Private support for printing program

Partnership will provide more graduates, train existing employees

An innovative partnership between UW-Stout and the state publishing industry will solve a major problem. The printing industry needs more graduates from UW-Stout’s graphic communications management major, the only one of its kind in the UW System. UW-Stout needs more resources to expand enrollment in the major and to provide training services for existing industry employees.

Through a combination of private dollars from the industry and increased state support, the university will respond to those needs. In the process, UW-Stout will take the major statewide, to reach place-bound students who cannot move to campus to complete the degree. Pilot programs are already being offered at several sites in southeastern Wisconsin.

“There are many opportunities in the printing industry right now, and that is expected to increase,” stated N. Niall Power, president and CEO of Printing Industries of Wisconsin. “The demand far exceeds the supply.”

Power noted that printing is the third largest manufacturing industry in the country, after automobiles and plastics. It is the fourth largest industry in Wisconsin, and Wisconsin ranks eighth among the 50 states in both the number of printing establishments and in printing employment. Power estimated that Wisconsin shipped $5.6 billion in printing orders in 1998.

The economic impact on the state is great, noted Jim Herr, graphic communications management program director. Herr said the need for expansion was indicated at least three years ago, based on the number of industry recruiters compared to the number of graduates in the program. He and Ted Benson, an associate professor in the program, reported that there are in excess of half a dozen job opportunities for each graduate. “Some students were wrestling with three or four really good offers,” Benson said.

Plans for increasing the size and range of the program encompass a variety of areas. Enrollment in the graphic communications management program will be increased by 100 students, and the necessary faculty will be added. Existing facilities will be more fully used by offering classes with some starting later and teaching into the evening. Development of a Midwest Regional Graphic Communications Research and Training Center is being planned along with expansion of instructional delivery away from campus to place-bound students.

The addition of 100 students (boosting enrollment to about 350) will add about 25 graduates annually, Herr said. Other anticipated results will include increased employment, training and economic development, which will serve the needs of the Wisconsin printing and publishing industry as well as the general interests of the state, according to Herr. He said that the economic impact on the state will be at least $5.7 million annually. Other specific plans include partnering with technical colleges, offering more distance education classes to place-bound students around the state and expanding training opportunities to the industry. Currently four to six workshops per year are offered. The ultimate goal is to be able to offer 42 weeks of training a year from which the industry can choose.

“The Wisconsin printing industry and UW-Stout have had an ongoing partnership which has been very satisfying and productive,” Power said. “We strongly support the expansion initiative. Based on what I’ve seen, Stout offers students great opportunities in the industry and a wide breadth of experience.”

To accomplish all this, the university is seeking additional state support, while Printing Industries of Wisconsin has pledged support totaling $700,000 over each two-year budget cycle.

“The expansion will benefit everyone,” he said, “the state, the industry, the university and the students.”

Gaming courses offered

Courses meet needs in fast growing sector of hospitality industry

In response to a growing demand from employers, two new courses—casino/gaming management and casino/pit management—are being offered at UW-Stout, through the department of hospitality and tourism.

Casino/pit management was offered for the first time last fall, with 18 students registered.

“Gaming entertainment is the fastest growing segment of the hospitality and tourism industry,” noted Sharon Giroux, a UW-Stout hospitality and tourism professor who teaches the new courses along with Darrel Van Loenen, also of that department. “Gaming is growing at a rate of 10 percent a year,” Giroux said. “The classes are being offered in response to a tremendous pent-up need.”

Van Loenen, who also has a law degree and is a certified public accountant, noted that gaming or casino accounting is very specialized because of all the money that changes hands, and there is a great deal of state and federal regulation of the industry. “Almost every state has legalized some form of gaming,” Van Loenen reported. “Management needs to be very knowledgeable about the industry.”

The course focuses on the dynamics of table gaming within a casino/resort facility. This includes direct customer interaction, supervision of table games and gaming personnel, computerized customer tracking systems, internal cash operations and audit systems, casino cage transactions, reporting mechanisms, and surveillance and security within the environment.

The course examines gaming operations and background, human resources and special skill needs, internal profit and loss centers, accounting, taxes, controls, marketing strategies, government regulations and policies, and also the cultural, psychological and sociological impacts associated with gaming as a form of recreation and entertainment.

“We have heard from several casinos in the country who say they appreciate being able to recruit quality employees,” Giroux said, adding that hospitality and tourism students who will be managing establishments in the future need to know about gaming law and liability and management as well as food and beverages, marketing, hotel management and general gaming operations.

Giroux emphasizes that the classes in no way advocate gambling. In fact, “we tell students that nobody ever continually comes out ahead,” Giroux said. “The sociological aspects are addressed in class with speakers discussing issues from a financial-criminal angle. Anonymous: ‘But people will gamble,’” she said, “and we need to turn out students who are prepared to manage that form of entertainment.”
Researchers recognized for contributions

Mary Orfield has been named UW-Stout’s Outstanding Researcher, and Orlene Nelson received the Nelva G. Rummels Research Support Recognition Award. The awards were presented by Chancellor Charles W. Sorensen.

