2013-2018 Strategic Plan

November 12, 2012
<table>
<thead>
<tr>
<th>Robert Cramer</th>
<th>Kassie Popp</th>
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<tr>
<td>Donna Anderson</td>
<td>David Schuler</td>
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<td>Wendy Brooke</td>
<td>Yan Shi</td>
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<td>Dennis Cooley</td>
<td>Kevin Statz</td>
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<td>Dawn Drake</td>
<td>Becky Troy</td>
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<td>Melissa Gormley</td>
<td>Angela Udelhofen</td>
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<td>Annie Kinwa-Muzinga</td>
<td>Joanne Wilson</td>
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<td>Mittie Nimocks</td>
<td>Timothy Zauche</td>
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Timeline

- **December 2011** – Steering Committee Established
- **January 2012** – Planning Retreat (~ 90 attendees)
- **February – March 2012** – SC drafted priorities
- **April 2012** – Draft priorities presented (~200 participants)
- **April – May 2012** – Campus forums and survey on drafts
- **May – July 2012** – SC created second draft
- **August 2012** – SC will presented second draft to departments and divisions (~500 attendees)
- **Fall 2012** – SC refines plan
- **November 2012** – Plan Adoption
- **Ongoing** – Action Teams and Action Projects
Basic Values

To realize its vision, the University of Wisconsin-Platteville embraces and is guided by the following values:

- excellence in undergraduate education and graduate programs;
- liberal education as a basis for lifelong learning, growth, and professional development;
- the pursuit of knowledge and its practical application, and applied research;
- ethical behavior;

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Basic Values (cont’d)

• students as the primary focus of university activities;
• respect for individual differences and support for the development of all students, faculty, and staff;
• people as the source of strength, reputation, and vitality;
• learning and development which occur inside and outside the classroom; and
• service to the community, the state of Wisconsin, and society.
The University of Wisconsin-Platteville promotes excellence across a broad spectrum of disciplines—from STEM programs and criminal justice to agriculture and the arts. We use a personal, hands-on approach to empower each student to become broader in perspective, intellectually more astute, ethically more responsible, and to contribute wisely as an accomplished professional and knowledgeable citizen in a diverse global community.
UW-Platteville will be recognized as the leading student-focused university for its success in achieving excellence, creating opportunities, and empowering each individual.

Achieving Excellence...
Creating Opportunities...
Empowering Each Individual
Strategic Priorities

**Priority**

**Definition**

**Initiatives**

**Action Items**

**Success Metrics**
Provide an Outstanding Education

Deliver an education with global perspective which prepares individuals to seize opportunities and solve the problems of today and tomorrow.

• Embrace progressive and effective learning formats
• Support high impact practices (HIPs)
• Graduate critical thinkers
• Cultivate global perspective

Suggested University-Level Action Items:
• Establish standards for faculty/student ratios and class sizes needed for effective learning in each discipline.
• Establish methods for tracking participation in HIPs.
Foster a Community of Achievement and Respect

Ensure a respectful and appreciative environment that builds an inclusive community, encourages university-wide collaboration, and enhances lifelong learning.
• Foster respect and appreciation of each individual and her/his unique talents
• Enhance communication and collaboration
• Promote lifelong learning

Suggested University-Level Action Items:
• Engage students, staff, and the community in developing a welcoming and respectful environment.
• Identify more effective communication methods that foster university-wide engagement.
Control Our Own Destiny

Create, manage, and invest in our financial, human, and physical resources to support the mission of the university.

- Generate financial resources
- Align resources with the strategic plan
- Implement a compensation/human resources plan
- Create and invest in our physical resources

Suggested University-Level Action Items:

- Proceed with the capital campaign.
- Research and implement a new budget process.
- Complete the program prioritization process.
Enrich the Tri-States

Serve as a driving force behind the Tri-State’s cultural, economic, and educational development.

- Expand cultural and entertainment programming
- Enhance economic prosperity
- Engage the community in lifelong learning

Suggested University-Level Action Items:
- Develop a marketing/communication plan to increase community attendance at campus arts and cultural events.
- Pursue economic development opportunities for the region.
1. 1\textsuperscript{st} – 2\textsuperscript{nd} year retention rate of 80%.
2. Increase 4 and 6 year graduations rates.
3. Increase participation in high impact practices by 25%.
4. Affect a continuous upward trend in results of NSSE and campus climate survey.
5. Generate $75 million in new revenue over 5 years.
6. Increase UW-Platteville’s total compensation budget by 10\% over the next 5 years.
Next Steps

• Form action teams for each priority, with a champion for each initiative.
  - by end of Fall semester

• Determine what group will “own” the plan and make recommendations for ongoing process.
  - beginning of Spring semester

• Ask departments and divisions to develop their own plan of action items and success metrics to help the university succeed.
  - by end of Spring semester