

UW-L Select Mission Statement

Survey Results

Spring 2009

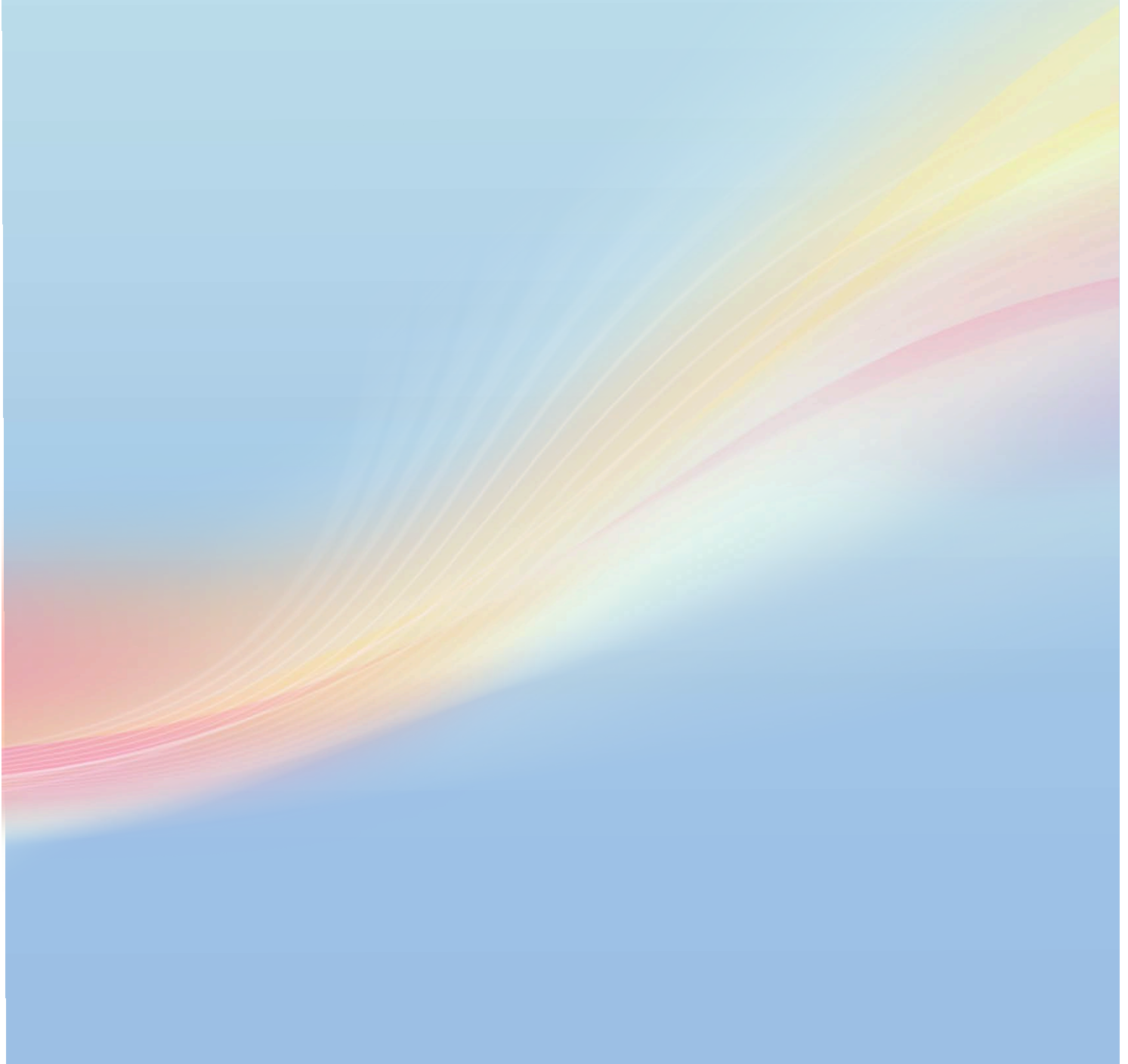


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Introduction

This report contains the results of a survey of the UW-L community. The survey asked respondents to evaluate possible revisions to the current UW-L Select Mission Statement.

