



UW-Superior Strategic Plan

Superior Visions 2020





UW-Superior Strategic Plan

a strategic planning *process* that *builds* from areas of *strength, promise, and opportunity* to create a *plan* that will *guide* the future of the University”



UW-Superior Strategic Plan

Clear Sight Requirements

- Redefine institutional Mission and Identity
- Ensure student learning, assessment, and improvement
- Ensure program relevance
- Ensure high impact practices across all programs
- Identify and market “signature” programs
- Better position UW-Superior in the marketplace
- Strategically increase enrollment
- Improve student retention
- Enhance engagement with larger community
- Diversify revenue sources
- Ensure alignment of workload and compensation
- Ensure alignment of budget with priorities



UW-Superior Strategic Plan

Questions of Future Sight

Research Groups

- **Group One:** Who are the constituencies we currently serve and who are the ones we could potentially serve?
- **Group Two:** What is the demonstrated need for the programs we currently offer? How effective are they?
- **Group Three:** Who are our competitors and what distinctive advantages do we have (or could we have) relative to them?
- **Group Four:** What forces external to the University could affect its future either positively or negatively?



UW-Superior Strategic Plan

Research Groups

- **Group Five:** What forces internal to the University could affect its future either positively or negatively?
- **Group Six:** What is the current culture of our University and what should it be?
- **Group Seven:** What are our current revenue sources and what should they be?
- **Group Eight:** What mechanisms do we have to assess the quality of our core functions & how effective are those?



UW-Superior Strategic Plan



Mission Statement

The University of Wisconsin-Superior fosters intellectual growth and career preparation within a liberal arts tradition that emphasizes individual attention, embodies respect for diverse cultures and multiple voices, and engages the community and region.

Vision Statement

The University of Wisconsin-Superior will be known as an institution that transforms learners, engages the community, and enhances the vitality of its region.

Values Statement

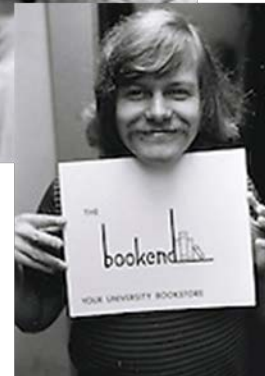
At the University of Wisconsin-Superior, we are committed to academic excellence, with an emphasis on student-focused learning, intellectual and personal development, continuous improvement, inclusivity, community partnerships, and global awareness.



Strategic Plan

- ★ Student Experience
- ★ Thriving Partnerships
- ★ Achieving Excellence
- ★ Resource Management

