

University of Wisconsin System Mission Statement

The mission of the system is to develop human resources, to discover and disseminate knowledge, to extend knowledge and its application beyond the boundaries of its campuses and to serve and stimulate society by developing in students heightened intellectual, cultural and humane sensitivities, scientific, professional and technological expertise and a sense of purpose. Inherent in this broad mission are methods of instruction, research, extended training and public service designed to educate people and improve the human condition. Basic to every purpose of the system is the search for truth.

University of Wisconsin System Administration Mission Statement

With the Board of Regents, the UW System Administration leads and serves the UW System institutions, as a champion of higher education and a responsible steward of resources. Under the direction of the UW System President, the UW System Administration helps to develop, and then implements, monitors, and evaluates policies enacted by the Board of Regents, aligning university programs with the current and future needs of the state and the nation.

In fulfilling this mission, the UW System Administration:

- Develops strategic plans, analyzing advances in teaching and learning, new technologies, and demographic trends.
- Acquires and manages the human, physical, and financial resources needed to advance public higher education in Wisconsin, advocating for UW System institutions, students, employees, and stakeholders.
- Ensures the effective and efficient use of resources, building trust with students, taxpayers, donors, and other funders.
- Measures, evaluates, and reports the UW System's progress toward strategic goals and operational objectives, demonstrating accountability and leadership.
- Cultivates the talent needed to fulfill the UW System mission, helping the institutions attract, reward, and retain faculty, academic staff, classified staff, and academic leaders.
- Models and leads organizational learning and transformation through inclusive excellence, equity, and diversity, by engaging with students, faculty, staff, and a wide variety of external stakeholders, whose diverse viewpoints and experiences enrich the university's impact.
- Facilitates close coordination and cooperation among the UW System institutions, building on existing capabilities and sharing expertise.
- Coordinates UW System activities and operations with appropriate local, state, and federal governmental agencies.
- Facilitates effective partnerships with other public and private educational institutions and systems, university governance groups, businesses, students, and others, to create shared solutions to emerging challenges.
- Interprets and applies laws, regulations, and business practices that govern the UW System, providing reliable guidance and oversight for the institutions.

The Core Mission of the Doctoral Cluster

As institutions in the doctoral cluster, UW-Madison and UW-Milwaukee share the following core mission. Within the approved differentiation stated in their select mission statements, each university shall:

- a. Offer degree programs at the baccalaureate, master's and doctoral levels.
- b. Offer programs leading to professional degrees at the baccalaureate and post-baccalaureate levels.
- c. Conduct organized programs of research.
- d. Promote the integration of the extension function, assist the University of Wisconsin–Madison Extension in meeting its responsibility for statewide coordination, and encourage faculty and staff participation in outreach activity.
- e. Encourage others in the University of Wisconsin System and in other state and national agencies to seek the benefit of the unique educational and research resources of the doctoral institutions.
- f. Embrace and encourage student, staff, and faculty diversity in all areas and demonstrate a commitment to equity, diversity, and inclusion.
- g. Support activities designed to promote the economic development of the state.

The Core Mission of the Comprehensive University Cluster

As institutions in the comprehensive university cluster, UW-Eau Claire, UW-Green Bay, UW-La Crosse, UW-Oshkosh, UW-Parkside, UW-Platteville, UW-River Falls, UW-Stevens Point, UW-Stout, UW-Superior, and UW-Whitewater share the following core mission. Within the approved differentiation stated in their select mission statements, each university in the cluster shall:

