
Our mission is to help students learn so that they are successful as productive, creative, ethical, engaged citizens and leaders with an informed global perspective.

Our vision:
We will be the learning nucleus of the St. Croix Valley. We will act in close collaboration with communities, institutions and private enterprise to create a dynamic economy, sustainable communities and environment, and an optimum quality of life. Our efforts will be firmly rooted in unbounded inquiry and a cultivated sense of civility, public service and creative expression. We will be a highly accessible gateway to explore the full range of human potential. We will inspire and educate citizens and leaders who, guided by core values, will purposefully and ethically serve society. We will link our students and our communities to global opportunities and collaborative relationships in the St. Croix Valley, in Wisconsin and beyond. We will be a life-long learning partner for all those who seek to discover their own potential and the richness and complexity of our multifaceted world.

Our core values are:
In integrity. We earn trust through honesty and ethical behavior.
Academic excellence. We help students attain their full potential as critical thinkers, effective communicators and committed life-long learners by providing personalized, integrated educational experiences.
Inclusiveness. We create an environment of mutual respect, professional behavior, academic freedom and appreciation of individual differences and rich cultural diversity.
Community. We intentionally cultivate leadership through community engagement and public service in the spirit of the Wisconsin Idea.
Continuous improvement. We strive for excellence through decisions based on information and analysis.
The Plan’s Structure.

“Living the Promise” goals mutually reinforce each other in a hierarchy of support and connection. Development (infrastructure) goals provide a solid foundation for the success of operational goals. All goals help UWRF create a culture of learning in fulfillment of the university’s mission. The plan’s operating paradigm calls upon the university to engage in continuous quality improvement and assessment, to define its priorities, and to use solid information to make future decisions about how to use its resources.

Goals and Initiatives

Goal One
Create a Culture of Learning
UW-River Falls will develop a strong learning environment on the campus and beyond. We will support both student learning and faculty learning through research, scholarly, and creative activity

Initiative 1.1
Strengthening the learning experience for all students to include a focus upon leadership, sustainability and globalization

Initiative 1.2
Creating a culture that supports research, scholarly and creative activity that serves students, faculty and staff

Initiative 1.3
Enhance support for co-curricular experiential learning activities

Goal Two
Model Sustainability Principles
UW-River Falls will model and champion the principles of sustainable community development

Initiative 2.1
Develop an organizational structure, identify resources, and collect background data

Initiative 2.2
Promote sustainability across all dimensions of the campus and beyond

Initiative 2.3
Develop, promote and enhance sustainable facilities
Goal Three
Expand Global Literacy and Engagement
UW-River Falls will integrate international and global experiences, learning, and attitudes throughout the university

 Initiative 3.1
To provide opportunities for a greater number of students and faculty to pursue international travel/study abroad—student participation rate of 20% within four years, 50% within eight years

 Initiative 3.2
To increase the number of international students at UWRF to 5% of enrollment

 Initiative 3.3
To internationalize the curriculum and campus programming

Goal Four
Develop Engaged Leaders
UW-River Falls will create an institutional culture that teaches, promotes, and rewards leadership that positively impacts external and internal constituencies

 Initiative 4.1
Integrate engaged leadership throughout the institution by positioning UWRF to achieve the Carnegie Community Engagement classification

 Initiative 4.2
Establish comprehensive undergraduate leadership programs based upon developmental models of leadership

 Initiative 4.3
Cultivate engaged leadership among UWRF faculty and staff

Goal Five
Foster a Culture of Inclusiveness
UW-River Falls will create a supportive community that embraces our differences and builds understanding

 Initiative 5.1
Define diversity at UW-River Falls

 Initiative 5.2
Establish academic programs that move UWRF toward meeting the core value of inclusiveness

 Initiative 5.3
Establish a comprehensive diversity recruitment and retention plan

Goal Six
Promote the University of Wisconsin-River Falls
Create and implement an integrated marketing strategy

 Initiative 6.1
UW-River Falls will create and apply an integrated marketing plan

 Initiative 6.2
UW-River Falls will mobilize support for the institution, its mission, and its financial security

If UWRF were to do nothing over the next several years, we would still change because of the forces impacting our future. But we have an opportunity to mold that change. A key will be to execute this plan.
Goal Seven
Invest in Human Resources
UW-River Falls will invest in the present and future quality of the university

Initiative 7.1
Strive to create compensation and benefits plan for all UWRF employees

Initiative 7.2
Review and/or clarify the performance expectations of all UWRF employees

Initiative 7.3
Increase financial support and expand opportunities for continuing faculty and staff professional development

Goal Eight
Enhance the Use of Technology
UW-River Falls will build an effective technological infra-structure to support the increasing demand and will provide the continuing training and support services needed to meet the institution’s growing needs

Initiative 8.1
Enhance the effective use of all technology for teaching, research and learning

