

UW-Eau Claire introduces 2008-16 strategic plan

The following e-mail message was sent May 7, 2008, to the UW-Eau Claire campus community.

To the UW-Eau Claire Campus Community,

I am pleased to share with you the [University of Wisconsin-Eau Claire Centennial Plan](#) — our strategic plan for 2008-16. This document is the culmination of a yearlong collaboration of faculty, staff, students and friends, and it has my wholehearted support. Many thanks to the University Planning Committee for producing this plan and to the university community for your contributions to it.

The vision this plan sets before us is a bold one: We will become the premier undergraduate learning community in the upper Midwest — a tall order, but one I believe we are fully capable of achieving, based on our long history of excellence and the demonstrated commitment of our faculty and staff. I am excited by this challenge — as I hope you are — and eager to get to work to make it a reality.

As you read this strategic plan, I ask of you two things:

1. Do not file this plan away. It is meant to be read, used and updated. It contains our marching orders.
2. Find your place in this plan. We must all contribute to this vision if we are to meet our goals; that means everyone can find a way to make a difference.

Work on implementing this plan can begin immediately — I encourage you to discuss which action ideas you and your colleagues can start now. This summer, I will convene my Leadership Group — which includes administrators, students and governance faculty and staff — to identify the priorities in our plan on which we will focus our efforts in the coming year. I'll announce those priorities at the Blugold Breakfast in August and invite every college and division to set your priorities, in line with our university goals.

While we expect that it will take years to fulfill our goals, there are several things we must do immediately in order to move forward.

- We must jumpstart work on our key ideas. To make that possible, I will set aside a Strategic Initiative Fund for the 2008-09 academic year to fund proposals targeted to our strategic goals. More details about the size of the fund (to be determined after we know more about the scope of the budget repair bill) and the process for preparing proposals will be shared with chairs and directors this spring and with the campus this fall.

- We must focus on our people — our faculty and staff. I am pleased to announce the receipt of a \$100,000 gift to the Foundation from board member Casey Sylla to provide seed money for a new Center for Excellence in Teaching and Learning. This center will become the hub for professional development for our teaching mission and support our challenging learning goals. We will have the center up and running in time to provide orientation support for our new and returning faculty this August.
- We must reflect our values in all that we do. In support of our value of stewardship and sustainability, I will meet later this week with Professor Christina Beuning and her students who have completed a carbon inventory of our university, the first step in what will be our ongoing commitment to the American College and University Presidents Climate Commitment to reduce our carbon footprint. We will share those results with you.

I have also asked Provost Tallant and Vice Chancellor Soll to begin work immediately on developing a collaborative, transparent comprehensive program and services review process, to be implemented during the 2008-09 academic year. This review was recommended by both the University Planning Committee and the Budget Process Task Force as a foundational component for successful plan implementation. A comprehensive review will help us create a baseline measurement of our effectiveness and mission alignment, with which we can begin to make informed resource and programmatic decisions.

Many of the ideas in our plan can be implemented without additional funding. Some will take the will to reallocate resources. We will need to become better at saying “no” to the activities that are not central to our vision and asking ourselves, “What can we do differently?” We need to support one another in trying new ideas and in honestly assessing what is working and what is not.

This strategic plan lays out a compelling picture of a university that I want to work with you to create. Please join me in making our 2016 vision a reality.

Chancellor Brian Levin-Stankevich