UW–Madison Strategic Framework

Forward, *Together*
The Wisconsin Idea and the Badger Way

The **Wisconsin Idea** is our "why": the university's work and its impact should be of benefit to every corner of the state and, in today's world, far beyond. The **Badger Way** is our "how": we approach our work with curiosity, humility, integrity, tenacity, civility, and a bit of playfulness. That's also how we show up for one another.

Together, the Wisconsin Idea and the Badger Way define our purpose and our promise. They are woven throughout the priorities found in the strategic framework and provide a shared compass as we move **Forward, *Together***.

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Priority 1

Deliver unrivaled educational experiences to prepare students for their future

Prepare students to thrive on campus, in work and life, and as citizens of a dynamic world.

- Deliver transformative and innovative learning opportunities.
- Expand access and affordability.
- Foster student belonging, well-being, free expression, viewpoint diversity, and civil dialogue.
- Connect learners to leadership, entrepreneurship, industry, community, research, and service opportunities.

Priority 2

Discover, create, and innovate to change lives

Lead in cutting-edge research and push the boundaries of human understanding to address challenges and enrich lives.

- Advance ambitious research that addresses important challenges.

- Support discovery, creative expression, and humanistic inquiry to understand the world, build community, grapple with challenges, and imagine better futures.
- Strengthen innovation and economic development through partnerships with industry, communities, governments, and campus partners.
- Increase the visibility and accessibility of our work to facilitate collaboration with partners beyond campus.

Priority 3

Convene and collaborate for the public good

Deepen and broaden partnerships and co-create solutions that benefit people in Wisconsin and beyond.

- Engage in reciprocal relationships with communities, tribal nations, businesses, nonprofit organizations, government, alumni, and others.
- Contribute to civic health and public trust through constructive engagement across differences.
- Build partnerships and engagements that support Wisconsin's economic vitality and workforce by innovating for the public good.
- Contribute to a more sustainable future, embedding environmental stewardship into all we do.

Priority 4

Cultivate a culture of excellence to ensure a resilient future

Support and strengthen our people, culture, and operations so we can deliver on our mission for generations to come.

- Invest in an outstanding employee experience and a culture that honors excellence and well-being.
- Modernize and align our systems, processes, and infrastructure.
- Steward our financial, physical, and digital resources efficiently and transparently.
- Align policies, resources, and accountability to support our community.

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What's next: The strategic framework is brought to life through school, college, and divisional strategic plans; campuswide initiatives; and collaboration among students, staff, faculty, alumni, and partners. We will hold ourselves accountable through shared ownership, cross-campus alignment, and coordinated goal setting and tracking.

Learn more at strategicframework.wisc.edu.