1. University Priority

“What solution are you proposing?”
Develop a multi-year recruitment and retention plan which supplements current efforts with specific focus on Students of Color (particularly Hmong and Hispanic), Veterans, and Non-traditional populations.

Linkage to Strategic Plans:

Linkage to enduring goals:
- Offer high quality, challenging academic programs that influence and respond to a changing society.
- Preserve and enhance our educational processes through the application of active learning principles.
- Promote excellence in teaching, research, scholarship and service.
- Recruit and retain a diverse university population.
- Foster a collegial, trusting and tolerant campus climate.
- Provide safe, accessible, effective, efficient and inviting physical facilities.
- Provide responsive, efficient, and cost-effective educational support programs and services.

Linkage to FOCUS 2015 goals:
- Develop knowledge, respect, and validation of differing values, cultures and beliefs in students, faculty and staff
- Expand early and ongoing experiential learning opportunities including undergraduate applied research and entrepreneurship
- Further develop and execute integrated enrollment management
- Focus on sustainability: implement key elements of the President’s Climate Commitment and educational and applied research initiatives

2. Statement of the Issue:

One to two sentences summarizing the answer to the question: “What issue are you trying to solve?”

Demographic we traditionally target is declining
Shape profile to attract better prepared, more likely to succeed students to UW-Stout
Develop a more focused enrollment management process
Focus in on specific strengths
UW-Stout has set an enrollment headcount target of 9,000 for fall 2010. The current enrollment model projects fall 2010 headcount enrollment at approximately 8,600
### 3. Action Plan:

<table>
<thead>
<tr>
<th>“What has to be done for this priority to succeed?”</th>
<th>Responsible:</th>
<th>Timeline:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a multi-year recruitment plan that focuses on Minnesota and Western and West Central Wisconsin</td>
<td>Executive Director of Enrollment Services (sponsor); Enrollment Management Committee</td>
<td>May 24, 2010</td>
</tr>
<tr>
<td>Develop a multi-year retention plan</td>
<td>Executive Director of Enrollment Services (sponsor); Enrollment Management Committee</td>
<td>May 24, 2010</td>
</tr>
<tr>
<td>Implement the recruitment plan</td>
<td>Executive Director of Enrollment Services (sponsor); Enrollment Management Committee</td>
<td>Fall 2010</td>
</tr>
<tr>
<td>Implement the retention plan</td>
<td>Provost and Vice Chancellor for ASLS</td>
<td>Fall 2010</td>
</tr>
<tr>
<td>Inventory and assess points of contact to prospective and admitted students</td>
<td>Executive Director of Enrollment Services</td>
<td>December 2009</td>
</tr>
</tbody>
</table>

### 4. Implication for Resources:

“*What is needed for this priority to succeed?*”

(Human, fiscal, physical, other)
5. Key Measures of Performance:

It is the expectation that priority owners will be using/maintaining the process measures to assess action plan deployment. At the end of the fiscal year, the Strategic Planning Group will review and discuss the implementation progress and impact.

**Process Measures:**
Identify no more than two process measures when answering the question:

“What information will be collected to assess successful deployment of the action plan?”

**Performance Indicators:**
BPA is responsible for benchmarking overall performance to answer the question:

“What information will be collected to benchmark and measure the priority’s success?”