

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**.

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.

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.

Convene and collaborate for the public good



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

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.