Mission Statement Structure and Purpose

The complete UW-La Crosse Mission Statement includes three components:

- The University of Wisconsin System Mission Statement
- The Core Mission of the University Cluster Institutions
- The Select Mission of the University of Wisconsin-La Crosse

The *System Mission* statement applies to all UW's 26 campuses. As a campus within the "Cluster" category, UW-La Crosse shares its *Core Mission* with 10 other campuses. Finally, every campus has its own individualized *Select Mission* statement. Whenever it deems necessary, a campus may choose to modify its Select Mission. Any new Select Mission statement may not be inconsistent with the other two components, and all changes must be approved by the Board of Regents. The current mission statements are listed in Appendix B.

UW-L's Select Mission should communicate a sense of UW-L's particular identity, its strengths and values as an institution. The Select Mission statement is used for strategic planning, for grant writing, on the UW-L website, and in other public relations materials.

History and Process

In fall 2008, the provost requested an evaluation of the current Select Mission statement and the campus interest in creating a new Select Mission statement. Students, faculty and staff were invited to complete a survey. The survey directly asked, "In your opinion, should the UW-La Crosse Select Mission Statement be modified or updated?" For those responding in the affirmative, the following questions were used to solicit information:

- If there was one thing that you would want someone to know about UW-L, what would it be?
- Please describe (in a couple of sentences) the campus that UW-L should aspire to become.

The results suggested that the campus was interested in investigating new mission statements; our current statement is approximately 20 years old, relatively cumbersome, and arguably out of date.

In consultation with the shared governance groups, the provost appointed a ten-person ad hoc committee to study the survey data and create alternate mission statements for campus-wide consideration. Two representatives from each of the following five campus groups comprised the committee: administration, students, faculty, non-instructional academic staff, and classified staff (see Appendix C). The committee used the campus

feedback from the survey to identify key themes and then incorporated them into five new mission statement drafts (see Appendix A).

In spring 2009, the ad hoc committee created a new survey to gather campus reaction to the five drafts of the Select Mission statement. The results of this survey are summarized below.

Action Item

This report is being forwarded to campus governance groups for their discussion and recommendation of two or more statements for possible adoption. The committee will utilize feedback from the governance groups to make a formal recommendation to the Provost and Chancellor regarding mission statements acceptable to the campus. The Chancellor will then make his recommendation to the Board of Regents.

With the goal of finding at least one version that is acceptable to all, the committee suggests that the governance groups consider a motion similar to the following:

"After reviewing the survey data, our governance group supports the adoption of any of the following new versions of the Select Mission statement: [list the numbers of the chosen drafts here--1, 2, 3, 4, and/or 5]."

Overview of Survey Results

The survey asked individuals to read five new versions of the Select Mission statement. They were allowed to choose more than one as effective. In fact, they were asked to *"Please choose as effective all versions that you believe represent the Select Mission of UW-L."*

A total of 540 individuals responded to the survey. Of these, 25 (under five percent) voted "no" to all proposed versions of the select mission statement. This group was nearly evenly split on the question "Is the current mission statement effective?"

