Comments from Response Cards 2001

State of the Art Technology

- Laptop preparedness, focus on wireless tech and classroom modernizing needed
- Classroom support is needed-- training, equipment (projectors), repair money.
- Outcomes should include student learning improvements.
- Training and research into effective use of technology in the classroom.
- Include training and specific accountability measures
- We need the equipment and infrastructure before we require it of students.
- Costs, directing indirect costs back to departments and researchers would allow purchase of discipline specific technology (Applied Research)
- Get Blackboard working
- Is happening
- Getting Blackboard working correctly
- Blackboard
- We are already on this road; it's understood that resources are needed.
- Make laptop campus work
- This are is in good shape! Appreciate past efforts…
- Not really clear what this is
- This should drive these issues. Stout Technology advantage- digital campus, notebooks, wired, wireless, faculty
- It seems ridiculous to talk about Soft (?) tech for students when the faculty and staff do not have state of art tech already and have continual problems keeping the equipment we have in operation.
- Promote widespread use of electronic textbooks on the laptops, the Ebooks are much cheaper!
- Laptop campus is a "small" part of campus technology, particularly in cost! Don't forget the <u>many</u> department labs.
- Laptop initiative creates short term urgent needs, however, longer term this priority must be integrated with Recruitment/Branding issues to ensure the technology dollars have impact…We are not reaching our markets with the information about Stout's strengths that focus on professional preparation and technology.
- Need to support existing courses to meet courses focusing on technology (plastics, telecommunications, engineering, design materials, etc.)
- Major problems, needs a lot of attention for access and utilization.
- More important to "other professional technologies" than computers for Branding/Marketing
- Need a process that is dynamic to evaluate "State of the Art Technology"
- Attention to: Implementation Issues
- Upgrading the technology support for campus services. Developing a more effective virus protection plan. Developing back up/have essential services. Reviewing technology and it's accessibility to those with disabilities.
- Popular question: Isn't this already in effect with the laptops, or will this be extra?

- Improve ASK 5000. Improve internet speed, when everyone is on the internet. Can we have a personal network and a laptop network? Since all freshmen must have laptops for class, how is that going to effect the internet speed? Big concern is the network speed.
- Where will the advisory committee come from? (students, community members, etc); emphasis on laptop campus?

Branding and Marketing

- Need to be sure our house is in order before this launch, think 3-5 years out
- Same as Premier Institution of Workforce Preparation
- Use students and faculty instead of outside consultants
- It seems that "marketing" permeates so many areas: recruitment/retention of staff, undergraduate students, graduate students, research
- Need to add in "human services" to statement of issue along with K-16, business and industry…"
- Important, but not where I would spend my money.
- Need more resources than available now for marketing
- Similar to recruitment
- Marketing of programs and recruitment of students is critical
- Market Stout as unique from other UW System campuses; learning skills; hands on minds on; Stout 100 years ago and now; same core values for over 100 years; this is great, we need to sell that we have changed yet kept our core values.
- If we provide an excellent education, our student's successes will market the school for us.
- Support with strong budget
- Focus on building a better campus reputation, <u>then</u> market those
- Will lead to recruitment, Applied Research and Graduate Education
- Targeted messages/markets
- Be sure non-tech majors and activities are also marketed; Balance
- Key measures, last statement, Improve GPA?? Or Accept students with higher GPA?
- Get students into growth programs not full programs.
- Need to get the name and programs to K-12 schools
- Attention to 50+ (demographics); interest in 2nd or 3rd career and retooling
- Top priority. My guidance counselor didn't even know where UW-Stout was…I luckily stumbled upon Stout by my own research.
- Promoting specific programs at high schools where consistently produced quality student, i.e. Memorial High School in Eau Claire, for engineering. Improving advertisement on internet. Involvement in local high schools, big brother, big sister programs.
- Most students found this really important because people need to know how good this school is.
- Laptop thing for freshmen. Known for clock tower (fix it).
- Emphasis on laptop campus? Web-site: have you thought of utilizing our students for creating a "state of the art" website? Who better to help brainstorm and create! Use of laptops and the effect of and benefits of the laptop campus. The edge a Stout student will have over any student from another university.

