Comprehensive Strategic Plan for Lifelong Learning 2020

University Committee
July 21, 2014

1. What is the strategic direction for lifelong learning?
   • The Vice Provost for Lifelong Learning has launched a strategic planning process
to set the campus-wide direction for lifelong learning between now and 2020
   • Three campus-wide goals have been set that keep the focus on the lifelong learner:
     o UW-Madison will create opportunities for transformative experiences and
       meaningful learning with every lifelong learner across campus
     o UW-Madison will reach 100,000 lifelong learners annually
     o UW-Madison will generate $95 million in total annual lifelong learning
       revenue

2. Who is involved?
   • All academic schools, colleges, and divisions across UW-Madison that have the
     potential to reach lifelong learners will be asked to collaborate with these
     strategic planning efforts
   • A committee of Continuing Studies faculty and staff are actively engaged in the
     development of ideas that advance these goals within Continuing Studies and
     potentially expand support services to all academic schools, colleges, and
     divisions across UW-Madison
   • A series of informational briefings will be scheduled throughout the summer with
     various leaders (e.g., University Committee, ASEC, Deans, etc.) and a Town Hall
     will be scheduled for early Fall 2014 to begin exploring how we as a campus can
     more effectively collaborate and support each other to better reach our lifelong
     learners and engage them in transformational learning

3. What does the Chancellor expect to see this fall?
   • A comprehensive campus plan that guides UW-Madison’s lifelong learning efforts
     between now and 2020

4. What is the anticipated timetable?
   • The bulk of the strategic planning process will take place this summer and
     fall; a strategic plan to guide UW-Madison’s lifelong learning efforts should be
     complete by the end of the Fall 2014 semester

5. Who should I contact with questions?
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5-Year Campus Strategic Framework

Build-in Alignment and Focus on the Lifelong Learner

Design for Meaningful and Transformational Experiences
Comprehensive Strategic Plan for Lifelong Learning at UW-Madison

Goals and Objectives for 2020

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, anywhere
- **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

Goal 2:
We will reach 100,000 lifelong learners annually campus-wide*

- **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 $95 million in total annual 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

*Lifelong learners = all learners besides traditional undergraduate and traditional graduate students