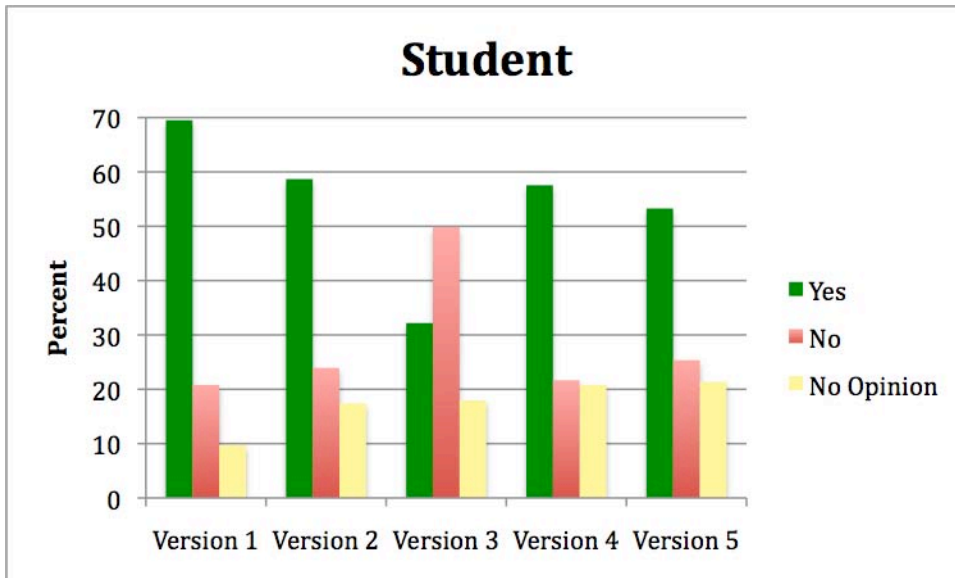
Survey Results by Category

The following pages contain the summaries of the survey results from each of the following groups:

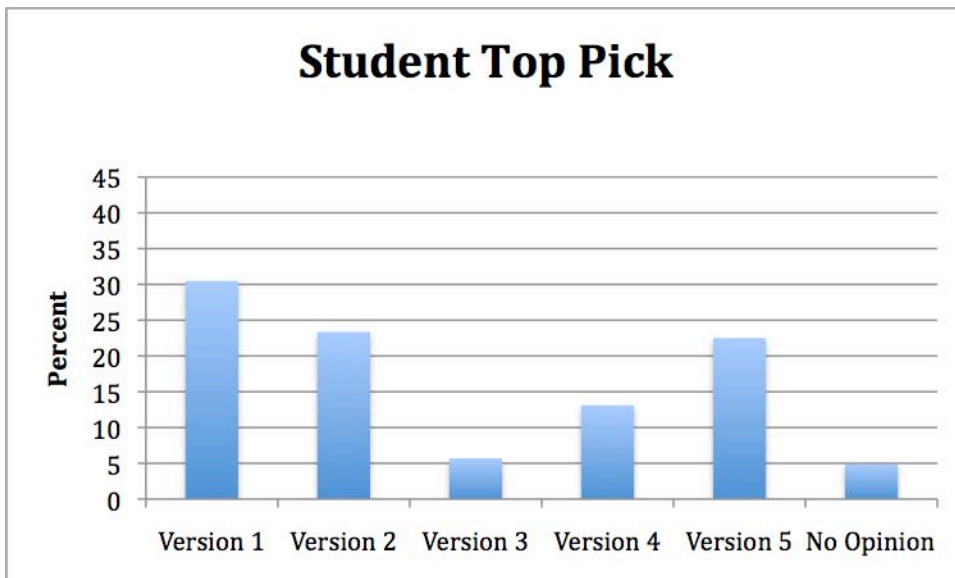
- Student
- Faculty/IAS
- Non Instructional Academic Staff
- Classified Staff
- Administration

Student Results:

The following graph presents the responses to the five questions relating to the individual versions of the Select Mission Statement. The questions asked “Do you believe the Select Mission Statement, combined with the System and Core mission statements, effectively describes the Mission of UW-L?”. Percentages of the 351 student responses are shown.

