

STRATEGIC PLAN

Regional Leadership | National Presence | Global Vision

IN OUR QUEST FOR PREMIER STATUS AMONG REGIONAL
COMPREHENSIVE COLLEGES AND UNIVERSITIES,
WE WILL PURSUE SUSTAINABLE EXCELLENCE IN FIVE
STRATEGIC AREAS: PROGRAMS AND LEARNING, THE
SCHOLAR-EDUCATOR COMMUNITY, DIVERSITY AND
GLOBAL PERSPECTIVES, REGIONAL ENGAGEMENT, AND
PROFESSIONAL AND PERSONAL INTEGRITY.



■ I. Programs and Learning

In order to expand and extend learning, we must provide dynamic and accessible educational and co-curricular programs. This will be accomplished, in part, by focusing on attracting and supporting academically motivated and involved students who demonstrate a strong work ethic and passion for success. We must create effective, safe, environmentally sound and secure learning environments that promote faculty, staff and student engagement and success. We will broaden accessibility to education and services through innovative and responsive curricula, instructional delivery methods and co-curricular programs, and focus on continuous improvement of programs and services through the assessment of learning outcomes and evaluation of effectiveness of university services. Finally, we will attract, retain and support sufficient numbers of faculty and staff who are committed to innovatively promoting student learning and fostering student success.

■ II. The Educator-Scholar Community

We must further develop UW-Whitewater'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. This will be accomplished by creating more opportunities for balancing research, teaching, and service responsibilities. We will develop a community of educator-scholars among students, faculty and staff by supporting, recognizing and rewarding, in particular, extramural activity and applied research that improves the performance of the university and/or supports needs of the region. We will engage more graduate and undergraduate students in scholarly and creative activities, and expand engagement in appropriate corporate-research partnerships.

■ III. Diversity and Global Perspectives

We desire a reputation as an institution that truly values and nurtures diverse intellectual, cultural, creative and service opportunities. To accomplish that, we must promote our image as a diverse, respected and empowering institution of higher learning. We will attract and support students from all parts of the region, nation and world, sustaining optimum enrollment, retention and graduation rates for all student populations. We will create and maintain programs for intercultural or international study, research and service in every department. We will develop, attract and retain a diverse faculty and staff.

■ IV. Regional Engagement

With a desire to be a valued educational, economic and cultural resource, we will continue to seek out new ways of serving regional communities. We will strengthen mutually beneficial partnerships within the University, within the UW System and with external constituents. We will create and cultivate meaningful relationships with members of the extended campus community.

■ V. Professional and Personal Integrity

We aim to build on our reputation as an institution of lasting integrity which is actively and visibly demonstrated through the words and deeds of faculty, staff and students. To do so, we will continue to promote a culture that values personal responsibility among faculty, staff, students and administrators and supports professional improvement for all university personnel. Decisions will be made in the best interest of students, constituents, the University's future, and the public trust. We will encourage members of the University to exemplify good citizenship, and, when appropriate, provide civic leadership, and we will recognize those members of the University community whose distinguished efforts reflect favorably on the institution.