University of Wisconsin-Madison Strategic Framework

For Wisconsin and the World:
Focusing a Great University on its Core Mission,
Public Purpose and Global Reach
2009 – 2014

Our Vision
The University of Wisconsin-Madison will be a model public university of the twenty-first century – serving as a resource and working to enhance the quality of life in our state, nation, and the world.

We will serve as a preeminent center for knowledge and engagement – opening new forms of access to citizens of the state, the nation, and the world. To do so, we will create a welcoming, empowered, and inclusive community. We will prepare generation after generation to lead satisfying, useful and ethical lives. In partnership with the state and colleagues around the world, we will identify and address some of the most complex local and global problems.

Our Strategic Priorities
• Provide an exemplary undergraduate experience.
• Reinvigorate the Wisconsin Idea and renew our commitment to our public mission
• Invest in scholarly domains in which we have the potential for leadership and significant impact.
• Recruit and retain the best faculty and staff and reward merit
• Enhance diversity to ensure excellence in education and research.
• Be responsible stewards of our resources.

Executing the Strategic Framework
Communicating the plan: How can we broadly communicate the SF and engage people in the process?
Website: Communication, engaging, transparent reporting.
Indicators of Success: How will we know we have succeeded?
How will we monitor and report progress?
Align plans and initiatives: How will our schools/colleges/units help execute? Collect centrally and make accessible to all.
Cross-campus initiatives: Identify major focused initiatives. Who will lead major efforts? What systems will help support/manage them?
Resource allocation: How will we allocate our resources to align with our priorities?
Recognition and celebration: How will we recognize efforts and celebrate accomplishments?

Priority Charter
Using the Priority Charter, campus leaders can map how they intend to move forward with the Strategic Plan.

www.chancellor.wisc.edu/strategicplan