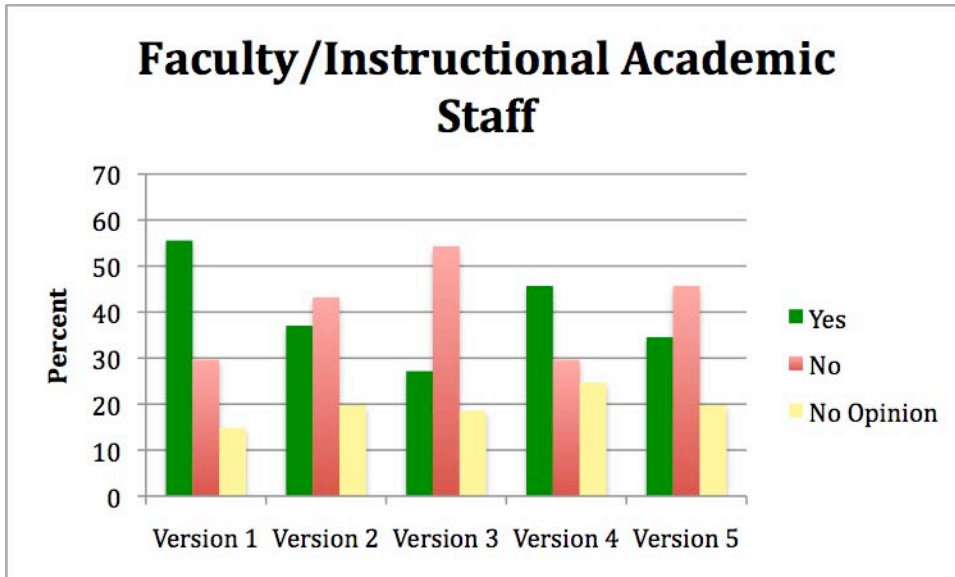


Many individuals found more than one version effective. The graph below presents the percentage of responses to a question that asks the respondent to select the version that they believe will be the most effective Select Mission Statement for UW-L.

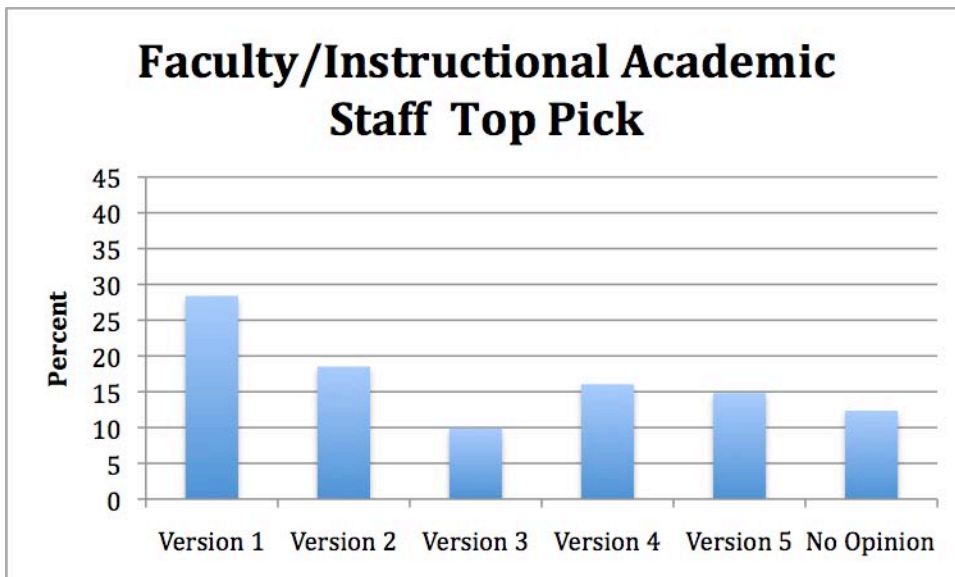


Faculty/Instructional Academic Staff Results:

The following graph presents the responses to the five questions relating to the individual versions of the Select Mission Statement. The questions asked “Do you believe the Select Mission Statement, combined with the System and Core mission statements, effectively describes the Mission of UW-L?”. Percentages of the 81 faculty/IAS responses are shown.

