Comments on Non-Personnel Support for Instructional Units:

- But need to include non-instructional units also – like Student Services.
- Services and supplies – can’t work without. Must have professional development $$ for all employees.