



GARY L. MILLER  
*Chancellor*

## Memorandum

To: University Community  
From: Gary L. Miller *Gary L. Miller*  
Date: August 21, 2018  
Subject: University Mission

I hope this message finds you refreshed and ready for another great academic year at UW-Green Bay.

Last spring we began the important process of reshaping the University Select Mission to reflect the changing environment and to position ourselves for our future in the State's third largest metropolitan area (in a memo of April 7, 2017, I described in detail the rationale for seeking a mission change. (<http://blog.uwgb.edu/chancellor/files/2017/06/2017.04.07-University-Mission-memo.pdf>)). President Cross has encouraged this effort and it is strongly supported in the community. The addition of three new campuses and important new programs (including a new School of Engineering) make revising the mission even more important.

On March 17, 2018, I initiated the mission revision process by outlining six important reasons for revising our select mission. (<http://blog.uwgb.edu/chancellor/files/2018/03/2018.03.27-Mission-Revision.pdf>). In May we held two open sessions to consider a draft revised mission. Last spring the University shared governance groups also agreed to take up the revised mission this fall. A schedule for this consideration will be announced and posted on the University web page shortly after Convocation.

Based on the comments and suggestions we received during the open sessions and in informal discussions with many members of the University community this summer, we developed a second iteration of the original draft. We are submitting this second draft to shared governance for first consideration in their meetings next month. Both drafts are presented below for your review:

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

Draft Select Mission (May 2018)

*The University of Wisconsin-Green Bay is a multi-campus comprehensive teaching and research university providing world-class undergraduate, masters and doctoral programs built on problem-focused learning, critical thinking and student success. Our commitment to an academy that promotes economic development and sustainability, talent development and business entrepreneurship is demonstrated through our programs in business; science, technology and engineering; health and wellness; and the arts, humanities and social sciences. Our culture and vision reflect our commitment to diversity, inclusion, engaged citizenship and educational opportunity at all levels through community-based partnerships, faculty scholarship and innovative approaches that serve the region and state.*

Draft Select Mission (August 2018)

*The University of Wisconsin-Green Bay is a multi-campus comprehensive teaching and research university providing world-class undergraduate, masters and select doctoral programs built on problem-focused learning, critical thinking and student success.*

*Our commitment to an academy that promotes access, career success, economic development, environmental sustainability, talent development, business and entrepreneurship is demonstrated through a wide array of relevant 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.*

*Our culture and vision reflect a deep commitment to diversity, inclusion, social justice and educational opportunity at all levels. Our operational foundations value community-based partnerships, faculty scholarship and innovation.*

I very much look forward to working with you on this important initiative.

c: Ray Cross, President, UW System  
Council of Trustees