



GARY L. MILLER  
Chancellor

Memorandum

To: University Community  
From: Gary L. Miller *Gary L. Miller*  
Date: October 13, 2016  
Subject: The Vision of UWGB for the Future

The public comprehensive mission of UWGB is important for this region and the State of Wisconsin. The Board of Regents approved University Mission Statement guides proximate strategies and tactics to accomplish specific institutional goals as outlined in our Strategic Plan. The results of the *Invent the Future* process, the *Future Imagined* rationale for the four college reorganization, and the newly approved UW System *2020FWD* Strategic Framework, represent important campus and system collaborative work that helps shape our activities.

An essential additional planning element is a statement of our long-term aspirations: A Vision. Working with the UPIC, the Deans and other campus leaders, we have developed a Vision Statement for the University (attached). This statement is intended to guide our proximate strategies and tactics (driven by the strategic plan) toward our dreams for the future. The elements of this vision embrace our current strategy, our interdisciplinary commitment, our focus on student success and our desire to be a larger, more engaged university that supports faculty research and teaching.

Currently, the University Planning and Innovation Council is employing the vision and other recent reflections on where we are to refresh the existing University Strategic Plan. Their work will be ready for campus discussion later this semester.

Thank you all for your great work.

Attachment

c: Council of Trustees

I N N O V A T I O N                      T R A N S F O R M A T I O N                      P L A C E

## **University of Wisconsin – Green Bay**

### **Urban-Serving Strategic Vision**

The University of Wisconsin-Green Bay is an access-driven, urban-serving comprehensive university that provides a world-class education and promotes economic growth, sustainability, as well as health, wellness, and social equity in Green Bay and the surrounding areas through a commitment to interdisciplinary learning, scholarship, and problem-solving.

To realize this vision, UW-Green Bay must be:

- A university that makes student success its highest priority.
- A large university (10,000 total headcount) approaching 15% out-of-state students with one of the highest proportions of international students in the UW System.
- A diverse university that reflects the community.
- A leading comprehensive, Division I university recognized for connecting community partners in innovative programs of development, education, and sustainability.
- An internationally-recognized university that instills the benefits of interdisciplinary thinking and learning.
- A university known for distinctive programs, including traditional and professional graduate programs.
- A university that invests in its people, values innovation and creativity, and strives to create a work environment that supports personal and professional growth.