UW-Stout understands the importance of planning and looking to the future; and in 2003 the campus started the Focus 2010 initiative. This initiative is a planning tool for the campus to develop priorities for the future and to ensure that the identified priorities are implemented effectively.

This initiative focuses on identifying the following:

1. The forces of change
2. The major strengths of UW-Stout
3. The future opportunities for UW-Stout
The Focus 2010 initiative was widely discussed with the campus; and with the careful attention and thoughtful input from the faculty and staff, five goals were identified. The goals of the Focus 2010 initiative are as follows:

1. Prepare students and graduates for success
2. Create a learning community that supports and encourages the engagement of its members in active learning
3. Achieve national leadership and excellence in educating students in the theory and application of a broad range of technologies
4. Strengthen the on-campus organization by focusing on UW-Stout’s unique mission with the UW System
5. Create a school outside the school enterprise that serves learners statewide, nationally and internationally

In the spring of 2004 the university dedicated substantial funds and staff time to the Focus 2010 initiative in order to effectively launch the planning and implementation of the initiative. UW-Stout is proud to share the accomplishments and how the power of effective planning has helped the campus exceed the expectations of the Focus 2010 initiative.
UW-Stout created an incubation center dedicated to investigating the development of new academic programs. Through collaborative efforts of UW-Stout faculty and staff, 16 new programs have been created. This incubation center has been an extremely successful way for the university to identify potential new programs.

Focus 2010 initiative called for the development of four new academic programs by the year 2010. UW-Stout has successfully implemented five new programs in just three years: B.S. in Golf Enterprise Management; B.S. in Special Education; B.S. in Information and Communication Technologies; M.S. in Information and Communication Technologies and M.S. in Manufacturing Engineering.

The Stout University Foundation expanded its minority student scholarship program with excellent results: 95 percent of the students that received scholarships in 2005-06 graduated or continued their education at UW-Stout. Additionally the Stout University Foundation assets increased substantially from nearly $20 million in 2001-02 to more than $28 million in 2006-07, which provides students with more opportunities for scholarships, hands-on learning experiences and partnerships with businesses – all which enhance the student experience at UW-Stout.

UW-Stout’s exceptional placement rate continues to soar with a consistent placement rate of 95 percent or higher. Business and industry continually request graduates because of the hands-on, innovative learning environment at UW-Stout. Graduates are able to make an immediate impact for business and industry creating a win-win situation for the graduates and employers.

Graduation rates have increased continuously since the 2010 planning process began.

When current students and alumni are asked whether they would attend UW-Stout again and whether they would enroll in the same program, the answer is a resounding yes! UW-Stout continues to receive high ratings comparable to peer and national comparisons.
Student enrollment has grown continually at UW-Stout. Enrollment has increased from 8,105 students in 2003 to 8,459 in 2006. The campus has effectively increased program options for incoming students, providing opportunities for more students to enroll at UW-Stout.

The First-Year Learning Experience program was created to focus on the needs of first-year students. Program elements include: residence hall activities, mentoring programs, guaranteed schedules for freshmen, student/teacher interaction and more. This program has been very successful and has been a positive way to introduce first-year students to the campus.

Special labs were created to improve students’ performance in math and writing. The special lab program is another example of the faculty and staff working together to provide sensible solutions for students and to help students achieve more. As a result of this initiative, student pass rates and withdrawal rates in these courses have improved considerably.

A Minority Faculty/Staff Liaison to the Chancellor and a Minority Faculty/Staff Network were created to provide a connection to the administration, a support group and a voice to better communicate the needs of minority faculty and staff. The creation of the network and liaison is one example of UW-Stout’s continual commitment to improving communication.

create a learning community that supports and encourages the engagement of its members in active learning
• UW-Stout created the e-scholar program in 2002, becoming Wisconsin’s first laptop campus. Students report that the program has had a positive impact on their learning and has provided them with a competitive advantage when entering the workforce. The e-scholar program also provides faculty increased flexibility and enhances individualized communication with students.

• UW-Stout is implementing a content management system which is a web management system providing a central place where documents are stored. The importance of the content management system is that it will provide a central location where documents are retrieved, providing message consistency for all users. Ultimately, the content management system provides a more cost-effective way for the university to operate.

• The campus invested in ImageNow software which allows users to capture documents that can be viewed, emailed, printed or routed improving internal processes and workforce efficiency on campus. Nineteen departments are operational as of the summer of 2007.

• UW-Stout has exceeded targets for the number of distance education courses offered. In 2002–03, UW-Stout offered 184 courses and in 2005–06 UW-Stout offered 253 distance education courses. The increase in the number of distance education courses offered demonstrates UW-Stout’s commitment to offering courses when and where students need them.

• UW-Stout continues to be a leader in providing cooperative education (co-op) opportunities for students. The co-op program provides a real-world work experience for students. This program has increased 75 percent over the past eight years. Additionally, employers consistently report high satisfaction ratings on the co-op experience.

• UW-Stout’s goal is to achieve national leadership and excellence in educating students in theory and application of a broad range of technologies.
• UW-Stout received the polytechnic designation in 2007 becoming Wisconsin’s only polytechnic university. A polytechnic university is a four-year, nationally recognized university with an applied learning approach and career-focused undergraduate and graduate degree programs. The designation provides UW-Stout with the opportunity to attract more resources and raise the profile of the university in the region and state.

• UW-Stout continues to be a leader in the number of grants and contracts submitted and awarded. In 2002-03, 134 grants were awarded; in 2005-06, 202 grants were awarded. Nearly $6,000,000 in grants and contracts were awarded in 2005-06 alone.

• UW-Stout has consistently been number one among UW schools in energy efficiency.
goal five

- UW-Stout continues to lead the UW System in the number of transfers from technical colleges. UW-Stout has created numerous partnerships with technical colleges throughout the state of Wisconsin.

- UW-Stout has successfully increased enrollment in customized instruction from 124 course enrollments to 3,919 in 2006-07. Additionally, 264 course sections were offered through customized instruction in 2006-07. The increase in the number of customized instruction students served demonstrates UW-Stout’s commitment to helping students achieve more.

create a school outside a school enterprise that serves learners statewide, nationally and internationally