

**UW-Stout**  
**University Budget Priority B**  
**2002-2003**

University Budget Priority	Branding and Marketing
<p>Raise the visibility and understanding of UW-Stout.</p> <p><b>Linkage to Strategic Plans</b>  <i>University of Wisconsin-Stout Strategic Plan</i></p> <p>Goal 1: Offer high-quality, challenging academic programs that influence and respond to a changing society.</p> <p>Goal 4: Recruit and retain a diverse university population.</p>	

Statement of the Issue:
<p>Raise the visibility and understanding of UW-Stout (the hidden jewel) in order to create a world wide reputation by:</p> <ul style="list-style-type: none"> <li>• Creating a Stout Technology Advantage image of our professional programs;</li> <li>• Recruiting and retaining quality students and faculty;</li> <li>• Promoting state of the art technology;</li> <li>• Developing partnerships with business, industry and education;</li> <li>• Marketing to the UW-Stout enrollment targets (example: adult recruits, degree to completion).</li> </ul>

Proposed Process or Strategies:	Responsible:
<p>Hire a consultant (internal or external) to conduct a comprehensive review of current marketing practices and analyze the results. This includes:</p> <ul style="list-style-type: none"> <li>• Surveying stakeholders, employers, grads, et. al.;</li> <li>• Designing a strategic five year marketing plan (audience identification);</li> <li>• Examining best practices at other campuses related to marketing.</li> </ul>	Chancellor
Align budget with plan and deploy.	University Relations
Restructure and reinvent the executive marketing committee using both internal and external members.	Chancellor
Develop a state of the art web site.	University Relations

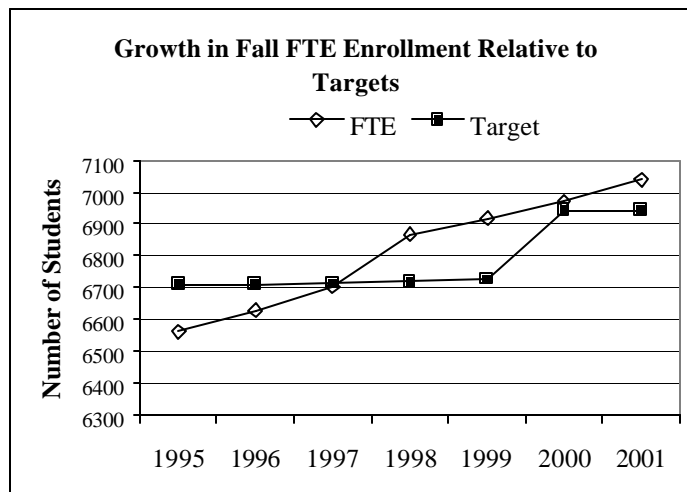
### Implication for Resources:

Full-time webmaster (Increase from Part-time)  
Consultant  
Recruitment materials budget for specific programs  
General marketing budget

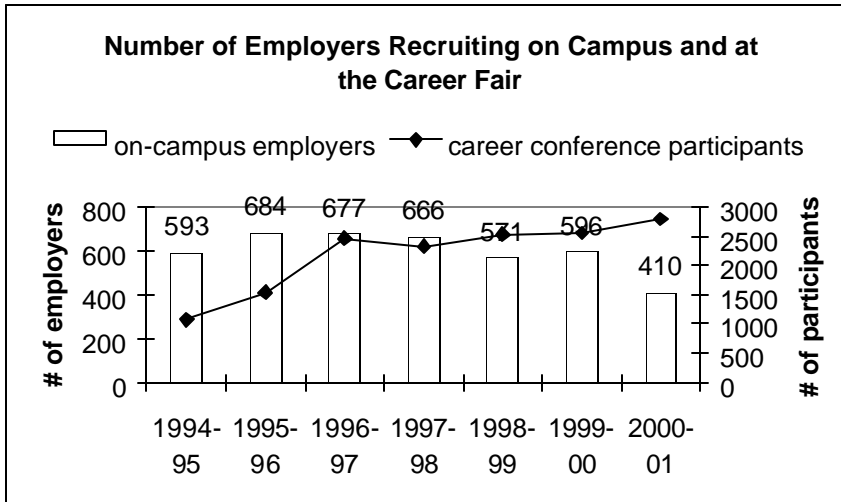
### Historical Data:

### Key measures of performance:

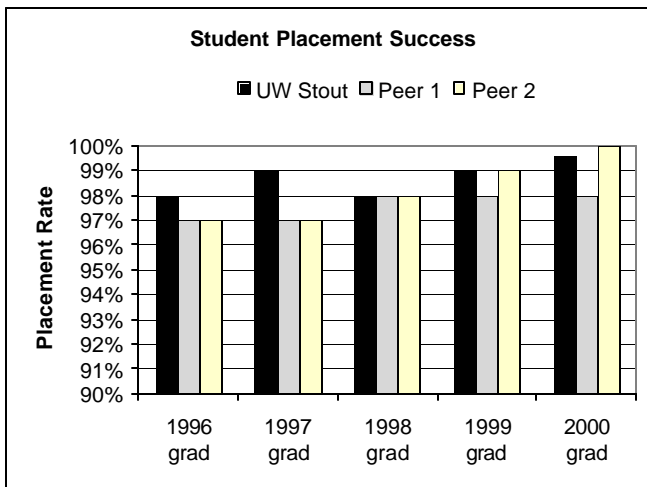
- Exceed application targets by program.



- Maintain the high number of companies recruiting UW-Stout graduates.



- Maintain high student placement.



- Increase the number of grants and contracts.
- High School rank of high school graduates accepted at UW-Stout is higher.

Academic Preparation of New Freshmen		1996	1997	1998	1999	2000
High School Rank Percentile	Top 10%	6%	8%	9%	9%	10%
	Top 25%	25%	26%	28%	27%	31%
	Top 50%	65%	70%	72%	78%	81%