Preamble

2012-2017 Strategic Plan

Since 1874 the University of Wisconsin-River Falls has provided educational opportunities for students, sustained by a faculty and staff dedicated to teaching, mentoring, and engagement. For the state, region, and beyond, UW-River Falls has always demonstrated its commitment to access and quality in higher education.

Like our fellow University of Wisconsin System institutions, UW-River Falls is challenged by what is expected to be a continuing trend of declining state support, increased reliance on student tuition and fees, and increased competition within the higher education marketplace. The combination of these factors will drive the University to assure that we provide distinctive opportunities and exceptional value to our students. The University will work to assure that it can thrive in this evolving external environment.

As a result the University must and will be more focused, intentional, and entrepreneurial. In these ways, we will reward performance and intentionally support and strategically grow our student populations—in concert with the University of Wisconsin’s System’s Growth Agenda—and seek ways to assure the University’s fiscal stability. Additionally, the University will remain a valued member of the University of Wisconsin System and as a result will continue to integrate with the system initiatives and policies that guide some of the University’s work, including our collective commitment to Inclusive Excellence and campus commitment to sustainability.

However, as a member of the University of Wisconsin System, the University must be bolder in defining our distinctive opportunities and niches and focused on sustaining a vibrant community of scholars and learners.

The environmental context for our work as public university calls for a strategic plan—consonant with our Mission, Vision, and Values—that is not “all things to all people.” Our core values will be embedded in our decision-making and actions, and we will focus on a select set of priorities to be collectively pursued with commitment and vigor. These goals will produce measurable outcomes and garner state and national recognition for UW-River Falls as a public university that has kept true to its commitment to student learning, while pursuing and achieving a bold and distinctive path that sets it apart.
Strategic Goals

Distinctive Academic Excellence:
UW-River Falls will strategically enhance and build distinctive academic programs that support a community of diverse, talented, and highly-engaged learners and scholars. The University’s highest aspiration will be to foster an inclusive, challenging, learner-centered environment that supports academic excellence. The University aspires to further differentiate itself in the state and region through its academic programs, and be among the national leaders in undergraduate and collaborative research, scholarship, and creative activity.

Global Education and Engagement
Global learning and comprehensive internationalization will serve as a distinctive feature of UW-River Falls. The University aspires to distinguish itself as being among the national leaders in internationalization among public comprehensive, master’s level institutions.

Innovation and Partnerships
UW-River Falls will incentivize and support innovation, often in collaboration with others, to support student learning, enhance the distinctiveness and stature of the university, and catalyze economic and sustainable community development. Our partnerships will reinforce the value of the University to the state and region.

2012-2017 Strategic Goals

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<thead>
<tr>
<th>Distinctive Academic Excellence</th>
<th>Global Education and Engagement</th>
<th>Innovation and Partnerships</th>
</tr>
</thead>
</table>

Foundational Elements

Sustainability || Inclusiveness || Human Capital || Technology || Facilities || Finance || Other
Initiatives Proposal Guidelines

How will foundational elements be used in each initiative?

For each initiative, please state how each of the foundational elements will be used to support the initiative.

* University wide initiative is an initiative that spans across colleges, units, and departments
* It is recommended that initiatives be discussed at college or department levels and get support from the college or department.
* Initiatives that have a less than university-wide focus, such as strictly college-centered and departmental-centered initiatives, should be discussed at those levels and forwarded by the Deans or Department heads

We recommend the submission of a university wide initiative to include the following:

Proposed initiative: ______________________________________________________________

1) Person, department or college proposing the initiative
2) Which strategic goal does this initiative support? How?
3) Based on the definition of University Wide Initiative above, indicate how the proposed initiative has a university-wide impact
4) Indicate, to the best of your consideration, how the following foundational elements would be affected by the initiative.

Foundational elements:
- Sustainability
- Inclusiveness
- Human Capital
- Technology
- Facilities
- Finance
- Other

First-round Initiatives should be forwarded via email to Joseph Harbouk, Vice Chancellor for Administration and Finance at joseph.harbouk@uwrf.edu, or online at the Strategic Plan website by January 10, 2012. There will be opportunities to submit initiatives again in spring 2012 and annually thereafter.