1. Green (Market, Technology, Ethical, Program Infusion)

2. Think Globally (Attracting Students, Marketing, Preparing Students)

3. Continue and Expand on Collaboration (Enhance Recruitment, New Student Populations, Resource Enhancement, Influence on Program Array)

4. Leverage Applied Education (Required Co-op, Applied Research, Research Technology Applications)

5. What if? (Education as Transformation, New Markets, New Program Models)
1. Marketing – refine marketing message of polytechnic to parents, students, business/industry & higher education.

2. Curricular/applied experiential learning - encompasses seeking 100% participation in internships, service learning & undergraduate applied research

3. Expand programs and offerings for the adult learner – cost and flexibility

4. Infuse Entrepreneurship into curriculum

5. Business Partnerships – expand strategic partnerships

6. Sustainability – teach the concepts and model the concepts on campus
1. Clearly define polytechnic university—program, marketing, organization, skills/capabilities.

2. Adapt to and address the changing demographics of students—online, workforce, socioeconomic, collaboration with K-12.

3. Differentiating the university in the region and nationally; i.e. partnering with the “Big Dogs,” industry, and R 1.

4. Enhance academic programs consistent with the mission; i.e. biotechnology, smart home technology, etc.

5. Strengthen and clarify the Stout image through integrated marketing.
1. Effective collaboration - small business and other educational institutions

2. Sustainability – organizational / educational concept

3. Applied Research – educational concept and bridge to outside stakeholders

4. Experiential Learning – service learning, capstone courses, etc.

5. Marketing – as a key to achieving other goals
1. Proactive collaborative partnerships for sustained relationships.

2. New initiatives and innovation for lasting commitment to local, statewide, national and global influence.

3. Applied research to support innovation and collaboration.

4. Uncover and celebrate the brand promise.

5.
1. Welcoming Environment & Support for Diverse Populations (faculty & students); on campus & community immersion exp.

2. Listening to Stakeholders – Identify Gaps for Polytechnic programs and emerging industry demands

3. Marketing our Polytechnic focus in middle school and high school, in the region, state and beyond

4. Strengthen partnerships – build on our strengths and connect people to break down barriers, and go green & go global

5. New programs & professional development – education, health care mgmt, and innovative delivery models
1. Improve Branding/Imaging of UW-Stout

2. Promote Innovation

3. Create Program Diversification, Development and Alignment with Public Purpose of the University.

4. Purposefully Lead and Build Collaborative Partnerships

5. Create Diversity and International Perspective
1. Efficiencies in emerging innovative technologies.

2. Become an Entrepreneur magnet.

3. Enhanced emphasis on attracting adult learners. Identify and address the technology deficit in adult population.


5.