Our Core Values

PURPOSE-DRIVEN

PEOPLE-FOCUSED

COMMITMENT TO STEWARDSHIP
UW System Strengths

• Student-focused
• Mission-driven (committed faculty and staff; students focused on betterment of society)
• Two R1 universities; internationally recognized flagship
• Best value/affordability
• Provision of services to businesses and communities across the state
UW System Challenges

- Long-term demographic shifts signal declining enrollments
- Some students underserved by UW System
- Below-market compensation
- Aging infrastructure
- Relative decline in state resources in support of higher education
Wisconsin by the Numbers

25% WI residents age 60 or older

x 19 The richest 1% in Wisconsin earned 19 times as much as everyone else in the state.

130,000 Decrease in the number of people in the workforce by 2030

5% Decrease in high school enrollments by 2030
Value of College Degrees

Earnings and unemployment rates by educational attainment, 2020

- Median usual weekly earnings ($)
  - Doctoral degree: 1,885
  - Professional degree: 1,893
  - Master's degree: 1,545
  - Bachelor's degree: 1,305
  - Associate's degree: 938
  - Some college, no degree: 877
  - High school diploma: 781
  - Less than a high school diploma: 619

- Unemployment rate (%)
  - Doctoral degree: 2.5
  - Professional degree: 3.1
  - Master's degree: 4.1
  - Bachelor's degree: 5.5
  - Associate's degree: 7.1
  - Some college, no degree: 8.3
  - High school diploma: 9.0
  - Less than a high school diploma: 11.7

Wisconsin faces several key challenges that the UW System can help address:

- Reduce significantly the *socioeconomic disparities* among Wisconsin residents
- Model *civic engagement and civil discourse*, which are increasingly under siege
- Enhance communities throughout our state and create the *industries of tomorrow*
- Drive *economic prosperity* and help *win the competition for talent*
Our Purpose

The University of Wisconsin System will deliver transformative educational outcomes and research that expands the boundaries of knowledge. We will work to extend the value of our universities beyond the boundaries of the campuses, seeking to enhance the quality of life for all in Wisconsin and beyond, in fulfillment of the Wisconsin Idea.
Foundational elements have not materially changed:

- **Purpose**
- **Core values**
We have added an additional strategic objective that better captures our core research mission.
Meeting the Needs of Wisconsin

ENHANCE THE STUDENT EXPERIENCE AND SOCIAL MOBILITY

FOSTER CIVIC ENGAGEMENT AND SERVE THE PUBLIC GOOD
Meeting the Needs of Wisconsin

CREATE AND DISSEMINATE KNOWLEDGE THAT CONTRIBUTES TO INNOVATION AND A BETTER UNDERSTANDING OF THE HUMAN CONDITION

ADVANCE ECONOMIC PROSPERITY
## ENHANCE THE STUDENT EXPERIENCE AND SOCIAL MOBILITY

<table>
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<tr>
<th>STRATEGIES</th>
<th>UW SYSTEM ADMINISTRATION ROLE</th>
<th>SUCCESS MEASURES</th>
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| S1. We will increase access to higher education and improve rates of success for historically underserved students. | 1.1 Relentlessly pursue student aid resources as a means of removing financial barriers 1.2 Coordinate with the universities to identify and support best practices in collaboration with K-12 schools, technical colleges, and other educational partners to promote transition into, and success at, our universities 1.3 Conduct regular affordability reviews to ensure our universities remain a top value in higher education compared to their peers | Increase access and improve rates of success of historically underserved populations, including low-income, first generation, and underrepresented racial/ethnic minorities.  
- Close gap in participation of underrepresented students after high school by 50%, increasing participation rates by 7 percentage points for Hispanics, 11 percentage points for Native Americans, and 12 percentage points for African-Americans  
- Increase Pell-eligible students as a percentage of in-state undergraduate students from 24% to ___%  
- Increase enrollment of first-generation new freshmen to 10,000 from 8,400  
- Significantly reduce the retention and graduation rate gaps for underserved students, improving System-wide graduation rates for that cohort by ___ percentage points |
## CREATE AND DISSEMINATE KNOWLEDGE THAT CONTRIBUTES TO INNOVATION AND A BETTER UNDERSTANDING OF THE HUMAN CONDITION

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| S6. We will focus on being a global leader in research, scholarship, and creative activity, as well as knowledge dissemination that benefits society. | 6.1 Champion the production of knowledge and world-class research within the System, with particular emphasis on support for the two R1 universities.  
6.2 Assist our comprehensive universities in identifying and securing enhanced funding for research and creative activities, which are important across all of our campuses.  
6.3 Work with the universities to expand the focus on environmental sustainability across both the curriculum and the research enterprise.  
6.4 Coordinate with the universities to respond to state and local challenges with research and policy support.  
6.5 Assist the universities in increasing research collaborations with industry partners. | Ensure a strong research infrastructure  
- Increase research expenditures throughout the System, including by 15% at UW-Milwaukee and by 10% at comprehensive institutions.  
- Increase the national HERD ranking of UW-Madison to no. 6 and the HERD/other applicable ranking of UW-Milwaukee to no.  ____  
- Strengthen UW-Madison’s status as a top 10 public university and UW-Milwaukee’s R1 status. |
# Strategic Plan DRAFT – Strategy S8

## ADVANCE ECONOMIC PROSPERITY

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<td>S8. We will provide support for the universities to drive enrollment to</td>
<td>8.1 Coordinate with the universities to support pilot innovative enrollment initiatives and create policy flexibility to facilitate innovation&lt;br&gt;8.2 Leverage the UW brand through an umbrella marketing campaign to drive enrollment&lt;br&gt;8.3 Work with the universities to develop and evaluate, as appropriate, distance learning resources to complement the needs of adult learners&lt;br&gt;8.4 Assist the universities in differentiating themselves in the marketplace</td>
<td>Grow the talent pipeline by graduating 41,000 students annually across the universities.&lt;br&gt;• Increase participation rates of high school graduates from 27% to 34%&lt;br&gt;• Increase the number of transfer students from outside the System from 7,000 to 10,000 per year&lt;br&gt;• Improve overall graduation rates by five percentage points from 70% to 75%&lt;br&gt;• Recruit back and graduate 1,000 former students per year who opted out prior to degree completion</td>
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<td>meet the needs of the state and the knowledge economy.</td>
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Planning Timeline

Next Steps:
- Additional stakeholder engagement
- Finalize strategic plan
- Plan for implementation
- Launch of initiatives
Questions or comments?