Manufacturing Engineering
University of Wisconsin-Stout

Advisory Board Meeting
Spring 2008
Agenda

- Welcome - introductions
- Approval of Fall 2007 Meeting Minutes
- Program Status Report
- Sustainability Minor
- NWTC/UW-GB/UW-Stout ME Program Collaboration
- Recruiting Efforts
- M.S. Program Update
- New STEM College
- Program Promotion
- Adjourn
Approval of Fall Meeting Minutes
Program Status Report

- Enrollment
  - Approx. 184 students in program this semester
  - 16 graduating tomorrow
Recruitment Campaign

- Program numbers are continuing to improve
- Demand for graduates is still greater than supply
Sustainable Design & Development Minor

- Advisor: Danny Bee
- Information on the minor available at [www.uwstout.edu/programs/minor/sdd/](http://www.uwstout.edu/programs/minor/sdd/)
NWTC/UW-GB/UW-Stout MfE Program Collaboration

- A request for program funds has been submitted to the state
- Immediate favorable response from local industry
- Immediate favorable response from public
Recruiting Efforts

- Engineering & Technology Career Day
- STEPS
- FIRST LEGO® League
- SkillsUSA
- Visiting high school groups
M.S. Program Update

- Current enrollment at approx. 20 students
- Interest in the program continues to grow
- First graduate tomorrow: Wendy Stary
New STEM College

- Science, Technology, Engineering, and Math
- New Engineering programs
- New Science and Math Building
Program Promotion

How can we do a better job of marketing the program to the public?
Program Promotion

Andy Myer’s suggestions:

- Play off of the flexibility that the major offers.
- He suggested producing a commercial for TV that describes the program and has various Stout ME graduate titles shown in the background.
- “The ME program is so good at exposing students to different areas of business that no one would ever feel ‘trapped’ in the program.”
- He believes that people need to be made aware that “the ME program is a basket of tools that can be applied many places other than specific ME positions.”
Next Advisory Board Meeting

- **Friday December 12**
  - Capstone presentations in morning
  - Advisory Board Meeting 12:00 pm

- Adjourn – thank you for coming!