

UW-Stout FOCUS 2015 University Priority

12/9/2009

1. University Priority

“What solution are you proposing?”

Develop a multi-year recruitment and retention plan which supplements current efforts with specific focus on Students of Color (particularly Hmong and Hispanic), Veterans, and Non-traditional populations.

Linkage to Strategic Plans:

Linkage to enduring goals:

- Offer high quality, challenging academic programs that influence and respond to a changing society.
- Preserve and enhance our educational processes through the application of active learning principles.
- Promote excellence in teaching, research, scholarship and service.
- Recruit and retain a diverse university population.
- Foster a collegial, trusting and tolerant campus climate.
- Provide safe, accessible, effective, efficient and inviting physical facilities.
- Provide responsive, efficient, and cost-effective educational support programs and services.

Linkage to FOCUS 2015 goals:

- Develop knowledge, respect, and validation of differing values, cultures and beliefs in students, faculty and staff
- Expand early and ongoing experiential learning opportunities including undergraduate applied research and entrepreneurship
- Further develop and execute integrated enrollment management
- Focus on sustainability: implement key elements of the President’s Climate Commitment and educational and applied research initiatives

2. Statement of the Issue:

One to two sentences summarizing the answer to the question: *“What issue are you trying to solve?”*

Demographic we traditionally target is declining

Shape profile to attract better prepared, more likely to succeed students to UW-Stout

Develop a more focused enrollment management process

Focus in on specific strengths

UW-Stout has set an enrollment headcount target of 9,000 for fall 2010. The current enrollment model projects fall 2010 headcount enrollment at approximately 8,600

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3. Action Plan:	Responsible:	Timeline:
<i>“What has to be done for this priority to succeed?”</i>	<i>“Who are the positions or people that will be responsible for each step?”</i>	<i>MUST be specific target completion date.</i>
Develop a multi-year recruitment plan that focuses on Minnesota and Western and West Central Wisconsin	Executive Director of Enrollment Services (sponsor); Enrollment Management Committee	May 24, 2010
Develop a multi-year retention plan	Executive Director of Enrollment Services (sponsor); Enrollment Management Committee	May 24, 2010
Implement the recruitment plan	Executive Director of Enrollment Services (sponsor); Enrollment Management Committee	Fall 2010
Implement the retention plan	Provost and Vice Chancellor for ASLS	Fall 2010
Inventory and assess points of contact to prospective and admitted students	Executive Director of Enrollment Services	December 2009

4. Implication for Resources:
<p><i>“What is needed for this priority to succeed?”</i> (Human, fiscal, physical, other)</p>

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5. Key Measures of Performance:

It is the expectation that priority owners will be using/maintaining the process measures to assess action plan deployment. At the end of the fiscal year, the Strategic Planning Group will review and discuss the implementation progress and impact.

Process Measures:

Identify no more than two process measures when answering the question:

“What information will be collected to assess successful deployment of the action plan?”

Performance Indicators:

BPA is responsible for benchmarking overall performance to answer the question:

“What information will be collected to benchmark and measure the priority’s success?”