

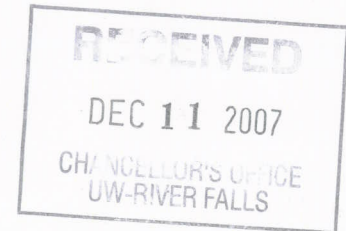


Faculty Senate • http://www.uwrf.edu/faculty_senate/welcome.html

Senators: Chair – David Rainville , Vice Chair – David Furniss, Secretary – Kris Hiney, Executive Committee – Glenn Potts, Ogden Rogers

To: Don Betz, Chancellor
116 North Hall
University of Wisconsin-River Falls

From: David Rainville, Chair
Faculty Senate
University of Wisconsin-River Falls



RE: UW-RF Faculty Senate Motion 2007/2008/17

At the November 28, 2007 meeting of Wisconsin-River Falls Faculty senate, motion 2007-2008/17 was passed. This motion is forwarded for your action

Strategic Planning Priorities for 2007-2008:

Top Priority: Goal 7: Invest in Human Resources

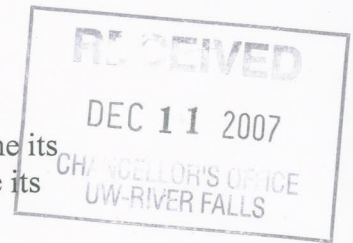
UWRF will invest in the present and future quality of the university.

- 7.1 – Strive to enhance compensation and benefits plans for all UWRF employees.
 - 7.1.1 - Act to reduce salary compression.
 - 7.1.2 - Act to reduce benefits inequalities.
 - 7.1.3 - Develop and implement a new summer and J-Term session salary schedule/model.

- 7.2 – Review and/or clarify the performance expectations of all UWRF employees.
 - 7.2.1 - Evaluate the workload model currently used to evaluate all teaching and non-teaching staff at UW- River Falls.
 - 7.2.2 - Evaluate and recommend changes in the lab/lecture equivalency model.
 - 7.2.3 - Define workload expectations in light of the UW- System growth agenda.

- 7.3 – Increase financial support and expand opportunities for continuing faculty and staff professional development.
 - 7.3.1 - Double the number of Sabbaticals awarded on the UW- River Falls campus within five years and review/redefine the criteria for granting the awards.
 - 7.3.2 - Expand opportunities for faculty and staff to attend professional conferences without the need to present papers.
 - 7.3.3 - Increase support for those faculty supervising research, independent study, and internships for students.

Priority: Operating Paradigm is to Assess Programs and Set Priorities



UWRF will engage in continuous quality improvement and assessment, define its priorities, and use solid information to make future decisions about how to use its resources.

OP 1 - Define institutional priorities.

OP 1.1 - Examine the results of previous strategic planning efforts used to evaluate priorities. Develop a list of resulting common themes and priorities.

OP 1.2 - Determine an appropriate balance between the traditional liberal arts mission and professional programs.

OP 1.3 - Identify populations of learners (current and future) to serve.

OP 2 - Assess all university programs and units in relation to institutional priorities.

OP 2.1 - Generate appropriate criteria for assessing academic programs and units consistent with institutional priorities.

OP 2.2 - Generate appropriate criteria for assessing non-academic programs and units consistent with institutional priorities.

OP 2.3 - Develop processes to coordinate the strategic planning assessment of programs and units with existing assessment mechanisms, as appropriate.

OP 3 - Allocate resources consistent with institutional priorities and program and unit assessments.

OP 3.1 - Identify resources available to the institution including, but not exclusive to, space, positions, and budget.

OP 3.2 - Investigate allocation models.

OP 3.3 - Recommend a model to be used for allocation of current and future resources.

Priority: Task 1.1.2 - Increase support for the First Year Experience Program, the Honors Program, and the Academic Success Center.

Priority: Goal 6: Promote the University of Wisconsin - River Falls

UWRF will create and implement an integrated marketing strategy.

6.1 – UWRF will create and apply an integrated marketing plan.

6.1.1 - Assess the perceptions that our stakeholders currently hold about our institution and evaluate our position in the marketplace

6.1.2 - Define our unique selling points, target audiences, and key messages.

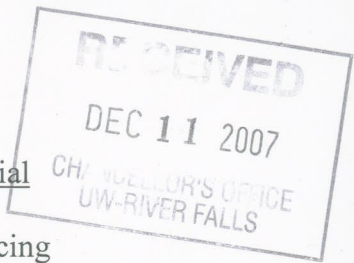
6.1.3 - Implement and provide continuous support for an effective and consistent branding campaign.

6.2 – UWRF will engage in strategic student recruitment that is compatible with the university's priorities and objectives.

6.2.1 - Establish a leadership position or office responsible for undergraduate, graduate, and continuing education student recruitment.

6.2.2 - Identify, engage, and enroll students needed to meet university priorities and objectives.

6.2.3 - Develop incentives so that students with high potential and other preferred qualities will enroll at UWRF.



6.3 – UWRF will mobilize support for the institution, its mission and its financial security.

6.3.1 - Develop and leverage an alumni and friends network capable of influencing government and community leaders.

6.3.2 - Develop and implement a comprehensive and ongoing legislative relations strategy.

6.3.3 - Develop and implement a community relations strategy that increases perceived value of the university in the region.

X Approved

[Signature] Disapproved

Don Betz, Chancellor

12/14/07
Date