Initiative 8.2
Provide efficient, reliable and secure technology infrastructure that supports the development and delivery of state-of-the-art technologies

Initiative 8.3
Use technology to support efficient and effective operation of the university

Goal Nine
Invest in Facilities to Support Our Mission
UW-River Falls will invest its resources in facilities that support identified institutional needs

Initiative 9.1
Develop a comprehensive facilities planning process and plan

Initiative 9.2
Stewardship of existing and future facilities

Goal Ten
Secure Financial Resources
UW-River Falls will build a sound base of fiscal resources that will enable the university to fulfill its mission and goals

Initiative 10.1
Develop and implement a comprehensive fundraising campaign

Initiative 10.2
Establish an enrollment management plan that fosters growth while maintaining a commitment to university mission and goals

Initiative 10.3
Evaluate administrative and academic structures, policies and processes to increase efficiency and effectiveness
Spring 2009 – 2010 Accomplishments

OP 1 Assess all University Programs and Units
The Academic Program Prioritization process was completed and discussions about program evolution, suspension, and enhancement have begun in the colleges.

Goal 1 Create a Culture of Learning Task 1.2.3
Funded a larger number of faculty sabbaticals for the 2010-2011 Academic Year.

Goal 1 Create a Culture of Learning Task 1.2.4
The University Archives reopened in renovated space with new archivist position approved. Additional dollars were allocated to the library for 2010-2011 to secure additional electronic resources. Expanded database access was secured for faculty in various disciplines.

Goal 1 Create a Culture of Learning Task 1.3.2
Living Learning Communities were piloted in AY 2009-2010 and will be expanded for AY 2010-2011

Goal 2 Model Sustainability Principles Task 2.2
Created a sustainable working group to develop a comprehensive plan and an action plan to position the university as a regional and educational leader on sustainability.

Goal 2 Model Sustainability Principles Task 2.2.1, Task 2.2.2
UWRF faculty and staff collaborated in the development and delivery of new BS in Sustainable Management degree, offered online and in partnership with UW System institutions.

Goal 2 Model Sustainability Principles Task 2.2.1, Task 2.2.2
Faculty developed a baccalaureate level certificate in Sustainable Management Science

Goal 3 Expand Global Literacy and Engagement Task 3.2.2
Repositioned international student professional personnel to Student Affairs to better connect with residential life, student life programming, and student organizations.

Goal 3 Expand Global Literacy and Engagement Task 3.3.2
Identified and began renovation of space on campus for appropriately hosting visiting faculty. Identified potential off-campus site for additional lodging venue for international faculty/scholars.

Goal 3 Expand Global Literacy and Engagement Task 3.3.2
Funded and staffed the UWRF Fulbright advisor, a faculty member who serves as a conduit for faculty and students who seek opportunities abroad through Fulbright programs.
Goal 4 Develop Engaged Leaders
University Advancement has reintroduced a Chancellor Student Ambassadors program to develop a group of student leaders to represent the university.

Goal 5 Foster a Culture of Inclusiveness
Completed the Equity Scorecard Report.
Completed the Campus Climate Survey and hosted Dr. Susan Rankin for her final report to the campus.

Goal 5 Foster a Culture of Inclusiveness
Hired a permanent Chief Diversity Officer.

Goal 5 Foster a Culture of Inclusiveness Task 5.3
Deployed an increasingly diverse admissions staff to recruit a higher number of diverse students for our 2010 First Year class.

Goal 6 Promote the University of Wisconsin River Falls Task 6.1.1, Task 6.1.2, Task 6.1.3
An integrated marketing plan was created and will be deployed during summer 2010 to parallel implementation of new university website.
$75,000 has been allocated for implementation of marketing plan

Goal 7 Invest in Human Resources Task 7.1.1
The university has budgeted for the remaining full professor salary adjustment (approximately $250,000) and the unclassified salary pool to address faculty compression and equity issues ($100,000).

Goal 8 Enhance the Use of Technology Task 8.1.1
The university has hired and deployed an instructional designer to work with faculty to develop effective online and hybrid courses.

Goal 8 Enhance the Use of Technology Task 8.3
Developed an expanded Faculty Workshop to enhance faculty members’ skills and abilities to develop and deliver on-line courses.

Goal 9 Invest in Facilities to Support our Mission Task 9.2
Secured more than 1 million dollars to support classroom/lab modification.

Goal 9 Invest in Facilities to Support our Mission Task 9.2
Secured a gift from Case IH to supply the university, in particular programs in CAFES, with equipment to support the academic programs.

Goal 10 Secure Financial Resources Task 10.1.1
University Advancement completed a comprehensive campaign readiness audit, anticipating a capital campaign.

Goal 10 Secure Financial Resources Task 10.1.2
University Advancement has identified fundraising priorities in accord with UWRF’s mission, vision, and strategic plan.