- a. Offer associate and baccalaureate degree level and selected graduate programs within the context of its approved mission statement.
- b. Offer an environment that emphasizes teaching excellence and meets the educational and personal needs of students through effective teaching, academic advising, counseling and university-sponsored cultural, recreational and extra-curricular programs.
- c. Offer a core of liberal studies that supports university degrees in the arts, letters and sciences, as well as specialized professional/technical degrees at the associate and baccalaureate level.
- d. Offer a program of pre-professional curricular offerings consistent with the university's mission.
- e. Expect scholarly activity, including research, scholarship and creative endeavor, that supports its programs at the associate and baccalaureate degree level, its selected graduate programs and its approved mission statement.
- f. Promote the integration of the extension function, assist the University of Wisconsin–Madison Extension in meeting its responsibility for statewide coordination, and encourage faculty and staff participation in outreach activity.
- g. Participate in interinstitutional relationships in order to maximize educational opportunity for the people of the state effectively and efficiently through the sharing of resources.
- h. Embrace and encourage student, staff, and faculty diversity in all areas and demonstrate a commitment to equity, diversity, and inclusion.
- i. Support activities designed to promote the economic development of the state.

Select Mission of the University of Wisconsin-Eau Claire

In addition to the system and core missions, the [University of Wisconsin-Eau Claire has the following select mission](#) (revised June 10, 2016):

We foster in one another creativity, critical insight, empathy, and intellectual courage, the hallmarks of a transformative liberal education and the foundation for active citizenship and lifelong inquiry.

We fulfill our mission through a pervasive university commitment to provide:

- Rigorous, intentional and experiential undergraduate liberal education for life and livelihood;
- Strong, distinctive professional and graduate programs that build on and strengthen our proud tradition of liberal education;
- Multicultural and international learning experiences for a diverse world;
- Exemplary student-faculty research and scholarship that enhance teaching and learning;
- An inclusive campus community that challenges students to develop their intellectual, personal, cultural and social competencies;
- Educational opportunities responsive to the needs of our communities, state, region and beyond; and
- Academic leadership in transforming liberal education.

The University offers undergraduate programs and degrees in the arts, humanities, social sciences, health sciences, sciences, select engineering fields, education, nursing, and business. The institution also offers graduate programs related to areas of strength within the institution, including business, education, nursing, human sciences, humanities, and sciences.

Select Mission of the University of Wisconsin-Green Bay

In addition to the system and core missions, the [University of Wisconsin-Green Bay has the following select mission](#) (revised April 5, 2019):

The University of Wisconsin-Green Bay is a multi-campus comprehensive university offering exemplary undergraduate, master's and select doctoral programs and operating with a commitment to excellence in teaching, scholarship and research, and service to the community. The University provides a problem focused educational experience that promotes critical thinking and student success.

The culture and vision of the University reflect a deep commitment to diversity, inclusion, social justice, civic engagement, and educational opportunity at all levels. Our core values embrace community-based partnerships, collaborative faculty scholarship and innovation.

Our commitment to a university that promotes access, career success, cross-discipline collaboration, cultural enrichment, economic development, entrepreneurship, and environmental sustainability is demonstrated through a wide array of programs and certifications offered in four colleges: College of Arts, Humanities and Social Sciences; College of Science, Engineering and Technology (including the Richard Resch School of Engineering); College of Health, Education and Social Welfare; and the Austin E. Cofrin School of Business, leading to a range of degrees, including AAS, BA, BAS, BBA, BM, BS, BSN, BSW, MS, MSW, MSN, and Ed.D.

Select Mission of the University of Wisconsin-La Crosse

In addition to the system and core missions, the [University of La Crosse has the following select mission](#) (revised June 6, 2014):

The University of Wisconsin-La Crosse (UW-L) provides a challenging, dynamic, and diverse learning environment in which the entire university community is fully engaged in supporting student success. Grounded in the liberal arts, UW-L fosters curiosity and life-long learning through collaboration, innovation, and the discovery and dissemination of new knowledge. Acknowledging and respecting the contributions of all, UW-L is a regional academic and cultural center that prepares students to take their place in a constantly changing world community.

The University offers undergraduate programs and degrees in the arts and humanities; health and sciences; education; and business administration. The University offers graduate programs related to areas of emphasis and strength within the institution, including business administration, education, health, the sciences, and the social sciences.

