

UW-MADISON STRATEGIC FRAMEWORK

2020-2025

Excellence in Teaching & Educational Achievement

Provide access to a world-class, affordable educational experience.

- Strengthen educational outcomes, career development, and the college experience for all students.
- Expand access to a UW-Madison education, leveraging new modes of delivery to engage with students throughout their lives.
- Expand educational programming in areas of high student demand, while maintaining the broad-based strength of our educational enterprise.
- Continue to grow faculty and staff teaching excellence.

Excellence in Research & Scholarship

Provide leadership for discovery, through support of the fearless sifting and winnowing of our world-class research enterprise and the dissemination of knowledge in its many forms.

- Grow UW-Madison's research enterprise and expand its global impact, supporting the scholarship of faculty, staff, and students.
- Continue to grow faculty and staff research excellence.
- Provide a modern research support structure that fosters innovation, promotes interdisciplinary collaboration, and drives discovery on future research challenges.
- Ensure the continued vitality, competitiveness, and strength of our graduate and professional programs.

Living the Wisconsin Idea

Partner with the community and the state to extend and apply our research, education, and practice-based knowledge to foster learning and support innovation and prosperity throughout Wisconsin.

- Engage with the community to provide positive social, cultural, and economic impact in Wisconsin and beyond.
- Promote entrepreneurship, innovation, and economic development in Wisconsin and beyond.
- Share the benefits of a world-class teaching and research university throughout Wisconsin and beyond our borders.

A Vibrant Campus Community

Build an organizational culture and climate that fosters engagement, inclusion, diversity, and equity.

- Provide an inclusive, safe, healthy, and enriching environment for learning and working that promotes wellness among students and employees.
- Enhance the holistic development of students by combining learning in and out of the classroom that is steeped in the values of the university.
- Enhance diversity among our students, faculty, and staff and build upon our strong commitment to diversity to create a welcoming, empowered, and inclusive community.

A High-Performing Organization

Practice continuous improvement in all we do, for those we serve.

- Strengthen our financial performance, growing revenues, controlling costs, and delivering new and innovative ways to invest in our strategic priorities, while maintaining a commitment to the highest ethical standards.
- Build upon and further support our high-quality and committed workforce that advances our mission and reflects our values.
- Expand and deepen relationships with key partners and stakeholders critical to our success and maintain our commitment to shared governance.
- Practice sustainability principles in the stewardship of campus resources, recognizing our environmental responsibility to people and the planet.

