

UW-Eau Claire—Barron County
Strategic Planning Retreat

November 16, 2018

*Summary of Outcomes, Table
Conversation Notes, and Individual Notes*

UWEC – BARRON COUNTY CORE VALUES

ACCESSIBILITY | COMMUNITY | INCLUSIVENESS | INNOVATIVE

ASSESSING WHERE WE ARE NOW

SWOT Analysis as we move into the 2020s

STRENGTHS

- Positive community partnerships
- Collaboration potential for nursing
- Distance education possibilities
- Adaptability to student needs
- Broadly-defined accessibility
- Nice people; beautiful campus; a welcoming family that takes care of its own
- Experience delivering bachelor program

WEAKNESSES

- Limitations of geographic area
- Reputation as “cheap”
- Elimination of 4-year degree as a building block
- “Who’s driving the bus?” Confusion over Eau Claire and Barron County
- Limit to funds for fully-staffed campus
- Barriers to community engagement
- Uncertainty of the value of an AA degree

OPPORTUNITIES

- Expansion and strengthening of academic and career advising
- Expansion of BA/BS with Eau Claire
- Collaboration with WITC and beyond
- Clarifying course offerings; creating niche academic programs
- Emphasizing degree completion (not just transferring)
- Bring entire families to campus; encourage legacy students taking class together; day care
- Restaurant and outdoor spaces for community use
- Collaboration for study abroad and national study exchanges
- Community and student transportation
- Expanding Youth Options and high school programming
- Foxconn in Eau Claire
- Considering value of AP courses and tests
- Engaging students on campus (supporting with extended library hours, meaningful on-campus work experiences, etc.)

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- Becoming a hub for community events
- Alumni Center? Coffee Shop?
- Certifications

THREATS

- Funding and jobs
- No shuttle transportation between the towns
- Retaining students and graduates in the local area; debt forgiveness possibilities for returners to the region?

Setting Priorities and Themes with Table Consensus Ideas

TALENT DEVELOPMENT

- Opportunities for students to explore their passions
- Local partnership with business/industry to meet their needs
- Creating more knowledge—sharing structures; community financial support for students with dedicated financial aid support on campus (and community support)
- Workforce partnerships and collaboration
- Created powerful and individualized off-campus opportunities (apprenticeships, internships, employment, and more)
- Careers (internships, service learning, Myers-Briggs, job shadow, etc.)
- Consensus: Partnerships with community (internships, flexible employment)
- Internships PLUS companies with offices right on campus (UWECBC has career advising)

COMMUNITY VISIBILITY/CAMPUS AS A DESTINATION

- Campus = Community Hub; “use riverfront”
- Focus as a community gathering place/space
- Strengthening community ties
- Cultural quality of life
- Adaptability (responsive to community & all students (i.e. housing, day care, transportation, open hours, etc.)
- Campus is a community hub with restaurants, recreation, arts, use of the river
- Vibrant, attractive campus with facilities for students and community
- Enhanced access to academic facility for students and community
- Strong community connections of all sorts
- Strong leadership for regional collaborations
- Increased community involvement and engagement
- Transportation in and between town(s)

SERVING STUDENTS AND COMMUNITY THROUGH STRONG ACADEMIC PROGRAMS (AND BEYOND!)

- Inclusivity/diversity
- Academics (Four-year degree, wide range of courses, academic rigor, strong faculty)
- BA/BS degree with a purpose
- Enhance global opportunities
- Strong array of Four-year programs (healthcare, education, education, BAAS-like)
- Intense collaboration between EC & BC including research, co-curriculars, expertise
- Signature programs
- Created powerful and individualized on-campus opportunities (research, courses, immersion, study abroad, or “elsewhere”)

- Broaden curriculum and degree programs; local 4-year programs available
- Bachelor's degree(s)
- BSN & other BA/BS degree offerings; technology and distance education
- Offering a vibrant course array with four-year degree options

GROWTH

- More “family focus” on campus (transportation, housing, daycare)
- Transportation in and between town(s)
- Reason (incentive) to return (stay)
- More faculty, staff, and students (1000!)
- Attained sufficient enrollment (or healthy, growing enrollment)
- Affordability
- Strong education (K-16) connections and collaborations
- Established a unique and stable identity
- Sustainability that you can afford
- Greater high school involvement/enrollment and non-traditional enrollment
- Higher enrollment and retention (700-1000)