Graduate Education

- Since I am unable to attend the budget planning sessions due to my teaching load, I am writing to ask that you and others support the CTEM graduate programs in seeking funding for promotion of our individual graduate programs. As soon as possible, I will talk with colleagues and see what ideas they might have for promoting their programs. I apologize for not being able to attend, but I know that CTEM would very much want to be included in receiving any available funds. If there is more that I can do to help, please let me know.
- I think the phrase at the beginning of this proposal is distracting, but then maybe I don't get the idea behind it: "Promote the concept of lifelong learning at UW-Stout" does not relate precisely to the Graduate Education objective to my way of thinking; and even the other phrase about making the grad program an integral part of the program array seems strange since it already is...
- Recruit from diverse populations
- Workload issues, more rigor; NCATE and KCREP
- Needs much attention!
- High priority
- More on-line, distance ed, etc.
- What about undergraduate education?
- Has to be high
- Marketing graduate programs and recruitment of students is also critical; dollars for technical assistance to mount on-line courses is needed
- Don't need another consultant hired! Most program directors have ideas in all areas but little time to develop and implement. Thesis advisement issues. Release time for graduate faculty to develop on-line delivery. Alternative certification program development for K-12 people who already have BA or BS degree. Additional grad assistantships needed.
- Need to bring good students on campus and off
- Will elevate the learning of the undergrads who will have opportunity to take 600-800 courses too and will also benefit by involvement/communication with more advanced students.
- Use the dollars for on-campus purposes and on-campus experts- has been overlooked for years; need more grad assistantships
- Graduate education is expensive, but fulfills research and recruitment role if done well. There needs to be initial investment up front.
- More focus on <u>quality</u> not quantity, too much pressure to keep high enrollment with too few resources and too little faculty support.
- Stout is very much an undergraduate institution. Don't lose sign of that and if we push graduate programs there must be resources to support them.
- As undergrad programs have increased enrollment, grad programs lose staffing.
- This is very important but our faculty are already so overworked. Need more reallocation of workloads and more budget allocations.
- Bring in more dollars per student
- These programs need to be much larger to be economically viable.

- Need to focus on communication with employers to get them to "send" employees to Stout
- They didn't even know this was an option! They are glad that they may do this.
- Investigate feasibility of internships or cooperative relationships with employment and education while in graduate school.
- Many students didn't even know this existed. What kinds of opportunities are there for a graduate education? Would it just be better advertised or more opportunity given?
- No one knows a lot about the graduate programs. Maybe have advisors talk to students during undergrad years and maybe establish a way for students to do undergrad and same grad classes. If this was done, then I think this would attract people. I know I want to get done with school as soon as possible.
- Stronger linkages between undergraduate and graduate programs, don't you think this should also be a part of the marketing priority?

Applied Research

- I have always been impressed with Stout's hands-on, practical programs that actually prepare graduates for specific careers. In order to achieve this, I think, Stout has historically placed more emphasis on quality teaching than research. I would urge caution and careful planning when working on the Applied Research Issue. While more research activity would benefit the University, we have to be careful to keep the quality of teaching that Stout students have come to expect.
- Don't forget to support research in the humanities too. "Applied" might mean something less practical than in certain other disciplines but less theoretical than in PhD universities.
- I think the phrase at the beginning of this proposal is distracting, but then maybe I don't get the idea behind it: "promote the scholarship of teaching" may be a nice subtitle, but I think it should be clear that we're talking up front about supporting applied research.
- Invest in it
- Workload issues; money; release time for grant and research
- Provide workshop on grant writing
- Why is our IDC rate (36%) among the lowest in the system? Directing IDC back to researchers is the only way to reward faculty for doing research. We provide cutting edge opportunities for students, but it just adds to workload.
- And scholarship…especially among faculty who will never write a grant.
- Highest priority for me. Time is critical issue, motivation is there already.
- Tied in to others, they all relate and will help one another
- Diversity committee has a proposal to aid this
- Related to teaching
- Dollars for graduate assistantships are also needed.
- Addressing parameters within Research and services that define workload.
- Research laboratory instead of non-instructional laboratory
- Faculty support (load) for research (particularly grad faculty)
- This is perhaps the most important since this may provide resolve for many of the others
- Fits Stout perfectly but Stout should learn from other UW schools about appropriate teaching loads to allow for research
- Re-staffing RPS is vital.

