

University of Wisconsin-Stout Proposal to the University of Wisconsin System Charting a New Course for the UW

I. Proposal Summary

UW-Stout has the history and the vision to serve the State of Wisconsin in ways envisioned by the Board of Regents in its current Charting a New Course for the UW System planning efforts.

Building upon current strengths, opportunities for positive change, and benefit to the State of Wisconsin, UW-Stout's proposal is three-fold.

1. **Statewide Mission:** UW-Stout would align and cooperate more closely with the Wisconsin Technical College System to serve the unique needs of the State of Wisconsin – allow a seamless transfer of students transitioning to a bachelor's degree; provide workforce development and workforce solutions; and provide appropriate terminal degrees for technical college instructors and administrators. This builds on strong historic ties as evidenced by the many articulation agreements we currently have with the technical colleges and our involvement in technology transfer partnerships.
2. **Curricular Transformation:** UW-Stout would continue leadership in curricular transformation through a comprehensive evaluation of pedagogy, integrated curriculum, and delivery systems that enhances learning while maintaining the values of theory, practice, and experimentation.
3. **Stout Technology Advantage:** UW-Stout would build upon this strength, which is highly supported by the technical colleges, and business and industry nationwide.

II. Context

Dramatic change is part of UW-Stout's history. Not many decades ago, UW-Stout had only a few programs, and today we have twenty-seven undergraduate and seventeen graduate programs, many unique to the UW System. That reflects positive change meeting the needs of the state. We have also undertaken many name changes. Initially, we were the Stout Manual Training School, then the Stout Institute in 1908. In 1955, we became Stout State College, in 1964 Stout State University, and in 1971 the University of Wisconsin-Stout.

Change has been a constant at this institution and current institution planning supports the Board's emerging themes in its study, Charting A New Course For The UW System: Economic Development, Access, Diversity, Infrastructure, Efficiency, Human Capital, and The Wisconsin Idea.

This proposal is plausible for our institution and builds upon a century of evolution. Our reputation, infrastructure and current achievements demonstrate our ability to successfully accomplish this proposal. A few significant highlights:

- **Performance:** UW-Stout is the 2001 Malcolm Baldrige National Quality Award recipient and still the only higher education institution to achieve international recognition in an area long accepted by business and industry as a capstone indicator of high performance systems and proven outcomes.
- **Technology:** UW-Stout has long been known for its technology emphasis and technology transfer capabilities. The Stout Technology Park has 48 businesses in operation supporting 820 employees. We have a hub of nationally recognized technology transfer centers.

- Academic Programs: UW-Stout has established relationships and a significant number of current articulation agreements with the technical colleges. There are several successful customized instruction programs (self-supporting) for transfer students, degree completion students, and graduate students. Many of the campus academic programs are unique to the UW System and are characterized by a blending of theory and practice, a broad use of technology, extensive co-op and internship opportunities, and a consistently high placement rate. We are incorporating an e-Scholar campus, which is supported by a state-of-the-art network infrastructure and multiple instructional delivery systems.

III. Planning Background

UW-Stout's success comes from systematic and iterative short- and long-term planning. Our comprehensive planning cycle includes stakeholder visioning. This follows months of preparation by reviewing emerging issues, enrollment data, university priorities, performance data, survey data, and financial information as well as listening to UW System and national speakers.

In the summer of 2001, UW-Stout held a one-day visioning session with over seventy key stakeholders: faculty and administration, students and alumni, education, business, and government leaders. The discussions focused on global, national, state and local issues influencing higher education with the goal of providing long-term strategic direction for the campus and its stakeholders. From the discussions, it was clear that UW-Stout is planning for its future from a position of strength in terms of its programs and its reputation.

Recommendations from this group included UW-Stout:

- Establishing itself as one of the nation's premier institutions of workforce preparation in higher education,
- Creating a university that provides convenience and flexibility,
- Making a commitment to state-of-the-art technology as part of its educational experience, and
- Strengthening educational partnerships.

In the summer of 2003, the Chancellor's Advisory Council (twenty-one member university leadership team) developed concepts about possible futures for the institution through scenario building. The Chancellor's Advisory Council first discussed driving forces of change, the major strengths of the institution that will serve us well during this period and the resulting opportunities. From the discussion of driving forces of change, UW-Stout strengths, and opportunities, the Chancellor's Advisory Council developed possible and plausible alternative futures for the institution. We focused on the year 2010. Discussions continued this past fall with the full university community to begin to refine and define the work of the summer group.

Recommendations from this group built upon the 2001 recommendations. They include:

- Examine our learning community to create flexible delivery systems while maintaining applied learning values.
- Reform our academic programs to develop outcome-based programs and alternate credit experiences; increase programs consistent with our mission, especially customized instruction.
- Strengthen the Stout Technology Advantage.
- Restructure for efficiency and effectiveness – create an agile organization within UW-Stout to respond to business and industry needs; review program clustering; and review our role within the UW System.

Our planning system is inclusive and comprehensive, allowing the university to be responsive and proactive in making significant change.

IV. Proposal

Building upon our current strengths, opportunities for positive change, and benefit to the State of Wisconsin, UW-Stout's proposal is three-fold.

1. **Statewide Mission:** UW-Stout would align and cooperate more closely with the Wisconsin Technical College System to serve the unique needs of the State of Wisconsin in selective areas. UW-Stout proposes it serve as the connector or portal between the technical college system and the UW System.
 - Add additional degrees and majors, as appropriate, to provide seamless transfer of students transitioning to a bachelor's degree. Alignment of current disciplines.
 - Provide workforce development and workforce solutions.
 - Provide appropriate terminal degrees for technical college instructors and administrators through customized instruction (full pricing).
2. **Curricular Transformation:** UW-Stout would continue leadership in curricular transformation through a comprehensive evaluation of pedagogy, integrated curriculum, and delivery systems that enhances learning while maintaining the values of theory, practice, and experimentation.
 - Provide a full array of distributive learning systems.
 - Incorporate outcome-based programs and alternate credit experiences with measurable performance indicators.
3. **Stout Technology Advantage:** UW-Stout would build upon this strength, which is highly supported by the technical colleges, and business and industry nationwide.
 - Exhibit national leadership and excellence in arts, science and technology, especially with reference to their practical application -- an Institute of Science and Technology.
 - Provide technology transfer solutions statewide.
 - Serve in the role of developer and innovator of technology. Strengthen the application of technology in education, service, and business processes.

V. Benefits to the State of Wisconsin

This proposal is good for the campus, the UW System, and especially the State of Wisconsin. UW-Stout's proposal will contribute to the stimulation of the state economy, and the alignment with the technical college system will provide long-term benefits including:

- Solves, in a permanent and successful way, the acceptance of technical college credits in the UW System.
- Provides additional access for degree completion and technical college transfer students.
- Increases the number of state residents with four-year degrees, at a lower cost.
- Reduces the number of duplicative credits and reduces total credits to degree for traditional and transfer students.
- Provides terminal degrees for technical college instructors and administrators in state.
- Emphasizing technology will provide expertise to businesses and bolster the economy. Applied R&D will assist employers.
- Plays a key role in the development of the IQ Corridor.

Change, dramatic and innovative, is necessary to re-establish the UW's strength in the State of Wisconsin. UW-Stout can contribute to the success of the UW System through specific alignment with the technical college system, curricular transformation, and an emphasis on technology. This institution actively supports the revitalization of the state economy and the reputation of the UW System as a world class organization.