Select Mission of the University of Wisconsin-Madison

In addition to the system and core missions, the [University of Wisconsin–Madison has the following select mission](#) (revised June 10, 1988):

The University of Wisconsin–Madison is the original University of Wisconsin, created at the same time Wisconsin achieved statehood in 1848. It received Wisconsin's land grant and became the state's land-grant university after Congress adopted the Morrill Act in 1862. It continues to be Wisconsin's comprehensive teaching and research university with a statewide, national and international mission, offering programs at the undergraduate, graduate and professional levels in a wide range of fields, while engaging in extensive scholarly research, continuing adult education and public service.

The primary purpose of the University of Wisconsin–Madison is to provide a learning environment in which faculty, staff and students can discover, examine critically, preserve and transmit the knowledge, wisdom and values that will help ensure the survival of this and future generations and improve the quality of life for all. The University seeks to help students to develop an understanding and appreciation for the complex cultural and physical worlds in which they live and to realize their highest potential of intellectual, physical and human development. It also seeks to attract and serve students from diverse social, economic and ethnic backgrounds and to be sensitive and responsive to those groups which have been underserved by higher education. To fulfill its mission, the University must:

- a) Offer broad and balanced academic programs that are mutually reinforcing and emphasize high quality and creative instruction at the undergraduate, graduate, professional, and post-graduate levels.
- b) Generate new knowledge through a broad array of scholarly, research, and creative endeavors, which provide a foundation for dealing with the immediate and long-range needs of society.
- c) Achieve leadership in each discipline, strengthen interdisciplinary studies, and pioneer new fields of learning.
- d) Serve society through coordinated statewide outreach programs and meet continuing educational needs in accordance with the University's designated land-grant status.
- e) Participate extensively in statewide, national, and international programs and encourage others in the University of Wisconsin System, at other educational institutions, and in state, national, and international organizations to seek benefit from the University's unique educational resources, such as faculty and staff expertise, libraries, archives, museums, and research facilities.
- f) Strengthen cultural understanding through opportunities to study languages, cultures, the arts, and the implications of social, political, economic, and technological change and through encouragement of study, research, and service off campus and abroad.
- g) Maintain a level of excellence and standards in all programs that will give them statewide, national, and international significance.
- h) Embody, through its policies and programs, respect for and commitment to the ideals of a pluralistic, multiracial, open and democratic society.

Select Mission of the University of Wisconsin-Milwaukee

In addition to the system and core missions, the [University of Wisconsin-Milwaukee has the following select mission](#) (revised June 10, 1988):

To fulfill its mission as a major urban doctoral university and to meet the diverse needs of Wisconsin's largest metropolitan area, the University of Wisconsin-Milwaukee must provide a wide array of degree programs, a balanced program of applied and basic research, and a faculty who are active in public service. Fulfilling this mission requires the pursuit of these mutually reinforcing academic goals:

- a) To develop and maintain high quality undergraduate, graduate, and continuing education programs appropriate to a major urban doctoral university.
- b) To engage in a sustained research effort which will enhance and fulfill the University's role as a doctoral institution of academic and professional excellence.
- c) To continue development of a balanced array of high quality doctoral programs in basic disciplines and professional areas.
- d) To attract highly qualified students who demonstrate the potential for intellectual development, innovation, and leadership for their communities.
- e) To further academic and professional opportunities at all levels for women, minority, part-time, and financially or educationally disadvantaged students.
- f) To establish and maintain productive relationships with appropriate public and private organizations at the local, regional, state, national, and international levels.
- g) To promote public service and research efforts directed toward meeting the social, economic, and cultural needs of the state of Wisconsin and its metropolitan areas.
- h) To encourage others from institutions in the University of Wisconsin System and from other educational institutions and agencies to seek benefit from the University's research and educational resources such as libraries, special collections, archives, museums, research facilities, and academic programs.
- i) To provide educational leadership in meeting future social, cultural, and technological challenges.

