

Open Session 3 - October 31, 2001

Easel Comments

State of the Art Technology

- encourage technology and lab equipment that is “laptop compatible”
- function/existence of labs when laptop program is implemented

Branding and Marketing

- market laptop campus
- state/regional demographics guide marketing plan
- globalization must be in the plan (will affect marketing)
- get partners involved in marketing Stout, i.e Pepsi, Compaq
- cost of marketing is high, not a “cheap” thing to do
- involve alumni in marketing efforts
- partner with business/industry
- more staffing for admissions (part of marketing) one to one contact

Graduate Education

- focus grad enrollments in summer session
- graduate education very competitive; need innovation, cohorts, weekends, etc...
- more grad programs, i.e. Applied Math
- look at grad offerings and transitional issues, tremendous potential

Applied Research

- Research is broader than “scholarship of teaching”
- more undergraduate research dollars to campus (locate dollars)
- grants to bring minority faculty to campus
- research is important for recruitment; a lot of faculty are interested

Recruitment

- need more effective recruiting process- depart from traditional search and screens
- recruitment forms are now on the web
- the current recruiting process is burdensome, takes too long

General Comments

- Inconsistencies between strategies and measures in some priorities
- What happens to previous year’s priorities?
- Long-term and short-term priorities. Some continue (long-term priorities could have annual plans developed)

- Workforce preparation relates to technology, marketing, grad ed
- How does globalization fit into priorities?