

3/10/06

Draft University of Wisconsin-Whitewater Strategic Plan Introduction

The draft University of Wisconsin-Whitewater Strategic Plan is a critical part of the UW-Whitewater's overall planning process. The draft Strategic Plan is built on the University's Core Values and Select Mission as well as the Hopes and Dreams Summits held in the fall of 2005.

The Core Values highlight five areas (Commitment to the pursuit of knowledge and understanding; Development of the individual; Personal and professional integrity; Commitment to serve; and Commitment to develop a sense of community, respect for diversity, and global perspectives). The recently approved Select Mission of the UW-Whitewater (February, 2005) flows from the Core Values and serves as the foundation upon which the draft Strategic Plan is built.

Starting with the Core Values, Select Mission, the Hopes and Dreams Summits documents, and the existing University Goals, the Strategic Planning and Budget Committee has developed a draft Strategic Plan. This Strategic Plan will serve as the basis for planning across the campus. Individual units will align their short range and long range goals with the University's Strategic Plan. Individual units will also develop benchmarks and criteria for assessment of their progress in implementing their goals as a part of achieving the campus' Strategic Plan.

DRAFT – 3/10/06

Strategic Plan
University of Wisconsin-Whitewater
Regional Leadership, National Presence, Global Vision

The University of Wisconsin-Whitewater's quest is to become the preferred institution for higher learning among regional comprehensive colleges and universities. UW-Whitewater will pursue sustained excellence in five strategic areas: Programs and Learning, the Scholar-Educator Community, Diversity and Global Perspectives, Regional Service, and Professional and Personal Integrity

1-PROGRAMS AND LEARNING

Planned Outcome

Expand and extend learning by providing dynamic and accessible educational and co-curricular programs.

Strategic Foci

- Attract and support highly motivated and involved students who demonstrate a strong work ethic and passion for success.
- Foster effective, safe, and secure learning environments that enhance faculty, staff, and student engagement and student success.
- Broaden accessibility to education and services through innovative and responsive curricula, instructional delivery methods, and co-curricular programs.
- Focus on continuous improvement of programs and services through the assessment of learning outcomes and evaluation of effectiveness of the university services.
- Attract, retain and support sufficient numbers of faculty and staff who are committed to innovatively promoting student learning and fostering student success.

2-THE SCHOLAR-EDUCATOR COMMUNITY

Planned Outcome

Further develop UW-W's reputation as a community of scholar-educators and professionals who possess and practice excellence in the creation of new knowledge and its effective integration in teaching, research, learning, and problem solving.

Strategic Foci

- Create more opportunities for balancing research, teaching, and service responsibilities.
- Reward both scholarly research and professional achievement that enhance the campus community.
- Engage more graduate and undergraduate students in research activities.
- Expand opportunities for appropriate corporate-research partnerships.
- Recognize and reward extramural activity and applied research that improves the performance of the university and/or supports needs of the region.
- Develop a community of scholar-educators among students, faculty, and staff.

3-DIVERSITY AND GLOBAL PERSPECTIVES

Planned Outcome

Develop UW-Whitewater's reputation as an institution that truly values and nurtures diverse intellectual, cultural, creative and service opportunities for teaching and learning in the campus community.

Strategic Foci

- Promote UW-Whitewater's image as a diverse, respected and liberating institution of higher learning.
- Attract and support highly motivated and involved students from all parts of the region, nation and world.
- Sustain optimum enrollment, retention, and graduation rates for all student populations.
- Foster regular programs for intercultural or international study, research and service in every department.
- Develop, attract, and retain diverse faculty and staff.

4-REGIONAL SERVICE

Planned Outcome

To enhance UW-W's visibility as a valued educational, economic, and cultural resource and an integral part of regional communities

Strategic Foci:

- Strengthen mutually beneficial curricular and co-curricular outreach and partnerships in the University, the community, and the UW System.
- Promote UW-W's economic, cultural, athletic, and academic values to the community/society at all levels.
- Create and cultivate substantive relationships with members of the extended campus community.

5-PROFESSIONAL & PERSONAL INTEGRITY

Planned Outcome

Build on UW-W's reputation as an institution of lasting integrity, which is actively and visibly demonstrated through the words and deeds of faculty, staff, and students.

Strategic Foci

- Foster a culture that values personal responsibility among faculty, staff, students and administrators and supports professional improvement for all university personnel.
- Ensure that decisions made, and actions taken, are in the best interest of students, constituents, the University's future, and the public trust.
- Encourage all members of the University to communicate and exemplify good citizenship, leadership, and scholarship.
- Recognize those members of the University community whose distinguished efforts reflect favorably on the institution.