Select Mission of the University of Wisconsin-Oshkosh

In addition to the system and core missions, the [University of Wisconsin-Oshkosh has the following select mission](#) (revised October 7, 2016):

The University of Wisconsin-Oshkosh provides a high-quality liberal education to all of its students in order to prepare them to become successful leaders in an increasingly diverse and global society. Our dedicated faculty and staff are committed to innovative teaching, research, economic development, entrepreneurship and community engagement to create a more sustainable future for Wisconsin and beyond.

High-quality academic programs in nursing, education, business, social sciences, natural science, humanities, fine and performing arts, engineering technology, information technology, health sciences and applied and liberal studies -- all delivered in an innovative and inclusive learning environment -- lead to degrees at the associate, baccalaureate, master's and professional doctorate levels.

Select Mission of the University of Wisconsin-Parkside

In addition to the system and core missions, the [University of Wisconsin-Parkside has the following select mission](#) (revised November 7, 1997):

The University of Wisconsin-Parkside is committed to high quality educational programs, creative and scholarly activities, and services responsive to its diverse student population and its local, national, and global communities.

Objectives:

1. Offer high quality academic programs rooted in the tradition of a liberal education in the arts, sciences, and professions, responsive to the occupational, civic and cultural needs of the region, and actively seek their continual improvement.
2. Generate, disseminate, and apply knowledge through research, professional and creative activity that benefits communities throughout the region and the world.
3. Attract and retain a diverse and multicultural population of students, faculty, and staff.
4. Foster a teaching and learning community that provides opportunities for collaborative faculty, student, and staff interaction in support of excellence.
5. Creatively and effectively utilize technology in courses, programs, and services.
6. Prepare students to be successful in their professional, civic, and personal lives.
7. Provide programs that meet the intellectual and cultural needs of people throughout their lives.
8. Provide and share in cultural and intellectual activities in partnership with our local and regional communities.

Select Mission of the University of Wisconsin-Platteville

In addition to the system and core missions, the [University of Wisconsin-Platteville has the following select mission](#) (revised June 6, 2014):

The University of Wisconsin-Platteville provides Associate, Baccalaureate, and Master's degree programs in a broad spectrum of disciplines including: science, technology, engineering, and mathematics; criminal justice; education; business; agriculture; and the liberal arts. We promote excellence by using a personal, hands-on approach to empower each student to become broader in perspective, intellectually more astute, ethically more responsible, and to contribute wisely as an accomplished professional and knowledgeable citizen in a diverse global community.

Select Mission of the University of Wisconsin-River Falls

In addition to the system and core missions, the [University of Wisconsin-River Falls has the following select mission](#) (revised October 5, 2018):

FOCUSED MISSION STATEMENT

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

The University of Wisconsin-River Falls serves students who are full-time and part-time undergraduate, graduate, non-traditional, distance-education and non-degree-seeking. The University offers programs in agriculture, food, and the environment; arts and humanities; social and natural sciences; engineering and technology; business administration, marketing and economics; and education and professional studies; offering degrees at the associate, bachelors, masters, and education specialist levels.

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; and
- Ensures academic excellence in all modes and methods of instruction.

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 learning experiences in all modes and methods of instruction.

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.

Select Mission of the University of Wisconsin-Stevens Point

In addition to the system and core missions, the [University of Wisconsin-Stevens Point has the following select mission](#) (revised December 11, 2015):

In addition to the Core Mission of the University Cluster Institutions, the select mission of UW-Stevens Point is to provide programs that help communities become more vibrant, healthy, prosperous, and sustainable. We accomplish this by providing a broad foundation in the fine arts, humanities, natural sciences, and social sciences for associate and baccalaureate degrees.

