UW-STOUT’S PLANNING PROCESS AND ACCOMPLISHMENTS, AND PLANS FOR THE FUTURE

10/5/2012
Outline

• Major accomplishments from Stout’s planning process
• How the planning process works and keys to success
• Challenges
• Goals for the future
Major Accomplishments

Substantial expansion of program array

“The organization of the program. The staff was great...very personable and supportive”.

“very good professors and rigorous program”

“I really like how small the program is and how close I, as a student, felt with the other students and professors in my program”.

“My major’s classes were informative and useful”.

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Major Accomplishments

Tremendous expansion of use of technology in and out of the classroom

Growth in DE Courses

- UW-Stout
- Next best UW Comprehensive

<table>
<thead>
<tr>
<th>Year</th>
<th>DE Courses</th>
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<tbody>
<tr>
<td>01-02</td>
<td>131</td>
</tr>
<tr>
<td>03-04</td>
<td>212</td>
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<tr>
<td>05-06</td>
<td>253</td>
</tr>
<tr>
<td>07-08</td>
<td>278</td>
</tr>
<tr>
<td>09-10</td>
<td>405</td>
</tr>
<tr>
<td>10-11</td>
<td>677</td>
</tr>
</tbody>
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Major Accomplishments

Nearly 100% of students:
– Are employed
– Graduate with experiential learning
Major Accomplishments

Designation as Polytechnic, leading to:
– Growth in external funding
– Discovery Center, Ethics Center
### Major Accomplishments

**Customized Instruction**

<table>
<thead>
<tr>
<th>B. S. Degrees</th>
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<tbody>
<tr>
<td>BS Career, Technical Education and Training</td>
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<tr>
<td>BS Engineering Technology - Mechanical Design Concentration</td>
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<tr>
<td>BS Golf Enterprise Management</td>
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<tr>
<td>BS Human Development and Family Studies</td>
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<tr>
<td>BS Information and Communication Technologies</td>
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<tr>
<td>BS Management</td>
</tr>
<tr>
<td>BS Manufacturing Engineering</td>
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<tr>
<td>BS Sustainable Management</td>
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<table>
<thead>
<tr>
<th>Graduate Degrees</th>
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<tbody>
<tr>
<td>MS Career and Technical Education</td>
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<tr>
<td>MS Education, Professional Development Concentration</td>
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<tr>
<td>MS Information and Communication Technologies</td>
</tr>
<tr>
<td>MS Manufacturing Engineering</td>
</tr>
<tr>
<td>MS Technical and Professional Communication</td>
</tr>
<tr>
<td>MS Technology Education</td>
</tr>
<tr>
<td>MS Operations and Supply Management (formerly MS Technology Management)</td>
</tr>
<tr>
<td>MS Training and Development</td>
</tr>
<tr>
<td>MS Vocational Rehabilitation, Rehabilitation Counseling Concentration</td>
</tr>
</tbody>
</table>

- Customized Instruction
- Continued enrollment growth
- Nearly closed the achievement gap in retention rates for racial/ethnic minorities
UW-Stout’s integrated planning process is the key to these accomplishments
**Integrated Planning Process**

- 5-year strategic plans and targets
- Annual initiatives to achieve the goals
Integrated Planning Process

- Alignment
- Cascading plans

<table>
<thead>
<tr>
<th>Goals</th>
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<tbody>
<tr>
<td>Action Plans</td>
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<tr>
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</tbody>
</table>
- Academic Plan
- Capital Plan
- Climate Action Plan
- Division Plans
- Inclusive Excellence (Equity Scorecard)
- IT Plan
- Marketing Plan
- Training and Development Plan
- Process Improvement Plan
- High Risk Drinking Prevention Plan

- University Priorities
- Federal Priorities
- Major Unit/College Plans
- AQIP Action Projects
Integrated Planning Process

- All action items tied to budget
- Reallocated millions of dollars through the planning process

“The strategic planning process drives the annual priorities development, budget and resource allocation processes”
-2010 AQIP Portfolio Review Comment
Integrated Planning Process

Participatory Process

• Visioning Session
• Engagement Session
• Broad, campus-wide representation in Strategic Planning Group
Integrated Planning Process

Action Oriented

• You Said…We Did

Example: Need More Technicians

You Said
• Staff to maintain the new equipment/technology
• Update research, classroom and lab resources and technical support staff to maintain facilities
• One technology person for entire campus in charge of classroom technology. Need more support

We Did
• Provided funding for 2 additional technicians for 2012-13
Keys to Success

• Ask stakeholders to help set the vision

• Ask faculty/staff how to achieve the vision, involve them, and listen

• Show faculty/staff that you have used their input
Keys to Success

- Think big
- Fund all planning initiatives
- Have the difficult conversations
- Expect it to take a lot of time
- Be flexible
Challenges

Balance between need for high retention/graduation rates and need for access
Challenges

- Declining budgets
- Inability to pay competitive salaries
- Impact on morale

![UW-Stout Percentage of Funds Spent From State Appropriations and Tuition](chart.png)
Challenges

Large # of required metrics/targets:
- National initiatives
- State initiatives (Act 32)
- UW System Growth Agenda
- UW-Stout FOCUS
Short-Term Goals

Decrease time-to-degree:

120 credit programs

- College of Management
  - B.S. in Business Administration
  - B.S. in Retail Merchandising and Management

- College of Science, Technology, Engineering and Mathematics
  - B.S. in Computer Engineering
  - B.S. in Packaging

- College of Arts, Humanities and Social Sciences
  - B.S in Applied Social Science
  - B.F.A. in Industrial Design

- College of Education, Health and Human Sciences
  - B.S. in Cognitive Science
  - B.S. in Vocational Rehabilitation
Short-Term Goals

Competitive salaries
Short-Term Goals

• Targeted growth of transfer students and graduate students
• Increased scholarship support
Short-Term Goals

• Continued infusion of diversity into the curriculum
Short-Term Goals

- Regional collaboration
- Shared positions
- E-textbooks
- Training
- Software licensing
- Surplus
Short-Term Goals

• Academic Plan:
  – EdD
  – Professional Science Masters Degree
  – Growth in Certificate Programs
Long-Term Goals

 Rethink the fiscal model for UW-Stout/higher education
 Establish an e-College
   Provide leadership, quality control, strategic planning, faculty development and a distinct identity
 Become a vibrant emerging research institution
 Increase annual research funds to $15 million to $18 million a year
 Build a $60 million foundation
 Develop the next phase of the e-Scholar (laptop) program
 Eliminate the minority retention gap by 2025
 Achieve 100 percent participation in experiential learning