Superior Visions 2020
a strategic planning process that builds from areas of strength, promise, and opportunity to create a plan that will guide the future of the University”
Clear Sight Requirements

- Redefine institutional Mission and Identity
- Ensure student learning, assessment, and improvement
- Ensure program relevance
- Ensure high impact practices across all programs
- Identify and market “signature” programs
- Better position UW-Superior in the marketplace
- Strategically increase enrollment
- Improve student retention
- Enhance engagement with larger community
- Diversify revenue sources
- Ensure alignment of workload and compensation
- Ensure alignment of budget with priorities
Questions of Future Sight

Research Groups

• **Group One:** Who are the constituencies we currently serve and who are the ones we could potentially serve?

• **Group Two:** What is the demonstrated need for the programs we currently offer? How effective are they?

• **Group Three:** Who are our competitors and what distinctive advantages do we have (or could we have) relative to them?

• **Group Four:** What forces external to the University could affect its future either positively or negatively?
Research Groups

- **Group Five:** What forces internal to the University could affect its future either positively or negatively?

- **Group Six:** What is the current culture of our University and what should it be?

- **Group Seven:** What are our current revenue sources and what should they be?

- **Group Eight:** What mechanisms do we have to assess the quality of our core functions & how effective are those?
UW-Superior Strategic Plan

Mission Statement
The University of Wisconsin-Superior fosters intellectual growth and career preparation within a liberal arts tradition that emphasizes individualized attention, embodies respect for diverse cultures, and multiple voices, and engages the community and region.

Vision Statement
The University of Wisconsin-Superior will be known as an institution that transforms learners, engages the community, and enhances the vitality of its region.

Values Statement
At the University of Wisconsin-Superior, we are committed to academic excellence, with an emphasis on student-focused learning, intellectual and personal development, continuous improvement, inclusivity, community partnerships, and global awareness.

Strategic Plan
- Student Experience
- Thriving Partnerships
- Achieving Excellence
- Resource Management

UW-Superior Strategic Plan
uwsuper.edu/strategicplan
UW-Superior Strategic Plan

STUDENT EXPERIENCE
General Study Findings for the Great Lakes Region:

- The Liquidified Natural Gas (LNG) and Compressed Natural Gas (CNG) supply chains for all modes of transportation is in its infancy.
- The LNG industry is interested in expanding the supply chain. There is a lack of liquefaction plants to make LNG.
- Rail and marine lag tracking in fueling locations.
- Marine and rail are likely to use LNG rather than CNG. Both modes looking to convert.
- Adoption by multiple modes/user groups can further reduce costs.
UW-Superior Strategic Plan
Budget Challenges

Strategic Planning
- Strategic Planning Steering Committee
  - SPSC

Program Prioritization
- Expanded Strategic Planning Steering Committee
  - ESPSC
Program Prioritization

– Low Enrolling Programs
– Streamline curriculum
– Alternative Delivery Focus
– Operational Efficiencies
  • RFP for Custodial and Grounds
  • Restructuring – marketing; recruitment; equity, diversity and inclusion
UW-Superior Strategic Plan

UW-Superior Students of Color Enrollment

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Academic Demand Analysis
UW-Superior Strategic Plan

Areas to Invest

• Faculty and staff compensation
• Assessment of student learning outcomes
• High impact practices – undergraduate research
• Community engagement
• New program development