



College of Engineering
UNIVERSITY OF WISCONSIN-MADISON

**DREAM.
DISCOVER.
DELIVER.**

STRATEGIC PLAN
2014-2019



**WE DREAM.
WE DISCOVER.**

**THE COLLEGE OF ENGINEERING
IS AN INTERNATIONAL LEADER
IN RESEARCH AND EDUCATION.
ITS FACULTY, STAFF, STUDENTS
AND ALUMNI PLAY A CRITICAL
ROLE IN ADVANCING OUR STATE
AND NATIONAL ECONOMY AND
DEVELOPING SOLUTIONS TO
SOCIETY'S GREATEST CHALLENGES.**

WE DELIVER.



VISION

To be a world-class college of engineering recognized for strengths in basic and applied research, educational innovation, technology transfer, and service to society.

MISSION

To educate and inspire future leaders who contribute to society through the creation, application and transfer of engineering knowledge, and through engagement in society. We do this through outstanding research, teaching and service to our profession, our state of Wisconsin, the nation, and the world.

VALUES

We fully endorse the values of the University of Wisconsin-Madison and the Wisconsin Idea. These can be summarized as fully encouraging and supporting the highest standards of integrity, ethics, inclusiveness, and service to society. In addition, we value:

- Recruiting students from a variety of backgrounds and helping them reach their full potential as leaders and citizens,
- Encouraging collaborative, multidisciplinary research and teaching,
- Integrating research and teaching to build on our strengths in both areas for the benefit of all students,
- Recognizing contributions of faculty and staff in all areas (teaching, research, service and support),
- A welcoming, supportive work environment.

ACHIEVING OUR GOALS

We aim to carry out our mission by investing in our students, our faculty and staff, and our community.



INVEST IN OUR STUDENTS

It is our highest honor and responsibility to produce graduates who are ethical leaders with global awareness. We are committed to building on our strengths in this area with a dedication to our core mission: to educate and inspire future leaders who contribute to society.

College of Engineering students delve into the world's most compelling questions and graduate from UW-Madison well prepared to lead innovatively to a brighter, safer and more sustainable future. Beyond the classroom, research, study-abroad and internship opportunities provide our undergraduate and graduate students with the skills to apply critical thinking, problem solving and analysis to all the challenges they undertake.

An outstanding graduate program is the key to attaining the college's goals. Remarkable graduate students are the backbone of the educational environment, serving a critical role as teaching assistants. In addition, their research and partnership with faculty ensures the vitality of our research enterprise.

GOALS

- ➔ Create a challenging, modern, relevant and inclusive curriculum that is informed by research and prepares students to be leaders in their chosen profession,
- ➔ Attract and retain the most highly qualified and diverse students,
- ➔ Champion student, faculty and staff innovation and its transition to the marketplace.



Engineering for the world

Formed with a \$25 million gift in June of 2014, the Grainger Institute for Engineering is fostering new discoveries and building the university's global reputation as a leader in driving advances that help solve critical societal challenges. Our innovations in manufacturing and materials will impact areas ranging from energy and consumer goods to healthcare.



INVEST IN OUR FACULTY AND STAFF

The quality and reputation of the College of Engineering is determined by the excellence of our faculty and staff. These world leaders inspire students, drive research and attract peers of unparalleled quality. It is the investment in these rare individuals that drives us toward the achievement of all our goals.

Employing an individual and team approach to research, some of the most brilliant minds of this generation will define, select and enact new research initiatives that draw on our strengths, respond to society's needs, and drive science of the future. We will bring the diversity of engineering knowledge to bear on complex problems that no engineering discipline can solve on its own, forging new partnerships and creating large-scale, interdisciplinary research centers in areas such as advanced materials, energy and sustainable infrastructures, and health and data-driven innovation.

GOALS

- ➔ Lead the nation in transformative engineering research targeted at solving the technological challenges facing the nation and society,
- ➔ Ensure the availability of appropriate, centralized research infrastructure balanced by project, program and department resources,
- ➔ Provide responsive and service-oriented administration that is proactive in meeting the needs of the faculty, staff and students while supporting the college's educational, research and public service mission.



INVEST IN OUR COMMUNITY

At its heart, engineering is a discipline that serves to better society. Through innovation and collaboration, solutions are developed that move the world forward. This is a tremendous responsibility, and one that requires the college to nurture a climate supportive of this goal. We will celebrate our culture of service, and we will empower every individual to participate fully in the College of Engineering community—from welcoming freshmen on their first day to engaging alumni throughout their careers and beyond. We will make the College of Engineering the place all faculty, staff and students will want to be, and a place all alumni will proudly call home.

GOALS

- ➔ Foster a welcoming, inclusive and equitable educational environment for all members of the college,
- ➔ Develop a strong community of alumni and friends who are committed to helping the college achieve its goals by contributing through philanthropy, expertise and engagement,
- ➔ Accelerate translation of faculty, staff and student research advances and breakthroughs to industry and to commercial products,
- ➔ Increase nontraditional and K-12 students' understanding of the societal applications of engineering and technology.



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