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# Mission and Strategic Plan



## University of Wisconsin-Stout Menomonie, Wisconsin

Each institution of the University of Wisconsin System shares in the encompassing System Mission established by the Board of Regents. In addition, the Regents have given a more specific Core Mission to the group of 11 institutions designated as the University Cluster, and a differentiated Select Mission for each institution.

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### Select Mission

University of Wisconsin-Stout, as a special mission institution, serves a unique role in the University of Wisconsin System. UW-Stout is characterized by a distinctive array of programs leading to professional careers focused on the needs of society. These programs are presented through an approach to learning which involves combining theory, practice and experimentation. Extending this special mission into the future requires that instruction, research and public service programs be adapted and modified as the needs of society change.

- (a) The university offers undergraduate programs leading to professional careers in industry, commerce, education and human services through the study of technology, applied mathematics and science, art, business, industrial management, human behavior, family and consumer sciences, and manufacturing-related engineering and technologies.
  - (b) The university integrates the humanities, arts, and natural, physical and social sciences into its undergraduate programs. Experiences in these areas provide a foundation for the major field of study, promote continuing personal and professional growth, and prepare the student to deal constructively with issues and opportunities of the future. The university places special emphasis upon student development.
  - (c) The university's programs center on human development and interpersonal relationships, efficient and effective practices in industry, commerce, education and human services and the relationships of individuals to their environment and to society.
  - (d) The university develops new educational strategies, provides opportunities to learn through involvement and experimentation, and creates a climate of inquiry. The university experiments with new instructional methods in the interest of improving the learning process.
  - (e) The university expects scholarly activity including research, scholarship, development and creative endeavor that supports its programs at the baccalaureate level, its select graduate programs and its select mission.
  - (f) The university, through outreach and public service, addresses the needs of society and contributes to the welfare of the state and to its economic and technological development and cooperates with University of Wisconsin-Extension.
  - (g) The university cooperates with the other University of Wisconsin institutions; the Wisconsin Technical College System, and other state and national agencies; and participates in statewide, national, and international programs.
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# Strategic Plan

## Vision Statement

UW-Stout, a respected innovator in higher education, educates students to be lifelong learners and responsible citizens in a diverse and changing world through experiences inside and outside the classroom that join the general and the specialized, the theoretical and the practical, in applied programs leading to successful careers in industry, commerce, education, and human services.

## We Value

- ▶ **Excellence in teaching** within high-quality, student-centered undergraduate and graduate education involving active learning and appropriate technology.
- ▶ **Scholarship and research** within applied knowledge and general education.
- ▶ **Collaborative relationships** with business, industry, education, community and government.
- ▶ **Growth and development** of students, faculty and staff through active participation in a university community.
- ▶ **Diversity** of people, ideas and experiences.
- ▶ **Active involvement** in shared governance, consensus-building, teamwork, open and effective communication, and respectful, ethical behavior.

## Five-Year Goals

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**Goal 1** Offer high-quality, challenging academic programs that influence and respond to a changing society.

**Strategic Objectives:**

- 1.1 Maintain active involvement with business, industry, education, community and government in order to identify trends that influence future directions of the university.
- 1.2 Increase the number of certificate, baccalaureate and graduate programs.
- 1.3 Expand opportunities for students, faculty and staff to adapt to a global society.
- 1.4 Develop new educational partnerships and delivery systems.
- 1.5 Establish minimum computer competencies for students.
- 1.6 Improve assessment of student academic outcomes.
- 1.7 Enhance the academic honors program.

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**Goal 2** Preserve and enhance our educational processes through the application of active learning principles.

**Strategic Objectives:**

- 2.1 Develop a campus definition of active learning and identify active learning principles.
- 2.2 Optimize active learning activities throughout the university community.
- 2.3 Increase experiential learning opportunities for the university community.
- 2.4 Continue to be the premier active learning university in the UW System.
- 2.5 Develop further integration between formal curricula and out-of-classroom learning.

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**Goal 3**

Promote excellence in teaching, research, scholarship and service.

**Strategic Objectives:**

- 3.1 Promote and support faculty/staff professional development.
- 3.2 Improve accessibility and application of information and instructional technology.
- 3.3 Develop and foster external and internal partnerships which contribute to excellence.
- 3.4 Create and support interdisciplinary activities.
- 3.5 Develop a broad definition of diversity to integrate into university practices.
- 3.6 Develop a workload model that supports teaching, research, scholarship and service.
- 3.7 Recognize and reward excellence.

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**Goal 4**

Recruit and retain a diverse university population.

**Strategic Objectives:**

- 4.1 Develop a recruiting initiative to diversify the composition of the university community.
- 4.2 Develop initiatives to increase retention.
- 4.3 Improve academic advisement.
- 4.4 Increase the number of scholarships/assistantships available for new and continuing students.

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**Goal 5**

Foster a collegial, trusting and tolerant campus climate.

**Strategic Objectives:**

- 5.1 Strengthen community through open, timely and reliable communication.
- 5.2 Use participatory processes for campus decisions and continue to improve shared governance.
- 5.3 Develop a more cohesive university community where people gather, learn and interact comfortably.
- 5.4 Model civil and ethical behavior in all aspects of university life.
- 5.5 Provide students the skills to develop trusting, tolerant personal and professional relationships throughout life.

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**Goal 6**

Provide safe, accessible, effective, efficient and inviting physical facilities.

**Strategic Objectives:**

- 6.1 Assess utilization and need for campus facilities, using an open information process.
- 6.2 Improve facility access to comply with Americans with Disabilities Act requirements.
- 6.3 Provide a fast, reliable and flexible information technology infrastructure.



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UNIVERSITY OF WISCONSIN