

Stout Outlook

News for Stout Alumni,
Parents and Friends

Spring 2002
UW-Stout Alumni Association

A Validation of Our Mission

The greatest event

A UW-Stout delegation 50 strong traveled to Washington D.C. to celebrate one of the greatest events in the university's history. On March 7, President George W. Bush and Secretary of Commerce Don Evans presented the Malcolm Baldrige National Quality Award to Chancellor Charles W. Sorensen and Julie Furst-Bowe, associate vice chancellor, during a ceremony at the Washington Hilton Hotel.

"While I have this privilege of being on stage today, this award—the first ever given to a university—is really the reflection of a quality, dedicated faculty, academic staff, and clerical and service staff who made this possible. The beneficiaries are the 8,000 students that we serve annually, the taxpayers of the great state of Wisconsin, and of this country," Sorensen said in his acceptance speech.

Congress established the Baldrige Award in 1987 to promote quality awareness, recognize quality achievements of U.S. organizations and publicize these organizations' successful performance strategies.

In conjunction with the private sector, the National Institute of Standards and Technology manages the program and honor process. Award categories include manufacturing, service, small business and, added in 1999, education and health care. In November 2001, UW-Stout became the first university in the nation to win the prestigious award.

"It is my very special privilege today to recognize the first Baldrige Award winners in education. President Bush has made education reform a top priority. The quality of our public schools directly affects us all—as parents, as students, as business leaders and as Americans. Our economic security and well-being depend heavily upon how well we prepare our young people for the future," said Commerce Secretary Don Evans at the award ceremony.

Now considered America's highest honor for performance excellence, the program, criteria and award recipients are imitated and admired worldwide. Winning organizations become quality advocates, giving presentations that inform thousands about the criteria benefits, which include better employee relations, higher productivity and greater customer satisfaction.

A responsible organization

At the Baldrige Award ceremony, in a major policy making speech, President Bush outlined a plan to improve corporate responsibility. He offered the 2001 Baldrige Award winners as examples of responsible organizations.

"We're seeing some challenges and some changes in American business and American enterprise," Bush said. "Yet this annual presentation is a reminder of things that must never change: the passion for excellence, the drive to innovate, the hard work that goes with any successful enterprise, the need to be open, the call for integrity. This year's Baldrige Award winners have shown these qualities, and have taken their place in a distinguished line of leaders."

In his speech, Bush also pointed out that an organization "needs good people—men and women of integrity, who understand their duties to each other and to the public interest."

"The award goes to organizations rather than any single individual. And that's important to note. As we've seen today, success happens in an atmosphere of teamwork, common values and trust," he said.

Academic best

To apply for the Baldrige Award, UW-Stout submitted a report detailing their achievements and improvements in seven key areas. The university had applied for the award for the past three years. In 2000, UW-Stout became the first higher education institution to receive a site visit.

"I believe we won the award because we were able to verify everything included in our application," said Furst-Bowe. "And, in many areas, we are able to serve as a role model for best practices in higher education."

Furst-Bowe pointed out how UW-Stout's achievements fit the Baldrige categories for academic organizations:

Leadership—The collaborative Chancellor's Advisory Council, which includes representation from students, faculty, staff and administration, was formed to guide decision making.

Strategic planning—UW-Stout implemented a comprehensive annual planning



President George W. Bush presents the Malcolm Baldrige National Quality Award to UW-Stout during ceremonies at the Washington Hilton, Thursday, March 7, 2002. Left, Donald Evans, Secretary of Commerce; Julie Furst-Bowe, Associate Vice Chancellor; Dr. Charles Sorensen, Chancellor; President George W. Bush; Rod Paige, Education Secretary. UW-Stout photo by Marty Springer.

process that aligns campus priorities with resource allocation.

Student, stakeholder and market focus—UW-Stout conducts numerous surveys to determine expectations and satisfaction levels, including the ACT Student Opinion Survey and the National Survey of Student Engagement, as well as annual surveys of alumni, employers and the Board of Regents.

Information and analysis—UW-Stout implemented Datatel, an integrated information system that provides faculty and staff with widespread access to data. Committees, councils and taskforces base their decisions on this information.

Faculty and staff focus—UW-Stout faculty and staff are involved in committees, councils and taskforces that cut across departments, colleges and divisions. Involvement may be in standing committees, such as the Curriculum and Instruction Committee, or in special taskforces, such as the Women's Equality Initiative Steering Committee.

Process management—UW-Stout has implemented systems to design, implement

and review academic programs and support services.

Organizational performance results—UW-Stout tracks progress on key student indicators, such as retention rates, placement rates and student satisfaction. Trends are also determined from maintained financial results and employee information. Comparisons are made to peer institutions, other UW comprehensives and external agencies whenever appropriate.

Baldrige benefits

Mike Bombaci, a UW-Stout senior majoring in packaging, said that UW-Stout's receipt of the award will bring more students, recruiters, grants, and partnerships with business and industry to the university. "They will be impressed by what is going on here and with what the students and the university has to offer," he said.

Furst-Bowe agreed. "Winning this award has elevated the status of our campus and provided greater visibility for our academic programs," she said.

"The award is a validation of our mission," said Sorensen.

For links to information about the Baldrige National Quality Program and more details about UW-Stout's receipt of the award, visit the university's Web site at <http://www.uwstout.edu/mba/>.

Process and Benefits

Chancellor Sorensen explains the significance and impact of the Baldrige Award
Page 2

Honor Roll

Pioneers, veterans and other heroes from Stout's past.
Page 7

Getting the Job Done

Pam Gardner, '78, is one of the highest-ranking executives in sports.
Page 16