

UW-L
University of Wisconsin-La Crosse

**UNIVERSITY of WISCONSIN
LA CROSSE**

Select Mission Statement

Data Collection Portion
of the Process

+ UW-System Mission

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.

+ 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-Reno, 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:

- Offer associate and baccalaureate degree level and selected graduate programs within the context of its approved mission statement.
- 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.
- 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.
- Offer a program of pre-professional curricular offerings consistent with the university's mission.
- 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.
- 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.
- Participate in interinstitutional relationships in order to maximize educational opportunity for the people of the state effectively and efficiently through the sharing of resources.
- 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.

+ Select Mission of the University of Wisconsin-La Crosse

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:

- The University shall emphasize excellence in educational programs and teaching.
- The University shall provide a broad base of liberal education as a foundation for the intellectual, cultural and professional development of the students.
- 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.
- The University shall offer graduate programs and degrees related to areas of emphasis and strength within the institution.
- 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.
- 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.

+ History

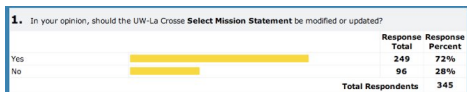
- The current mission statement was adopted Spring 1988.
- Linda Host (math) and Stan Rolnick (history) worked together as a sub-committee of the Long-Range Strategic Planning Committee to come up with the new wording.
- The Long Range Strategic Planning Committee, chaired by Carl Wimberly, was also the committee who reviewed/ approved the Centers of Excellence proposals which were also forwarded to UW-System.
- Quick Quiz:
 - How old is the mission?
 - How old are your students?

+ Survey Questions

- In your opinion, should the UW-La Crosse Select Mission Statement be modified or updated?
- 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.

+ Survey Results from Faculty and Staff Survey

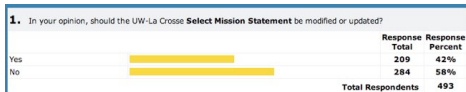
More than 7 out of 10 of the Faculty and Staff Respondents voted to modify or update the Mission.



There were about 130 text responses to the follow-up questions.

+ Survey Results from a broader survey.

The results were split in this broader survey. It is not clear if those responding "no" would prefer no change, or if they were simply not interested in proposing a change.



There were 90 text responses to the follow-up questions.

+ Combined total

- Total number of respondents: 838
- Total number of "Yes" votes: 458 (55%)
- Total number of "No" votes: 380 (45%)

+ Next Steps

- Form a committee of 10 people. Two nominees from each of the following:
 - Faculty Senate
 - Academic Staff Council
 - Student Senate
 - Administration
 - Classified Staff
- Committee will review text from survey and propose mission statements