

## UW-Parkside Strategic Plan & Goal Statements

**Strategic Direction A.:** *An integrated approach to **student success** achieved by setting clear expectations and articulating measurable standards for excellence beginning with the first year.*

**Goal Statements:**

1. Develop an operational definition of “college readiness” and “academic success”
2. Promote college readiness and academic success through programs and services targeting students’ needs
3. Create a comprehensive and seamless response to address factors that are important for academic success and students’ progress
4. Create an integrated and holistic model of student development through curricular and co-curricular programs that support students’ intellectual, civic and personal growth

**Strategic Direction B.:** *A strategic, data driven approach to enrollment that utilizes intentional strategies and tactics to achieve **optimal enrollment** through progressive recruitment, matriculation, and retention efforts, thereby supporting the vision and the academic mission of the university and enhancing student learning and success.*

**Goal Statements:**

1. Establish an integrative, data-driven approach to enrollment management (EM) that is responsive to the changing needs of the institution and the community
2. Completion and implementation of the “integrated marketing plan” which is currently being developed by the Integrated Marketing Team (IMT)
3. Develop and expand academic programs which will directly increase enrollment in the university by developing and marketing programs which are in high demand in the market place
4. Aggressively research and develop alternative graduate and undergraduate degree options, degree completion opportunities, and course delivery options which meet the needs and expectations of contemporary student populations and the businesses that employ them

**Strategic Direction C.:** *A rigorous academic experience marked by high quality teaching, research and creative activity that prepares students to become responsible and engaged local and global citizens.*

**Goal Statements:**

1. Improving crediting for faculty supervision of: independent study, graduate thesis and internship/externship activity
2. Internationalize/globalize the curriculum
3. Increase students participating in study abroad opportunities
4. Increase the number of international students at UW-Parkside
5. Enhance and expand the Honors Program
6. Enhance and expand the Precollege Programs
7. Transform the general education program from the current stage of assessment to a vibrant, self-sustaining general education community with embedded process for continuous improvement based on assessment findings and best practices

**Strategic Direction D.:** *Inclusiveness and diversity permeates all policies, procedures, programs, services, decisions and student, faculty and staff experiences.*

**Goal Statements:**

1. Workforce: increase the number of racially/ethnically diverse faculty, staff, and administration by at least 25% in the next three years
2. Climate: to be a campus where individuals are respectful, aware, and open to experiences which will increase their knowledge and appreciation of inclusiveness and diversity
3. Student Performance: to close the gaps in graduation rates utilizing data from the Equity Scorecard. Race/ethnicity and socioeconomic background will no longer be major predictors of graduation rates at UW-Parkside.
4. Decrease the level of demographic segregation in majors
5. Curriculum/Student Outcomes: to graduate students with a demonstrated understanding of inclusiveness and diversity leading them to become capable leaders in a diverse community (utilizing principles of Liberal Education and America's Promise [LEAP] and Universal Design [UD])
6. Community: to expose precollege students to the campus through programs including Upward Bound, Ready Rangers, etc. which will increase the connections between the campus and our diverse surrounding communities

**Strategic Direction E.:** *Create a campus culture and climate that is a welcome environment for learning, reflective of our core values and high standards of collegiality and service to others both internally and externally.*

**Goal Statements:**

1. Develop a well articulated group of employees that contribute to a well-defined organization working in concert to promote accountability for all employees.
2. Effectively use technology to enhance the campus climate.
3. Establish a culture and climate of access on campus for students and the community.

**Strategic Direction F.:** *Community engagement is a nationally recognized hallmark of distinction for UW-Parkside embedded in an institutional commitment fostering civic-minded students, alumni, staff and faculty who provide scholarship, leadership, resources and services to the local and global community.*

**Goal Statements:**

1. Educate students to be community leaders and engaged local and global citizens.
2. Leverage UW-Parkside's connections to University of Wisconsin System resources and expertise to enhance community outreach and service.
3. Ensure that community engagement and community based scholarship are embedded into the institutional fabric of UW-Parkside.
4. Provide opportunities for community development through access to campus-wide offerings, and attract additional resources that serve university and community priorities.