- This priority needs editing, hard to tell if this applied research is about teaching or application in general.
- Keep support of "non-instructional labs", research completed in them fees back into quality teaching; i.e. faculty studies in art and design, computers in LTS, photo
- Needs to be reconfigured
- Reward/support faculty who do research with money and time; return greater percentage of indirect costs to faculty/departments
- Greater resources (staff and money) would allow RPS to better meet the needs of research faculty, and help us retain faculty with research interests. I really feel that increased research at Stout will lead to greater interest in graduate school enrollment, give us stronger national visibility (through publications and conference presentations), and allow us to recruit more qualified faculty. Although we are first and foremost a teaching institution, research has to gain greater importance in order for this campus to continue to grow. If our mission involves teaching, research and services, then it seems to me we need to create a better balance among all 3 priorities.
- Internal customer service; attention to: release time
- Would student involvement be at the graduate level or would undergrads be involved?
- Would this be available in only certain programs?
- This needs to be closely tied to the diversity and global education focus that is espoused as desirable but is less than visible on our campus.
- Things we have control over will happen if we do other things on list; state has to look at salary; brain drain; we pay less, grads leave.
- A quality education cannot come from less than the best in faculty; need to make sure women & minorities are equally recruited.
- Provide benefits for recruits to earn PhD; perhaps tuition reimbursement and/or reduced course load.
- Focus on doctoral level faculty recruitment, not academic staff
- Campus climate (environment) and attention to balancing work and personal life as documented in Equality for Women Recommendations, establish "Family Friendly" committee to review all issues related to working environment, i.e. child care, domestic partner benefits, job sharing, "release time", retirement planning, etc.
- PUSH Technical Programs. Set targets and hold people responsible.
- Terminal degree may be in conflict with workforce preparation if used instead of relevant industry experience.
- Grow our own. PhD, industry experience, and hire Stout grads
- The feeling is that with branding and marketing, recruitment will naturally follow? What is a terminal degree?
- Improve the process that allows us to attract and hire a quality workforce. Hands on cutting edge technology. Many teaching styles. Signing bonus, pay for doctorate; parking; on-line classes for off campus students.
- The networking and making higher education institutions aware of Stout, couldn't the Deans work with the marketing department on this issue? Glamour guides, etc…..?
- Recruitment is important. However, retaining a high quality workforce is a companion issue. Also, the priority seems slanted toward faculty and academic staff. Qualified classified staff are not easy to find.

Recruitment

- Need salary dollars, research opportunities, community connections
- Invest in faculty!
- Will happen by investing in the other areas
- Need to add in "and retain" a quality workforce. Equal emphasis is needed on continuous development of staff.
- Will follow from investments in what we do well.
- Streamline hiring process
- Single most important
- Similar to Branding/Marketing

Premier Institution of Workforce Preparation

- I would definitely add the word career to "Premier Institution of Workforce *Career* Preparation, or we will sound like a technical college.
- Seems we do this.
- Sure, as long as it does not detract from undergraduate experience.
- This is already our strength.
- Recruit from diverse populations
- Continue work on upgrading campus facilities (both instructional and non) to support our claim to modeling, excellent workforce preparation and marketing that claim.
- Further work on the issue of connecting the concepts of career and leadership within and outside the classroom.
- Focused effort on implementing quality management systems across the campus based on ISO, Baldrige, SixSigma or other appropriate models to ensure follow upon quality initiatives.
- What does this mean? It seems related to Branding and Marketing.
- Increase visibility
- Need to add in "human services" to statement of issue along with K-16, business and industry…"
- Don't get it; too ambiguous.
- Supports Branding/Marketing
- Related to our career programs
- Maintain what we have as well as introducing the new.
- I think we may be this; need to focus and market; related to Branding/Marketing and Recruitment.
- Workforce prep should include also providing a workforce that has been broadly educated so they are capable of thinking/problem solving.
- Stout has always been the leader here!
- Link with graduate education priority
- I believe students receive more/better training for employment than other institutions
- Certification/competency vs degree. Change 100% workload from classroom to teach "outside of Stout" in business and industry and education consulting—to provide groups of people what is needed in workforce. Real-time-teaching. "outside Stout" hire "Stout teachers" to teach whatever is needed "on-call"

