Revised Statement of
Focused Mission, Vision and Core Values

FOCUSED MISSION STATEMENT:

Our mission is to help prepare students to be productive, creative, ethical, engaged citizens and leaders with an informed global perspective.

VISION:

The University of Wisconsin-River Falls will distinguish itself as the St. Croix Valley’s public, comprehensive university that:

- Supports an inclusive campus community of highly-engaged learners and scholars.
- Develops distinctive, innovative educational opportunities including regional and global partnerships that lead to student success, sustainable communities, and differentiation of the university within the state and nation.
- Fosters a challenging, supportive, student-centered environment that is characterized by academic excellence, inspiring and preparing students to serve as ethical, informed citizens and leaders in an increasingly complex, diverse, and global environment.

CORE VALUES:

- STUDENT CENTERED. We commit ourselves to an unwavering focus on learning, holistic development and success.
- ACADEMIC EXCELLENCE. We help students attain their full potential as critical thinkers, effective communicators, leaders, and committed life-long learners by providing engaged and integrated educational experiences.
- INCLUSIVENESS. We commit to a community of mutual respect, professional behavior, academic freedom and appreciation of individual differences and rich cultural diversity.
- INNOVATION. We encourage innovation, sustainability, and creativity, often in partnership with others, to inspire people, catalyze new ideas, and support economic and community development.
- GLOBAL ENGAGEMENT. We engage with ideas, people, cultures and places beyond our campus to enrich learning and understanding.
- INTEGRITY. We earn trust through honesty, accountability, and ethical behavior.