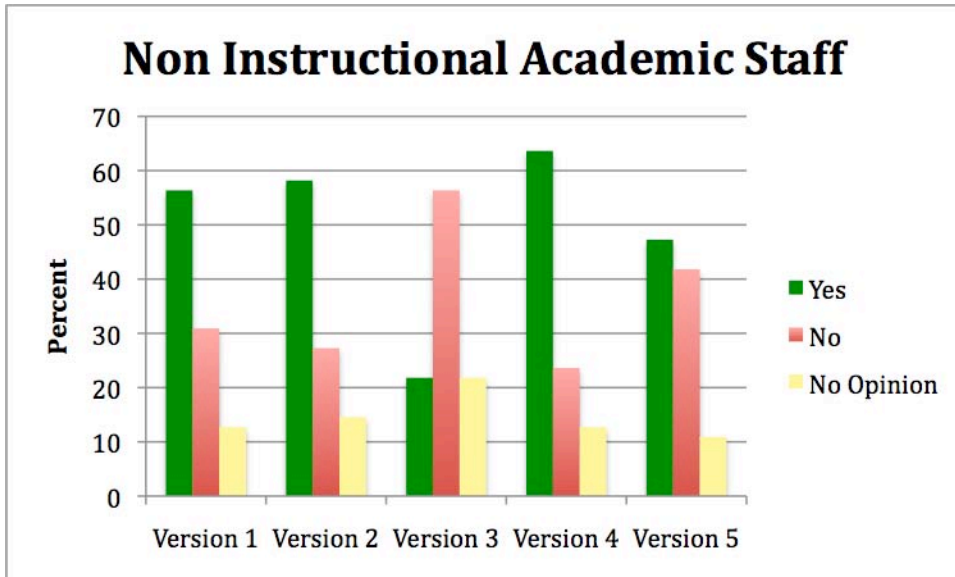


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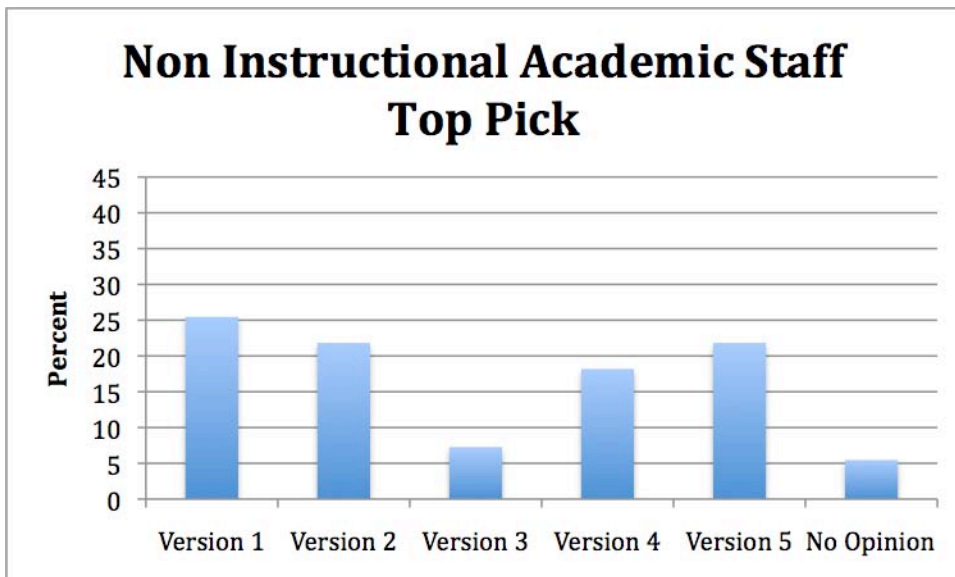


Non Instructional Academic Staff Results:

The following graph presents the responses to the five questions relating to the individual versions of the Select Mission Statement. The questions asked “Do you believe the Select Mission Statement, combined with the System and Core mission statements, effectively describes the Mission of UW-L?”. Percentages of the 55 NIAS responses are shown.

