Today we will...

...Spark your imagination

...Think across roles and functions

...Share campus-wide goals for lifelong learning
How do we raise lifelong learning up to our current teaching and research levels?
Imagine the Lifelong Learner Experience in 2020...
Convenient Course Options
Campus-wide Lifelong Learning
Integrated Marketing and Communications Plan
Highly Ranked Academic Programs
Convenient Course Options
Learner-Centric Customer Service  
Lead Management
Lifelong Learning Customer Relationship Management (CRM) System

Degrees, certificates and alternative credentials
Financial Aid and Scholarships    Learner-Centric Communication
Amazon Model for Course Recommendations

Integrated Credit and Noncredit Enrollment System

Readiness Assessment and Intentionally Promoted Refresher Courses
Draft UW-Madison Lifelong Learning Badge

Global Higher Education
Master’s Degree Completion

Alternative Credentialing
Unified credit and noncredit learning transcript
Curate Digital Content

Student Life

Diverse Classrooms
Alumni Engagement

Fundraising and Development

Community of Practice
How do we create a seamless experience for lifelong learners?
Imagine the Lifelong Learner Experience in 2020

Discussion Question:

- How do we work together to make this a reality for the lifelong learner of 2020?
Lifelong Learning 2020: Goals and Objectives

Goal 1:
We will create opportunities for transformative experiences and meaningful learning with every lifelong learner across campus

- **Objective A:** UW-Madison will become an industry leader in delivering flexible, learner-driven, high-quality course/program offerings so anyone can be a Badger, anytime, anyplace
- **Objective B:** Establish clear pathways and increase accessibility for learners and contributors to participate in the educational experience
- **Objective C:** Establish and maintain strong positive emotional connection to UW-Madison throughout the lifelong learner student and alumni lifecycle
Lifelong Learning 2020: Goals and Objectives

Goal 2:
UW-Madison will reach more lifelong learners annually

- **Objective A:** UW-Madison will expand its opportunities for lifelong learners
- **Objective B:** Expand the definition of and grow the pool of lifelong learners
- **Objective C:** Leverage marketing, communications, outreach and engagement to expand and improve our learner reach
Goal 3:
UW-Madison will generate additional lifelong learning revenue

- **Objective A**: Increase revenue through marketing and sales initiatives, grants, and donations
- **Objective B**: Assess credit and noncredit program offerings based on revenue potential and create new programs based on high demand and potential to generate new revenue
- **Objective C**: Create and maintain transparent, easy-to-understand, and actively managed finances
Next Steps