

A Bold Future

2025
STRATEGIC
PLAN



Our Bold Vision **NATIONAL DISTINCTION**

- Distinction in health and human wellbeing
- Leadership in equity, diversity and inclusion
- Integrated undergraduate research and creative activity in all disciplines

Our Collective Action **MEET OUR GOALS**

- Achieve our Guidepost Goals
- Grow enrollment to 10,200
- Invest in faculty and staff



Our Enduring Commitment **SUPPORT OUR STRENGTHS**

- An exemplary education
- Nationally distinctive partnerships
- Sustainable campuses





Our Bold Vision: **NATIONAL DISTINCTION**

We will achieve a national reputation for academic distinction through three action goals

Distinction in Health and Wellbeing

- Increase collaborations across disciplines and colleges in support of health and wellbeing.
- Expand national partnerships to enhance opportunities for students, faculty and staff in health and wellbeing.
- Develop new, nationally competitive academic and cocurricular programs.
- Identify ways to enhance the wellbeing of faculty, staff and students.

Leadership in Equity, Diversity and Inclusion

- Implement practices that will eliminate the opportunity gap and lead to equitable outcomes for prospective and current students, faculty and staff.
- Identify national leadership opportunities through the Center for Racial and Restorative Justice and the Center for EDI Training and Development.
- Integrate EDI into classroom pedagogy, content and curriculum on all campuses.
- Build and maintain collaborative coalitions throughout our region.

Integrated Undergraduate Research and Creative Activity in all Disciplines

- Integrate undergraduate research and creative activities across disciplines on all campuses.
- Support departments in determining the best way to integrate research and creative activities into curriculum and workloads.
- Expand research with national partners.



Our Enduring Commitment: **SUPPORT OUR STRENGTHS**

Our vision is supported by existing institutional strengths

An Exemplary Education

- Support existing and develop new programs that attract students and serve the needs of Wisconsin.
- Strengthen University Honors and departmental honors programs.
- Collaborate with alumni and partners to enhance scholarships, high-impact practices and internships that range from local to international opportunities.

Nationally Distinctive Partnerships

- Foster new academic and cocurricular partnerships that support our bold vision and new learning opportunities.
- Identify, with UW-Eau Claire Foundation, new philanthropic support and collaborations.
- Encourage partnerships that intersect health and wellness, EDI and sustainability.
- Work with Barron County to advance regional economic development.

Sustainable Campuses

- Work to achieve carbon neutrality by 2050.
- Integrate sustainability into curricula and HIPs across disciplines and campuses.
- Implement carbon-free and reduced carbon systems.
- Seek third-party certification for new buildings.



Our Collective Action: **MEET OUR GOALS**

Our actions make our vision possible

Achieve our Guidepost Goals

- 100% will participate in HIPs.
- 90% students will be retained to year two.
- 50% students will graduate in four years.
- 20% students of color and eliminate the opportunity gap.

Grow Enrollment to 10,200

- Through expanded recruitment and increased retention we will return to our 2010 enrollment level of 10,200 FTE.

Invest in Faculty and Staff

- With increased enrollment and efficient use of resources we can invest in faculty and staff compensation and new programmatic initiatives.