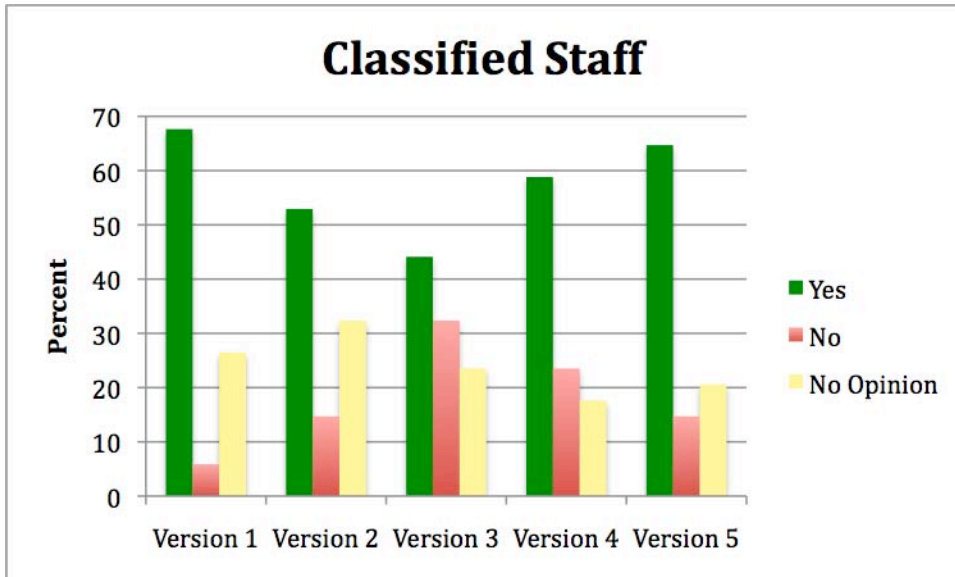


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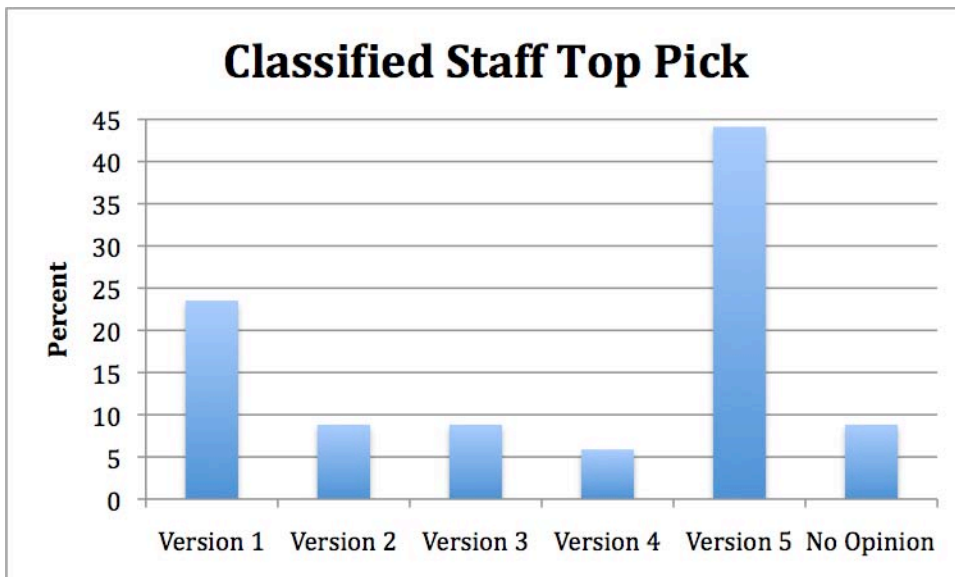


Classified Staff Results:

The following graph presents the responses to the five questions relating to the individual versions of the Select Mission Statement. The questions asked “Do you believe the Select Mission Statement, combined with the System and Core mission statements, effectively describes the Mission of UW-L?”. Percentages of the 34 classified staff responses are shown.

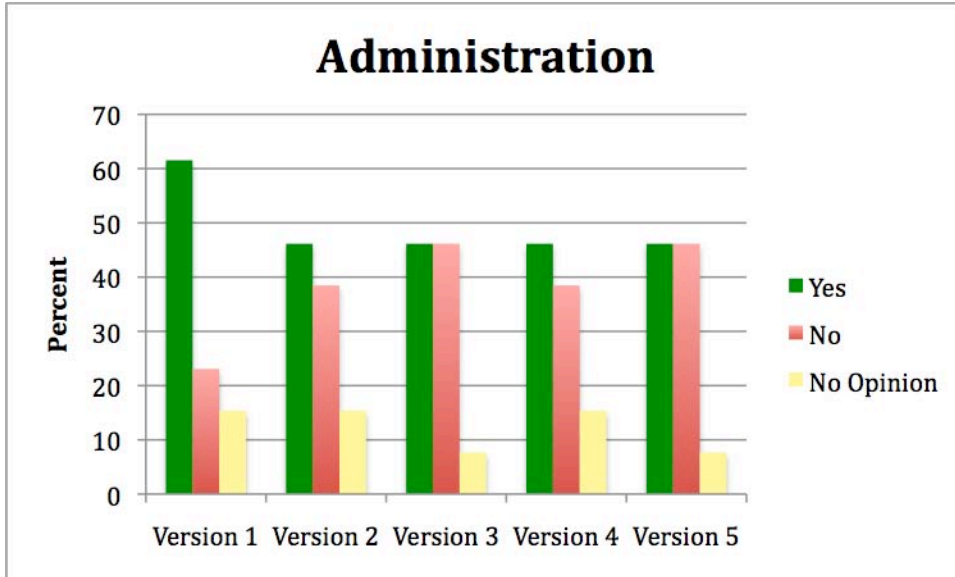


Many individuals found more than one version effective. The graph below presents the percentage of responses to a question that asks the respondent to select the version that they believe will be the most effective Select Mission Statement for UW-L.

