A new campus mission statement that emphasizes service to Northeastern Wisconsin was approved Monday by University of Wisconsin-Green Bay officials.

The revised statement, which serves as the university's philosophical reason for existence, was endorsed by Chancellor David Outcalt, the Faculty Senate and the Budget and Planning Council.

The UW Board of Regents had urged all campuses to re-consider their mission statements. The request was timely, Outcalt said, since UWGB had not reviewed its statement in years despite growth and changes on campus.

The original 1973 mission statement was revised in 1980 when a section on a nursing program was added.

The new statement "more strongly ties the campus to its responsibility to serve this region," Outcalt said. "That's one of the major reasons for our existence."

Region or community is mentioned in four of eight sections:
- "The university offers programs employing a problem-focused approach, including an emphasis on regional, national and global environmental issues ...."
- "The university offers undergraduate professional and preprofessional programs, especially responsive to metropolitan regional needs."
- "The university provides graduate education at the master's level in select areas ... including programs designed to meet the needs of the region."
- "The university fosters the interchange of ideas and techniques between the university and the community, provides continuing education, and serves as an intellectual, cultural, and economic resource."

Other portions deal with UWGB's distinctive interdisciplinary approach; undergraduate programs in arts, letters and sciences relationships with other institutions and scholarly activity.

The new mission statement must be approved by UW Central Administration and regents.

The Faculty Senate also approved a policy to strengthen student writing skills through a curriculum-wide program.

Writing Across the Curriculum requires students to take four courses, or 12 credits, in which they will have ample opportunity to write and have their writing evaluated. The schedule will designate classes fulfilling the requirement.

Professor Cliff Abbott, who serves on UWGB's General Education Board, said the requirement will not guarantee that each graduate is a proficient writer. The program, he said, "at least is a step in the right direction."

The requirement may become effective with the fall 1989 freshman class. The General Education Board will report later on the feasibility of the starting date.