- "Workforce Preparation" is pretty lame. How does that make us different from a trade school or the military? It's more about preparing professionals.
- Important, but less important than supporting primary focus of undergrad and grad education; also, the Centers should be involved heavily
- Match our programs
- Relevant experience of faculty is critical to this
- What kind of businesses would this attract that aren't already turned on to the capabilities of Stout students?
- Possibly include a student on the work-based university consortium board

AODA

- Alcohol and other drug issues.
- I agree with the woman who talked about the continuity missing from year to year, and that an item is a priority one year but then seems to fade away the following year. That is how I feel about the **"new"** alcohol priority that has been added to this year's priorities. At last year's budget priority session, it was suggested that we add an alcohol reduction priority, but the University chose not to. Then all of a sudden THIS year it was slid in, kind of like you slide an ugly stepchild into the back of a family photo. If the University really wants to change the campus culture/climate, then we need to make this an on-going priority in which all members of the campus community can participate. This priority needs to permeate all facets of the campus, and practices and "traditions" across campus need to be reviewed to see where changes should be made. I feel like there has been an expectation set for Housing & Residence Life, but that the rest of the campus is not being held to the same standards. The drinking culture on this campus is not related to the residence halls, it's just that most of our freshman and many of our sophomores live in our halls. The culture/climate is not going to change unless the entire University makes it a on-going priority to change it.
- Maybe what we should consider doing is establishing some "long-term" priorities for things that cannot be addressed in one year or that might be on-going, such as a diverse workforce, compensation issues, alcohol and drug abuse, etc. We could also have some "short-term" priorities that have more of a beginning and an end.
- Support AODA proposal

General Comments-What other issues are important for the University to be working on:

- The additional 1400 students for 2002 as a result of the high-tech positions mean greater stresses in English & Social Science for Gen Ed courses. We'll need more FTE's in these areas.
- The out of class experience for students, including development of interpersonal communication skills (away from the laptop).
- Any concern for ergonomics awareness as we become a laptop environment??
- The freshman year experience
- I can't express strongly enough my deep frustration at investing personal summer time in exciting opportunities that fit with Stout's priorities and then getting no time or

recognition to follow through on this investment. Rhetoric without support is demoralizing.

- Streamline time use, meeting
- State of the Art Technology, Applied Research and Recruitment are related.
- Coordinate with customer services offices when developing distance ed, cohort groups, on-line, etc.
- We need to make instruction/teaching a priority
- I've noticed that the university does not always take advantage of the expertise of the faculty in our everyday affairs. For instance, decisions have been made about signage for this campus when NO ONE from the Art Dept was consulted—not graphic designers or printmakers, or 3-D design, or the director of the gallery or chair of the dept. The same is true for some of the "sculptures" on campus. Why spoil an attractive campus when that could have been so easily considered by experts!
- Brain drain versus Twin City opportunities
- Is there another "listening session" after these comments are reviewed and dollars attached to these proposals?
- Improved enrollment can be achieved over time w/improving reputation of university, raising standards, hiring good faculty, supporting faculty research and scholarship through release time, reduced credit loads and grant money. In terms of recruiting students of diverse backgrounds, hire faculty and staff of diverse backgrounds. Advertise strengths of university likely to attract those of diversity.
- Don't lose our CIO! You won't find better
- Develop hard data of what the annual cost for the whole campus is to support ALL technology on campus by units.
- Salary planning to support and retain existing faculty
- Compliments to all who have worked on the priorities, very impressive.
- We need to do a better job of making sure the proposed process or strategies match the budget priority, and there is alignment with key measures.
- The Provost has appointed a task force to restructure teacher education. However, there is no mention of teacher ed/education programs in the budget priorities.
- Satisfying student needs now.
- Alumni funds.
- What about campus safety? Money for preventative measure to crime and harassment. What about money for more scholarship programs?
- Campus safety, harassment prevention, diversity education
- Better UW-Stout name recognition. Get rid of the "party school" image.
- Programming specifically aimed at the reduction of problem drinking. Alternative entertainment/socials.
- Short term issues: fix clock tower, removal of snow/ice on sidewalks in winter, more activities on weekends (people are complaining because there isn't anything to do on weekends).
- Long term issues: parking, remodel elevators and disabled access, get tables rather than desks in classrooms which will provide better access for disabled, diversity, get more majors, i.e. elementary gym teacher, improve art program (make it more open, people come here for the art program and there isn't enough room for everyone)
- Housing, amount/state of our dorms.