

A Strategic Framework for the University of Wisconsin—Madison 2015–2019

# FOR WISCONSIN AND THE WORLD

Focusing a Great University on Its Core Mission, Public Purpose, and Global Reach



## A Strategic Framework for the University of Wisconsin–Madison

Among the world's leading universities, the University of Wisconsin–Madison is distinctive in its scale and breadth, the premium we place on our relevance to society, and our commitment to inclusivity in the broadest sense. The combination of these attributes enables us to be fully equipped to address the complex problems facing the modern world.

The strategic framework outlined here is designed to chart a course for 2015–2019 that will not only protect our legacy of research, teaching, and public service, but also will encourage new ideas from all corners of the campus and transform our state, nation, and world.

This framework has evolved from a rigorous self-study conducted in 2009 during the university's reaccreditation process. We experienced significant achievements in key priorities that served as the core of our 2009–2014 framework, and that very success convinced us to continue along this path as we begin the next five years. The priorities have been updated to build on our momentum and to take bold steps toward our vision.

We believe that the next five years offer enormous potential and promise for UW–Madison, and we invite you to join us on this journey.



Rebecca Blank, Chancellor



Sarah C. Mangelsdorf, Provost

## OUR STRATEGIC PRIORITIES AND INITIATIVES

### Educational Experience

- Improve access and affordability through need-based financial aid, scholarships, and fellowships to ensure socioeconomic diversity and timely completion.
- Scale Wisconsin Experience opportunities through innovative classroom environments and active learning, locally and globally, to prepare students for successful careers and lives.
- Improve learning outcomes, including reducing time to graduation, for all students.
- Ensure graduate student, professional student, and postdoctoral fellow mentoring, support, and opportunities to enhance their experiences and future success.
- Build innovative professional master's-level degrees and other lifelong learning experiences.

### The Wisconsin Experience

The Wisconsin Experience describes what's unique about getting a degree from UW—Madison— together, we create and apply learning inside and outside the classroom to make the world a better place. UW—Madison produces graduates who are creative problem solvers, able to integrate empirical analysis and passion, seek out and create new knowledge and technologies, adapt to new situations, and engage as world citizens and leaders.

### Research and Scholarship

- Nurture excellence in research, scholarship, and creative activity across all divisions.
- Optimize the research and scholarship infrastructure of the university.
- Strengthen our influence in national decision-making around research policy and funding.
- Engage our interdisciplinary strength to generate creative solutions.
- Support the continued high level of integration of research and education.

### The Wisconsin Idea

- Partner with UW System schools, corporations, communities, and government to bring value to Wisconsin citizens.
- Promote economic development and job creation through our campus technology-transfer ecosystem, in partnership with the business and entrepreneurial communities.
- Extend our educational mission to Wisconsin and the world with new technology and partnerships.
- Leverage our distinctive interdisciplinary strength to address complex problems in the state and the world.

## Our People

- Ensure UW–Madison has a workforce that is highly talented, engaged, and diverse by implementing our new personnel/human resource system.
- Enhance the strength of our campus through diversity and inclusion by implementing the campus Diversity Framework.
- Ensure our ability to attract and retain talent by making progress toward competitive compensation relative to our peers and market medians.
- Nurture growth of our people through professional development and performance excellence.
- Create the best possible environment in which our people can carry out their responsibilities to the university.

## Resource Stewardship

- Promote resource stewardship, improve service delivery and efficiency, and ensure administrative capacity.
- Create a stable and sustainable financial structure through the implementation of a transformed budget model.
- Identify and pursue new revenue sources aligned with the institution's mission and goals.
- Promote environmental sustainability through our own campus operations, integrated with research and education.
- Transform library structures and technologies to best support research and learning, and to attain campus efficiencies.
- Sponsor a comprehensive campaign to invest in the future of the university and the students, faculty, and staff who will shape the future of Wisconsin and the world.



## OUR VISION

The University of Wisconsin–Madison will be a model public university in the 21st century, serving as a resource to the public, and working to enhance the quality of life in the state, the nation, and the world.

The university will remain a preeminent center for discovery, learning, and engagement by opening new forms of access to citizens from every background; creating a welcoming, empowered, and inclusive community; and preparing current and future

generations to live satisfying, useful, and ethical lives. In partnership with the state and with colleagues around the world, the university’s faculty, staff, and students will identify and address many of the state’s and the world’s most urgent and complex problems.



## OUR GUIDING PRINCIPLES

As an institution and as individuals, we are guided by the following principles:

- We promote the highest standards of intellectual inquiry and rigor, in keeping with the university's proven commitment to the "continual sifting and winnowing by which alone the truth can be found."
- We support learning for its own sake, throughout our lives, as a service to the greater good.
- We fiercely defend intellectual freedom and combine it with responsibility and civility so that all who work and live on our campus can question, criticize, teach, learn, create, and grow.
- We observe the highest ethical integrity in everything we do.
- We believe in the importance of working with and learning from those whose backgrounds and views differ from our own.
- We share the belief that neither origin nor economic background should be barriers to participation in the community.
- We are committed to being responsible stewards of our human, intellectual, cultural, financial, and environmental resources.
- We promote the application of research and teaching to issues of importance for the state, the nation, and the world, and we place learning and discovery in the service of political, economic, social, and cultural progress.



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For more information, visit [www.chancellor.wisc.edu/strategicplan](http://www.chancellor.wisc.edu/strategicplan)

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