



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



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

2009–2014



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UNIVERSITY OF WISCONSIN-MADISON

Strategic Framework 2009-2014

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.

Our Priorities



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 and fearless 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 circumstance 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.

Our Strategic Priorities

- Provide an exemplary undergraduate education
- Reinvigorate the Wisconsin Idea and renew our commitment to our public mission
- Invest in scholarly domains in which we have existing or potential strength and impact
- Recruit and retain the best faculty and staff, and reward merit
- Enhance diversity in order to ensure excellence in education and research
- Be responsible stewards of our resources

Strategic Priorities and Initiatives

Provide an exemplary undergraduate education

- Improve access by significantly increasing need-based financial aid
- Increase enrollment in high-demand and high-capacity areas, contingent on new revenue
- Transform curriculum to reflect changes in research and scholarship, and reward departments and interdisciplinary programs that make significant changes
- Integrate technology into the delivery of course content
- Improve the quality of undergraduate teaching among faculty, staff, and graduate students
- Increase the number of tenure-track and tenured faculty positions in the liberal arts to avoid caps on popular majors, and make more faculty available to teach undergraduate courses, contingent on increased revenue
- Integrate students' classroom and out-of-classroom experiences, with emphasis on internships, field-based and service learning, entrepreneurship, capstone experiences, and study abroad
- Promote service and civic responsibility
- Create the physical space and technology infrastructure to support enhanced teaching and learning

Reinvigorate the Wisconsin Idea and renew our commitment to our public mission

- Improve communications, and build vibrant and mutually beneficial relationships with government officials, community and state business leaders, educators, and the broader public
- Focus and highlight our efforts in areas where public problems and university strengths overlap, such as alternative energy sources, environmental protection and policy, public health, K–12 education, internationalization, governance, and cultural production
- Educate more students in fields that are critical to the state, such as engineering and nursing
- Enhance the speed with which we transfer knowledge and technology to promote economic development
- Support the efforts of faculty and staff to establish productive collaborations across the university, the state, and the world

Invest in scholarly domains in which we have existing or potential strength and impact

- Continue to invest in interdisciplinary life sciences and biotechnology, including the scientific and engineering disciplines that support 21st-century biology, and the humanities and social sciences that analyze and influence its effects
- Reinvest in the liberal arts, with special efforts to publicize the importance of the humanities
- Ensure strength in the core disciplines, while promoting innovation, interdisciplinary connections, and reorganization of disciplines, where it makes intellectual sense to do so
- Improve our research infrastructure, including pre- and post-award management and compliance
- Increase funding and support for graduate students

Recruit and retain the best faculty and staff, and reward merit

- Make progress toward our goal of reaching the median of our peer group in faculty salaries, as well as relevant market medians for staff
- Use recruitment and retention funds strategically to support existing or emerging areas of strength and innovation
- Promote the passage of domestic-partner benefits
- Enhance department cultures and hiring practices to ensure diversity
- Continue to foster a vibrant intellectual community
- Develop the skills and creativity of our faculty and staff

Enhance diversity in order to ensure excellence in education and research

- Prepare our students for a world that is diverse, global, and interconnected
- Promote the appreciation of human differences
- Step up efforts to recruit and retain underrepresented students, faculty, and staff
- Establish new forms of accountability for efforts to increase diversity
- Build an open, dynamic, and respectful learning and working environment for all members of our community
- Align our diversity, equity, and inclusion efforts across our different campus units

Be responsible stewards of our resources

- Align resources with priorities
- Make our administration and governance more effective, efficient, and flexible
- Identify and pursue new revenue sources
- Promote environmental sustainability on and off campus
- Improve our technology infrastructure
- Assess our progress and make our assessments available to the campus

For more information, visit www.chancellor.wisc.edu/strategicplan