UW-Superior Strategic Plan
uwsuper.edu/strategicplan





UW-Superior Strategic Plan





UW-Superior Strategic Plan





UW-Superior Strategic Plan





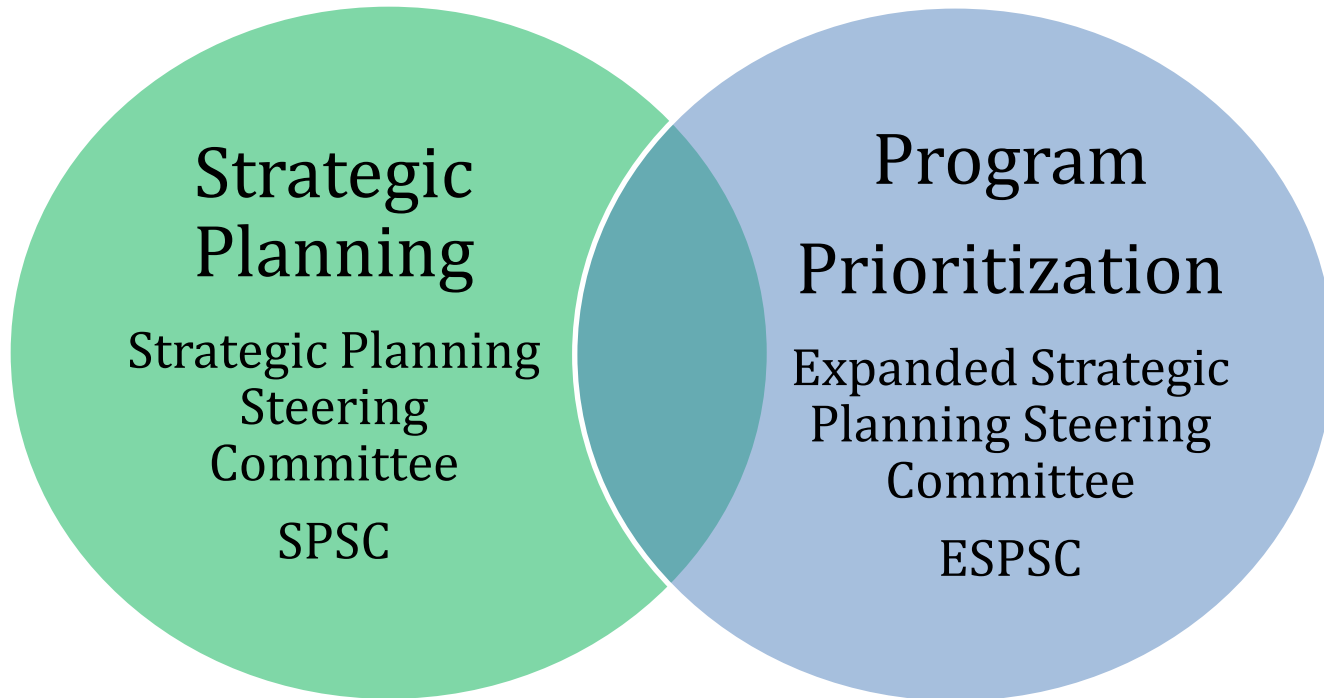
UW-Superior Strategic Plan





UW-Superior Strategic Plan

Budget Challenges





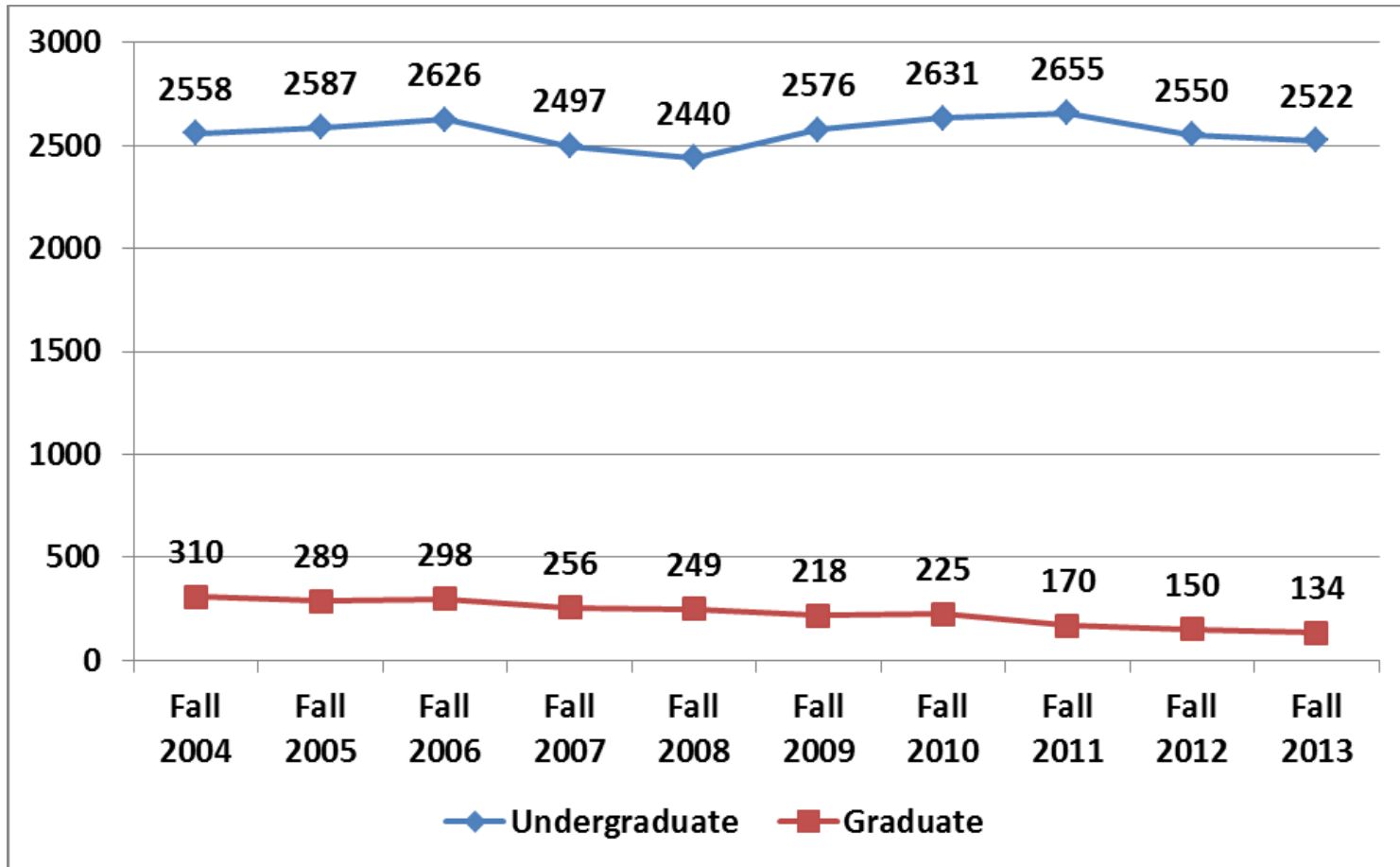
UW-Superior Strategic Plan

Program Prioritization

- Low Enrolling Programs
- Streamline curriculum
- Alternative Delivery Focus
- Operational Efficiencies
 - RFP for Custodial and Grounds
 - Restructuring – marketing; recruitment; equity, diversity and inclusion