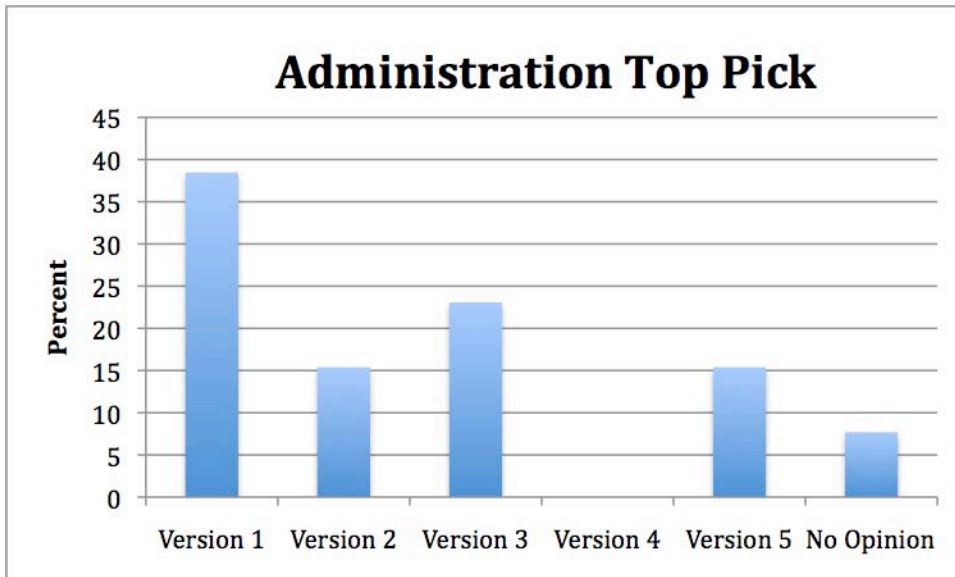


Administration Results:

The following graph presents the responses to the five questions relating to the individual versions of the Select Mission Statement. The questions asked “Do you believe the Select Mission Statement, combined with the System and Core mission statements, effectively describes the Mission of UW-L?”. Percentages of the 13 administration responses are shown.



Many individuals found more than one version effective. The graph below presents the percentage of responses to a question that asks the respondent to select the version that they believe will be the most effective Select Mission Statement for UW-L.



Appendix A: Proposed Versions of the Select Mission Statement

Version 1

The University of Wisconsin-La Crosse provides a challenging, dynamic, and diverse learning environment in which the entire university community is fully engaged in supporting student success. Grounded in the liberal arts, UW-L fosters curiosity and life-long learning through collaboration, innovation, and the discovery and dissemination of new knowledge. Acknowledging and respecting the contributions of all, UW-L is a regional academic and cultural center that prepares students to take their place in a constantly changing world community.

Version 2

The University of Wisconsin-La Crosse is proud of its innovative student-centered learning community. Our supportive and collaborative learning environment nurtures creativity, critical thinking, and the passionate pursuit of new knowledge. Committed to a liberal arts curriculum, and fostering an atmosphere of respect and appreciation for the contributions of all, UW-L prepares students for responsible global citizenship in a constantly changing world.

Version 3

Founded on a broad-based liberal arts curriculum and fostering an atmosphere of respect and appreciation for the contributions of all, UW-L's dynamic curriculum and supportive learning environment prepare students for responsible global citizenship in a constantly changing world.

Version 4

The select mission of UW-La Crosse is to provide a challenging, dynamic and richly diverse learning environment in which the entire university community is fully engaged in supporting student success. At this regional academic and cultural center, opportunities for involvement and a liberal arts curriculum create an environment that fosters the development of life-long learners and global citizens.

