



GARY L. MILLER  
*Chancellor*

Memorandum

To: University Community

From: Gary L. Miller *Gary L. Miller*

Date: March 27, 2018

Subject: Mission Revision

Last spring I discussed the importance of revising the Board of Regents Select Mission of UW-Green Bay (Memo of April 7, 2017; <http://blog.uwgb.edu/chancellor/files/2017/06/2017.04.07-University-Mission-memo.pdf>). Our original schedule for considering a new mission was delayed by another opportunity: Project Coastal. In addition, the run-up to achieving the Resch School of Engineering consumed considerable time this fall (that effort also brought into sharp relief the need for a new mission.) We are now ready to engage University Shared Governance, University faculty, staff, and students, the Council of Trustees, the greater Green Bay community, special supporters of the University, the President, System Staff, and the Board of Regents in the development and approval of a new select mission for UW-Green Bay.

There are several important reasons for seizing this opportunity at this time:

1. Institutional survival *requires* us to closely match our programs and partnerships to a rapidly changing region.
2. For a variety of reasons - including a large manufacturing and health care sectors, one of two counties in Wisconsin with populations expected to get younger in the next decade, an internationally branded city, the Green Bay Packers, a large and extremely diverse public school system, and an unusually strong community support - UW-Green Bay operates within one of the most dynamic opportunity spaces in the upper mid-west.
3. The University must significantly expand its leadership profile in the arts and humanities if it is to meet its obligations as a public university to nurture the commonwealth and social wellbeing in a dynamic region.
4. The opportunity of Project Coastal significantly expands the footprint of the University as well as its influence, thus requiring a clear, positive, and inclusive mission.

5. A new mission is required in order to align the narrative between the Board of Regents and the University regarding the institution's academic program portfolio, innovation risks, and regional obligations and opportunities.
6. A new select mission will allow the University to meet the academic needs in our new geographical footprint by offering programming and outreach that other institutions have not been able to offer.

In preparation for this effort we have engaged a wide variety of University and community leaders in developing a draft select mission for discussion. As required, we have notified the System of our intention to propose a change to the Select Mission of the University. This week we submitted the draft select mission to the University Committee for inclusion for first reading of the Faculty Senate on April 25th (draft mission attached to this memo). We will engage the Academic Staff Committee, the University Staff Committee and the Student Government Association in the coming weeks. In addition, we have directed the Deans to engage the faculty and staff of their Colleges in discussions about the draft mission. The Provost will schedule a series of public meetings about the mission during this semester.

We will deploy the following schedule:

- Mid-March 2018 – Initiate process (this memo)
- April – May 2018 – College meetings and open forums to discuss mission
- April – May 2018 – Consultation with Staff and student shared governance
- April 25, 2018 – First reading in Faculty Senate
- August – September 2018 – Additional meetings
- September 2018 – Second reading and approval in Faculty Senate
- September 2018 – Approval in Staff Senates and Student Government
- September 2018 – Approval of UW-Green Bay Council of Trustees
- October 2018 – Submit to System. Notify Higher Learning Commission
- February 7-8, 2019 – First Board of Regents reading
- February 2019– Public Hearings
- Late February 2019 – Summary to President
- March 7, 2019 – Second Board of Regents reading
- March 2019 – Submit to HLC
- June – September 2019 – HLC approval

Throughout the process all suggestions and comments may be sent to me or any member of the Cabinet. Chief of Staff Ben Joniaux will be responsible for cataloging all comments and suggestions at [JoniauxB@uwgb.edu](mailto:JoniauxB@uwgb.edu)

We live in a period of extraordinary uncertainty and change. The struggles of a number of our sister institutions strongly affirm the need for us to create our own future through innovative partnerships, refining our academic portfolio, engaging students and the community at a much higher level, and most importantly, articulating the value of higher

education with the needs of the region we serve. To do this, we must connect ourselves more clearly and directly to the System, the Board of Regents, the Council of Trustees, and this community through a clearer and more externally focused select mission.

I look forward to working with you on this important project.

## **New Proposed Mission:**

The University of Wisconsin-Green Bay is a multi-campus comprehensive teaching and research university providing world-class undergraduate, masters and doctoral programs built on problem-focused learning, critical thinking and student success. Our commitment to an academy that promotes economic development and sustainability, talent development and business entrepreneurship is demonstrated through our programs in business; science, technology and engineering; health and wellness; and the arts and humanities. Our culture and vision reflect our commitment to diversity, inclusion, engaged citizenship and educational opportunity at all levels through community-based partnerships, faculty scholarship and innovative approaches that serve the region and state.