Recently hired UW-Stout Chancellor Robert Meyer visited the university Thursday. He takes over for outgoing Chancellor Charles Sorensen Aug. 16.

**New leader touts UW-Stout strengths**

**By Pamela Powers**  
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MENOMONIE — When he takes the helm of UW-Stout Aug. 16, Robert Meyer plans to build on the university’s already strong brand as Wisconsin’s polytechnic institution.

Meyer, who was hired May 27 to replace outgoing university Chancellor Charles Sorensen, said during a visit to UW-Stout Thursday he also will focus on what kinds of additional programs would strengthen those already being taught. An emphasis, he said, will be placed on ensuring that students are well-trained and can land quality jobs.

Helping students obtain those jobs, he said, will be enhanced by continuing partnerships with businesses, particularly those in need of workers.

“Certainly this area has a need for mechanical engineers and electrical engineers,” Meyer said.

Meyer, 57, the current president and chief executive officer of Wisconsin Indianhead Technical
College, will be UW-Stout’s seventh chancellor.

Meyer said he plans to implement successful strategies, including strategic planning with university stakeholders, he implemented while leading the technical college.

Meyer also advocated for a stronger partnership between UW-Stout and local school districts to help potential students understand what UW-Stout has to offer.

In addition, he said he plans to focus on fundraising, which will be vital to paying for university programs. Meyer said he is committed to doubling the university foundation’s current $47 million in assets within five years.

With faculty pay lagging that of many other similar campuses across the U.S., Meyer said, he plans to advocate for pay raises to state legislators.

“My job as chancellor is to continue to build and empower the great staff we have at the institution,” he said.

Sorensen is leaving the university Aug. 15 after 26 years there.

Meyer is no stranger to UW-Stout, having obtained his bachelor’s and master’s degrees there. He worked at the university from 1983 until he took the WITC president job in 2008.

Meyer’s last day at WITC is Aug. 15. His annual salary as chancellor will be $230,000.

He worked in numerous positions at UW-Stout, including assistant to the chancellor for state and federal relations; dean of the College of Technology, Engineering and Management; and director of the Northwest Wisconsin Manufacturing Outreach Center.