Our commitment to helping communities thrive requires that we provide education, research and outreach in a wide array of disciplines, with particular emphases at the baccalaureate level in integrated natural resources management and environmental education; in the performing and visual arts; and in areas such as business, health and wellness professions, communicative disorders, design, select engineering programs, family and consumer sciences, information science, paper science, social work, and teacher education.

UW-Stevens Point provides select master's programs in communication, communicative disorders, health care, health promotion, natural resources, teacher education, wellness, and other select areas clearly associated with this university's undergraduate emphases. UW-Stevens Point provides a clinical doctoral program in audiology, as well as professional doctoral programs in select areas of strength at the master's level.

UW-Stevens Point puts special emphasis on promoting inclusivity, advancing human wellness, providing excellent academic support resources, offering extensive study abroad and international programs, and providing a robust array of UW-Stevens Point programs.

Select Mission of the University of Wisconsin-Stout

In addition to the system and core missions, the [University of Wisconsin-Stout has the following select mission](#) (revised August 22, 2014):

University of Wisconsin-Stout is a career-focused, comprehensive polytechnic university where diverse students, faculty and staff integrate applied learning, scientific theory, humanistic understanding, creativity and research to solve real-world problems, grow the economy and serve a global society.

The University offers undergraduate and graduate programs leading to professional careers in industry, commerce, education and human services through the study of applied mathematics and science, art and design, business and management, social and behavioral sciences, education, family and consumer sciences, select engineering programs, applied technologies, select health studies, and technical communication.

Select Mission of the University of Wisconsin-Superior

In addition to the system and core missions, the [University of Wisconsin-Superior has the following select mission](#) (revised February 6, 2015):

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

To accomplish these ends, the University will:

1. Provide students with a carefully articulated and comprehensive foundation in liberal studies as a base for all degree programs.
2. Award associate and baccalaureate degrees in selected fields in education, arts, humanities, sciences, social sciences, business, and pre-professional programs.
3. Offer graduate programs in areas associated with its undergraduate emphases and strengths.
4. Extend its undergraduate and graduate resources beyond the boundaries of the campus through alternative delivery of programs.
5. Expect scholarly activity, including research, scholarship and creative endeavor, that supports its programs at the associate and baccalaureate degree levels, its selected graduate programs, and its special mission.
6. Maintain an inclusive campus community that challenges students to develop their intellectual, personal, cultural, and social competencies.
7. Engage in appropriate inter-institutional relationships and community partnerships to enhance educational and service opportunities.
8. Foster, with University of Wisconsin-Extension, the development of cooperative and general outreach programming and the integration of the Extension function with that of this institution.

Select Mission of the University of Wisconsin-Whitewater

In addition to the system and core missions, the [University of Wisconsin-Whitewater has the following select mission](#) (revised February 11, 2005):

The University of Wisconsin-Whitewater is committed to the development of the individual, the growth of personal and professional integrity and respect for diversity and global perspectives. These are met by providing a safe and secure environment in which academic and co-curricular programs emphasize the pursuit of knowledge and understanding and a commitment to service.

The mission of the University of Wisconsin-Whitewater is:

1. To provide a range of undergraduate programs and degrees in letters, sciences, the arts, and professional specializations, including interdisciplinary programs.
2. To offer graduate education built clearly upon its undergraduate emphases and strengths with particular emphasis in the fields of business, education, communication, and human services.
3. To engage in scholarly activity, including research, scholarship and creative endeavor, that supports its programs at the associate and baccalaureate degree level, its graduate programs, and its select mission.
4. To create and maintain a positive and inviting environment for multicultural students, students with disabilities, and nontraditional students, and provide support services and programs for them.
5. To serve as a regional cultural and economic resource center through its service initiatives.
6. To provide continuing education and outreach programs as integrated institutional activities.
7. To provide a variety of co-curricular activities to enhance out-of-class learning opportunities.
8. To encourage and maintain a high level of personal and professional integrity in all University life and activities.