Common Themes from the 2002-03 University Priority Sessions

Fall 2001

State of the Art Technology

1. Support for software and hardware (computer technology)
2. Funding for both labs and technology
3. Existing faculty should have professional development and training in this area

Branding and Marketing

1. Consultant Issues: external or internal or hybrid?
2. Funding for a full-fledged marketing effort
3. Target or niche marketing vs. broad-based

Graduate Education

1. Faculty workload (research vs. teaching vs. recruitment)
2. Funding
   a. Increase the number of graduate assistantships
   b. Move funding from 104 to 102
3. Recruitment of students
   a. Internal (UW-Stout) and external
   b. Offer tuition waivers and grants
4. Course offerings
a. Timing (length of class, time offered)
b. Relevance
c. Accelerated programs

Applied Research

1. Workload issues (research vs. teaching vs. recruitment)
2. Move allocation of grant money from colleges to researcher

Recruitment

1. Growing our own faculty
   a. Hire faculty with masters degrees and help them obtain doctorates
   b. Hire Stout graduates
2. Salary Equity Issue
   a. Existing staff: Compression issues
      b. New staff: Market rate issues

3. Streamline the recruitment process
4. Innovative recruitment practices
   a. Benefits
   b. Applied research
   c. Diversity

Premier Institution of Workforce Preparation

1. Should the title be "Premier Institution of Workforce **& Career** Preparation"? 2. Clarify the meaning of the priority

General Comments

1. Globalization should be a theme throughout all the priorities
   2. Ensure the measurements tie in to the strategies
   3. Review the strategies and budget priorities to devise method to track longer term priorities