2014–2019
STRATEGIC PLAN

MISSION STATEMENT

The University of Wisconsin-Sheboygan, as the local campus of the University of Wisconsin Colleges, provides a challenging and supportive Liberal Arts environment that offers individual attention to students of diverse backgrounds and abilities. As an institution dedicated to critical thought and exploration, UW-Sheboygan fosters lifelong learning, leadership, civic engagement, and intellectual growth among its students, faculty and staff. Our campus is committed to sharing these ideals with our city and surrounding regions so that together we form one learning community.

UNIVERSITY OF WISCONSIN
Sheboygan
A Campus of the University of Wisconsin Colleges

sheboygan.uwc.edu

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GOAL #1

Ensure the success of our students in accomplishing their educational goals by providing a high quality and supportive learning environment.

Objectives:

- *Increase the retention of degree-seeking students*
- *Ensure that our students have a solid foundation for a successful transfer experience*
- *Expand opportunities for supporting our Developmental Education students*
- *Provide opportunities to enrich the educational experiences of our high-achieving students*
- *Increase programmatic offerings to support the academic goals of our varied student population*

GOAL #2

Create a welcoming campus community that embraces diversity, provides an intellectually simulating and engaging environment and fosters mutual respect.

Objectives:

- *Identify the needs of our diverse student body and implement strategies that improve the satisfaction and retention of our student populations*
- *Expand opportunities for the intellectual growth of faculty, staff and students*

Goal #3
Ensure the future growth and vitality of the Campus.

Objectives:
- *Increase student enrollment*
- *Increase programmatic offerings that meet the needs of our local population*
- *Serve a more geographically diverse student population*
- *Implement strategies to improve faculty and staff satisfaction and retention*
- *Explore opportunities to increase external funding to the Campus*

Goal #4
Strengthen our relationship with the community in ways that will be mutually beneficial and enhance our position within the region.

Objectives:
- *Create opportunities for faculty/staff collaborations with local K-12 school systems*
- *Expand Service Learning and Internship opportunities for our students*
- *Expand faculty outreach to increase local community interactions*
- *Develop non-credit, professional development programming that meets community needs*

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The UW-Sheboygan 2014–2019 Strategic Plan

In November 2013, the Campus began a new Strategic Planning process, targeting Fall 2014 as its implementation date. The 2014–2019 Plan is the result of a six-month initiative by a Planning Team made up of representatives of several Shared Governance Committees on campus, the SGA President and key administrators. The Team initially gathered input through meetings with internal and external stakeholders and reviewed relevant available data about our campus to inform the development of the new Plan. A student survey yielded further input. The new Plan's Goals and Objectives developed by the Team were adopted in Spring 2014 by the Campus Collegium. The Action Plans (or operational plans) aimed at accomplishing the Goals and Objectives were created by four Action Planning Teams. These teams were led by a Strategic Planning Team member and consisted of individuals who were identified as having the expertise needed to create appropriate and realistic Action Plans. These teams developed sets of Action Plans that were reviewed by the larger Strategic Planning Committee. The Fall of 2014 will see the launch of several of these initiatives.

Strategic Planning Committee

James Kabrhel

Valerie Murrenus Pilmaier

Tom Uebelherr

Sam Watson

Jeff Ellair (Library Director)

Doug Meyer (SGA President)

Connie Christensen

Missy Skurzewski-Servant

Brian Stout

Joy Markelz served as Staff for the Committee and
Dean Jackie Joseph-Silverstein facilitated the Planning Process.

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