Orfield was chosen by a vote of the graduate faculty and principal investigators of externally funded projects during the past year. The Outstanding Researcher Award recognizes individuals for their leadership and significant contributions to research and scholarly activities.

Nelson is well known in the area of magnetic behavior and lubrication of metal surfaces. Her research has contributed to the better understanding of the fundamental processes that govern these phenomena.

Promotions in rank and tenure designations for UW-Stout faculty and staff members were announced by Chancellor Charles W. Sorensen.

Robert Peters, associate professor of accounting and management and director of the UW-Stout Office of Budget and Financial Services, has been promoted to associate dean of the College of Business.

Helmuth "Pookie" Albrecht, has retired after 35 years of service. Albrecht, 61, was executive director of Student Life Services, with responsibility for residence halls, dining services, the student center and related accounting support services; student health services; and campus police and parking. Albrecht began employment at Stout as a residence hall director and also served as housing director.

Fredrick E. Menz, professor in the Stout Vocational Rehabilitation Institute’s Research and Training Center, was presented with the 1998 Charles W. Sorensen Outstanding Researcher of the Year award by the National Council on Rehabilitation Education at a ceremony in Washington, D.C. Menz was recognized for his accomplishments in advancing the rehabilitation counseling profession through research and research activities of national significance. He was also recognized by the Association for the Education of Counseling Personnel for his outstanding two years of leadership as the president of the association in 1996-1998.

Bob Meyert, UW-Stout’s department of technology, has been named associate dean of outreach in the Todd R. Pitt Technology, Engineering and Management. Meyert began working at UW-Stout in 1982 and has been extremely active in program planning and curriculum development, and has chaired a number of committees. He was also a member of the Frykland Hall campus steering committee. Since coming to UW-Stout, Meyert has negotiated hardware and software donations totaling more than $50,000 for laboratory development. In 1994, Meyert was named director of the manufacturing engineering program. He has served as interim director of the Stout Technology Transfer Institute for the past year. The Stout Technology Transfer Institute (STTI) consists of seven centers delivering a variety of economic development services to more than 500 companies a year. A significant majority of companies served are small and medium sized manufacturers as well as start up companies. These companies realized more than $55 million in sales increases and cost reductions as a result of services provided through STTI in the past year.

Diane Moen has been named assistant chancellor for the division of Administrative and Student Life Services. The appointment is part of an internal reorganization. Moen was previously assistant chancellor for finance and information services. She is responsible for budget planning and analysis. Moen is responsible for business services, student health services, and student safety services. Moen has been at Stout since 1978 as a budget and management analyst. She became assistant controller and director of budget services in 1985, and interim director of budget and financial services in 1989. From 1990-95, she was director of business and financial services and deputy vice chancellor.

Fat Retiinger, executive director of the Stout University Foundation, received a new title of Assistant Chancellor for University Development. The title recognizes Retinger’s phenomenal fund-raising ability and her significant contributions to the vitality of the university. Under her leadership, university foundation assets and endowments have increased substantially.

John Wesolc has been named dean of the College of Human Development at UW-Stout. Wesolc has served as a professor of vocational rehabilitation in the department of rehabilitation and counseling. Under his leadership, SVRI has grown to become the largest campus-based vocational rehabilitation operation in the United States, and includes 80 faculty and an annual budget of nearly $3.5 million. He has served as a rehabilitation practitioner, educator, administrator and consultant while at UW-Stout.

Promotions in rank and tenure designations for UW-Stout faculty and staff members were announced by Chancellor Charles W. Sorensen. The promotions were based on the accomplishments of the individuals, their performance and the needs of the university.

Helmuth Albrecht

University pilots four-year degree contract

Freshmen who enter the university in selected degree programs have an option of signing a “four-year degree contract.” Students who sign the contract must meet certain eligibility requirements and agree to work with their program director to continuously plan and revise their plan toward degree completion. If a student complies with all of the conditions of the contract, but is unable to graduate in four years due to the unavailability of one or more courses, the university agrees to provide various alternatives to facilitate degree completion. These alternatives may include priority registration, waiving course substitutions or waiving tuition for courses taken beyond the regular four-year period.

The contract was developed by a committee of UW-Stout faculty and staff members. It is similar to contracts offered by other UW System institutions. The four-year degree contract is available to UW-Stout students in the following programs: apparel design and manufacturing; art; communication; business; computing and information sciences; dietetics, food systems and technology; engineering; family, consumer and health sciences; human development and family studies; management; marketing; music; philosophy; psychology; and recreation and leisure. Students who sign contracts are monitored by their program directors, and the Office of Academic and Student Affairs.