Version 5

The entire community of UW-La Crosse stands together at the unique confluence of three rivers in Southwestern Wisconsin. Like these independent waters of various origins, we join together to form a dynamic community that is greater than the sum of its parts.

Grounded in the liberal arts, UW-L provides a supportive environment that promotes exploration, collaboration, and the discovery and dissemination of knowledge. Opportunities for community involvement in and out of the classroom foster the development of life-long learners and global citizens. A regional academic and cultural center, UW-L nurtures critical and creative thought, better preparing students for a constantly changing world.

Appendix B: Current Mission Statements

The complete UW-La Crosse Mission Statement is comprised of three components:

- The University of Wisconsin System Mission Statement
- The Core Mission of the University Cluster Institutions
- The Select Mission of the University of Wisconsin-La Crosse

This proposal suggests possible changes to only the Select Mission Statement

University of Wisconsin System Mission Statement

(applies to all 26 campuses)

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

The Core Mission of the University Cluster Institutions

As institutions in the University Cluster of the University of Wisconsin System, the University of Wisconsin-Eau Claire, the University of Wisconsin-Green Bay, the University of Wisconsin-La Crosse, the University of Wisconsin-Oshkosh, the University of Wisconsin-Parkside, the University of Wisconsin-Platteville, the University of Wisconsin-River Falls, the University of Wisconsin-Stevens Point, the University of Wisconsin-Stout, the University of Wisconsin-Superior and the University of Wisconsin-Whitewater share the following core mission. Within the approved differentiation stated in their select missions, each university in the cluster shall:

1. Offer associate and baccalaureate degree level and selected graduate programs within the context of its approved mission statement.
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 extra-curricular programs.
3. Offer a core of liberal studies that supports university degrees in the arts, letters and sciences, as well as 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 the University of Wisconsin-Extension in meeting its responsibility for statewide coordination, and encourage faculty and staff participation in outreach activity.
 7. Participate in interinstitutional 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 non-traditional students and seek racial and ethnic diversification of the student body and the professional faculty and staff.

Support activities designed to promote the economic development of the state.

Current Select Mission of the University of Wisconsin-La Crosse

In addition to the system and core missions, the University of Wisconsin-La Crosse has the following select mission:

The primary purpose of the University of Wisconsin-La Crosse is to provide education leading to baccalaureate and selected graduate degrees supplemented by appropriate research and public service activities as further detailed in the following set of goals:

1. The University shall emphasize excellence in educational programs and teaching.
2. The University shall provide a broad base of liberal education as a foundation for the intellectual, cultural and professional development of the students.
3. The University shall offer undergraduate programs and degrees in the arts, letters and sciences; health and human services; education; health, physical education and recreation; and business administration.
4. The University shall offer graduate programs and degrees related to areas of emphasis and strength within the institution.
5. The University expects scholarly activity, including research, scholarship and creative endeavor, that supports its programs at the baccalaureate degree level, its selected graduate programs and its special mission.
6. The University shall support studies related to the environment, culture, heritage, institutions and economy of La Crosse and the surrounding Upper Mississippi Valley region.

The University shall serve as an academic and cultural center, providing service and professional expertise, and meeting the broader educational needs of the region.

Appendix C: Committee Membership

1. Academic Staff Council representatives:

- [Catherine Kolkmeier](#), Director, La Crosse Medical Health Science Consortium
- [Kay Robinson](#), Online Programs, Continuing Education & Extension

2. Faculty Senate representatives:

- [Susan Crutchfield](#), Associate Professor, English
- [Becky LeDocq](#), Professor, Mathematics

3. Student Association representatives:

- [Rourke Decker](#), Returning Adult Student Representative, Student Senate
- [Derek Kockler](#), UW-L Student Association President

4. Classified Staff representatives:

- [Susan Butterfield](#), Building Manager/Cleary Alumni & Friends Center
- [Ingrid Iverson](#), Murphy Library Business Services Specialist

5. Administration representatives:

- [Bob Hoar](#), Faculty Assistant to the Provost
- [Mick Miyamoto](#), Assistant Dean of Students