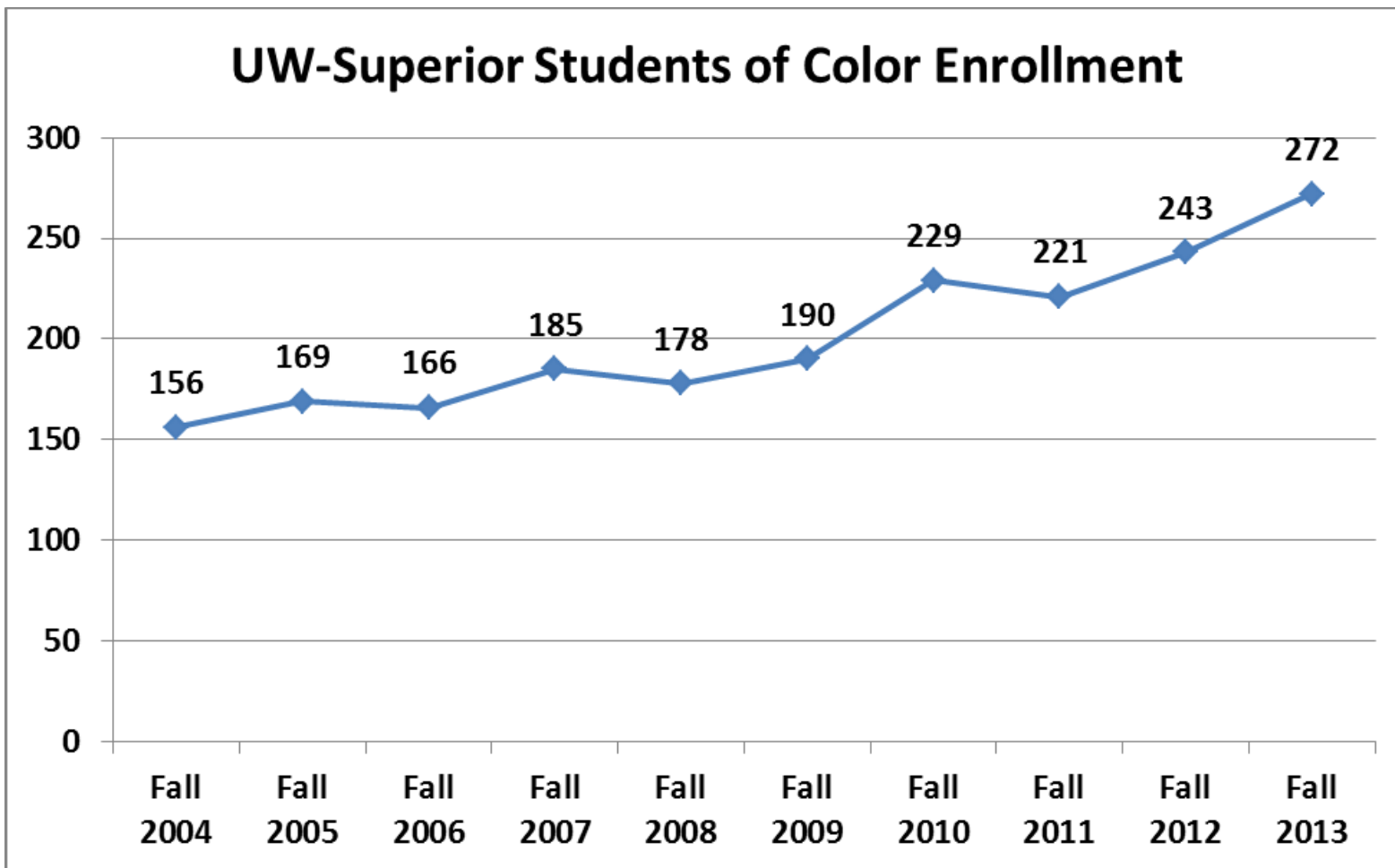
UW-Superior Strategic Plan





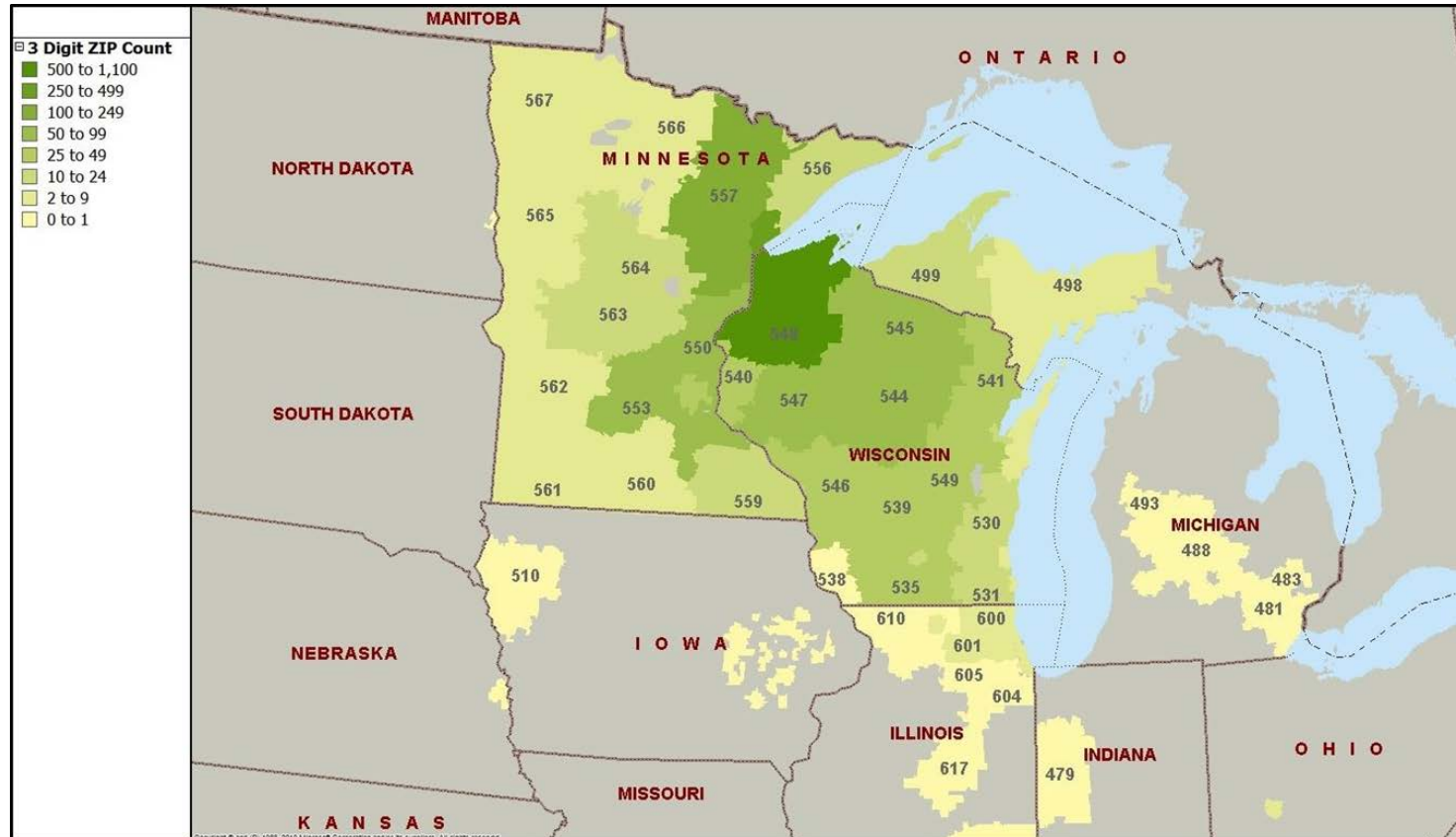
UW-Superior Strategic Plan

UW-Superior Students of Color Enrollment





UW-Superior Strategic Plan





UW-Superior Strategic Plan

Academic Demand Analysis



burningglass
CAREERS IN FOCUS



UW-Superior Strategic Plan

Areas to Invest

- Faculty and staff compensation
- Assessment of student learning outcomes
- High impact practices – undergraduate research
- Community engagement
- New program development



UW-Superior Strategic Plan

