



Memorandum

GARY L. MILLER
Chancellor

To: Academic Staff Committee
Faculty Senate
Student Government Association
University Committee
University Staff Committee

From: Gary L. Miller
Greg Davis

Date: September 25, 2018

Subject: University Mission: Next Revision

Thank you for your work to develop a new select mission that moves the entire university toward our vision. We have had very thoughtful and creative discussions about the mission with the Faculty Senate and the Academic Staff Council. Based on those discussions and at the request of the Faculty Senate, we have revised the draft mission (see below). We will be available on **Tuesday, October 2 at noon in the 1965 Room** for public discussion about the latest revision.

Following please find: (a) draft mission presented to the Faculty Senate on September 12, (b) revision of that draft, (c) the current university select mission, (d) the Core Mission (mission for the comprehensive universities), (e) System mission and (f) UW-Green Bay Vision.

As you review this material, please take note of items (1), (4) and (5) of the Core Mission which draw the explicit relationship between the select mission and the program array of the university. Also, item (9) of the Core Mission describes our obligation to be involved in economic development activities. We also draw your attention to the final sentence of the System Mission which emphasizes our overall purpose is the search for truth.

We believe the new mission enhances the current mission in a number of ways. It identifies the university as a multi-campus university. It includes strong statements about student access and student success. It connects our current culture and practices with where we are headed (vision). It clearly and strongly states our obligation to our community.

(a) Faculty Senate on 12 September:

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, cultural enrichment, 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, leading to a range of degrees, including AAS, BA, BAS, BM, BS, BSN, BSW, BBA, MS, MSW, MSN and Ed.D. degrees.

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.

(b) Revision of 12 September draft based on discussion.

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

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

Our commitment to an academy that promotes access, career success, economic development, environmental sustainability, cultural enrichment, multi-discipline collaboration, 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, leading to a range of degrees, including AAS, BA, BAS, BM, BS, BSN, BSW, BBA, MS, MSW, MSN and Ed.D. degrees.

(c) Current university Select Mission

The University of Wisconsin-Green Bay provides an interdisciplinary, problem-focused educational experience that prepares students to think critically and address complex issues in a multicultural and evolving world. The University enriches the quality of life for students and the community by embracing the educational value of diversity, promoting environmental sustainability, encouraging engaged citizenship, and serving as an intellectual, cultural and economic resource.

The University offers undergraduate and graduate programs in the liberal arts and sciences and in professional studies that cultivate knowledge and encourage investigations into disciplinary and interdisciplinary fields, promote civic engagement and lifelong learning, and serve the needs of a diverse student body. Programs in the arts and humanities; business, management, and communication; science and technology; education; environment; health science; social and behavioral sciences; and social justice lead to a range of degrees, including AAS, BA, BAS, BM, BS, BSN, BSW, BBA, MS, MSW, and MSN degrees. *(Approved by the UW System Board of Regents, December 2014.)*

(d) Core Mission (mission for the Comprehensive universities)

As an Institution in the University Cluster of the University of Wisconsin System, the University of Wisconsin-Green Bay shares the following core mission with other institutions of the Cluster:

1. Offer associate and baccalaureate degree level and selected graduate programs within the context of its approved select mission.
2. Offer an environment that emphasizes teaching excellence and meets the educational and personal needs of students through effective teaching, academic advising, counseling, and through university-sponsored cultural, recreational, and extracurricular programs.
3. Offer a core of liberal studies that support university degrees in the arts, letters, and sciences, as well as for specialized professional/technical degrees at the associate and baccalaureate level.
4. Offer a program of pre-professional curricular offerings consistent with the university's mission.
5. 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.
6. Promote the integration of the extension function, assist University of Wisconsin-Extension in meeting its responsibility for statewide coordination, and encourage faculty and staff participation in outreach activity.
7. Participate in inter-institutional relationships in order to maximize educational opportunity for the people of the state effectively and efficiently through the sharing of resources.
8. Serve the needs of women, minority, disadvantaged, disabled, and nontraditional students and seek racial and ethnic diversification of the student body and the professional faculty and staff.
9. Support activities designed to promote the economic development of the state.

(e) System Mission

The University of Wisconsin-Green Bay shares in the mission of the University of Wisconsin System.

The mission of this 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 value and purpose. Inherent in this mission are methods of instruction, research, extended education, and public service designed to educate people and improve the human condition. Basic to every purpose of the System is the search for truth.

(f) UW-Green Bay Vision Statement

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.

Revising the Select Mission is essential if we are to compete effectively for resources in the UW System. Thank you for your continued participation in this important process.

c: University Faculty & Staff
Council of Trustees
Cabinet