

MEMORANDUM

TO: Lee Cunningham, Associate Professor, Dane Co. Coop. Extension
Tonya Evans, Nutrition Coordinator, Racine/Kenosha UW-Ext.
Renee Gralewicz, Associate Professor, UW-Barron County
Margaret Hankenson, Associate Professor UW-Waukesha
Marilyn Holt-Smith, UW-Extension Board of Visitors
Christine Kniep, Professor, Winnebago County Cooperative Extension
Greg Lampe, Interim Provost and Vice Chancellor, UW Colleges
Paula Langteau, Dean/CEO, UW-Marinette
Patricia Malone, Associate Professor, Trempealeau Co. Coop. Ext.
Dan McCollum, Asst. Campus Dean for Admin. Services, UW-MSF
Shelley North, Director of Application Development, ITS, UWEX/UWC
Paul Price, Associate Professor, UW-Washington County
David Schejbal, Dean, Continuing Education, Outreach and E-Learning
Keith Summers, UW Colleges Board of Visitors
Dakota Kaiser, Student, UW-Marathon County

FROM: David Wilson, Chancellor 

RE: UWC/UW-Extension Strategic Planning Steering Committee

DATE: October 9, 2007

I want to thank each of you for agreeing to serve on the UW Colleges and UW-Extension Strategic Planning Steering Committee. Your contributions will enable us to develop a clear blueprint of our institutional priorities for the next three years.

During the last year, much of our work has focused on integrating the central administrative functions of the Colleges and Extension, and on crafting a shared vision going forward. The shared vision was unveiled on February 7th of this year. I recommend the following website, <http://www.uwex.uwc.edu/chancellor/reports/>, to review the remarks I made on this topic. In a nutshell, our vision is that the UW Colleges and UW-Extension will be the premier, maximum access institutions within the University of Wisconsin System. Our high quality institutions will enable more Wisconsin citizens, particularly place-bound adults, students of color, and first-generation college students, to come through our doors as they pave their way toward a bachelor's degree. The UW Colleges and UW-Extension will also be the best in the nation at connecting university research, expertise, resources, and information to challenges facing our state in its ascendancy to a knowledge-based economy.

Please know that we have labored through a rather lengthy process of focus group conversations, statewide dialogue, and the commission's report on enhancing the mission of the UW Colleges. We have also distilled a set of eight guiding principles that will shape the culture of our institutions, and have developed six strategic priorities that will guide our work.

These principles and priorities can be found at the same link listed above, as the *Chancellor's Communiqué* - June 2007.

Your work should focus on ways to align the strategic plans emanating from the UW-Extension units and the UW Colleges with these strategic priorities. In the end, I see a plan where all units and the Colleges will focus on a set of select priorities that respond to each of the identified strategic priorities.

I have asked Vice Chancellor and Provost Marv Van Kekerix to chair the Steering Committee and oversee our planning process.

Thanks again for serving on this important committee for the UW Colleges and UW-Extension.

cc: Marv Van Kekerix
Greg Lampe
Willie Larkin