



# Morrgridge Center for Public Service

UNIVERSITY OF WISCONSIN-MADISON

*Find yourself through service to others*

# Strategic Plan 2011-2016

## Mission

The Morrgridge Center for Public Service connects campus with community through service, service learning and community based research to build a thriving democratic society.

## Vision

The Morrgridge Center will lead the University in preparing students for lifelong civic engagement by building capacity, in partnership with the community, to solve complex problems locally and globally.

## Values

## Operating Principles

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| 1. <b>Active Civic Engagement</b>                         | We believe in the importance of active civic engagement as a means of achieving social justice.   |
| 2. <b>Community-based Learning</b>                        | We believe in the high-impact practices of academic service learning and community based research as opportunities for students to achieve their full learning potential.           |
| 3. <b>Mutually Respectful and Beneficial Partnerships</b> | We believe in the value of respectful and mutually beneficial partnerships between the University of Wisconsin-Madison and communities.   |
| 4. <b>Diverse Perspectives</b>                            | We believe in the intrinsic value of diverse perspectives and commit ourselves to maintaining high standards of accessibility and inclusivity.                                      |
| 5. <b>Responsible Stewardship of Our Resources</b>        | We believe in being honorable stewards of our resources.  |
| 6. <b>Innovation</b>                                      | We believe that leading edge approaches are valuable and necessary to address complex societal problems   |
| 7. <b>The Wisconsin Idea</b>                              | That students, faculty, and staff should use the skills and talents cultivated at the University of Wisconsin-Madison to improve the state of Wisconsin, the nation, and the world. |

## Strategic Priorities 2011-2016

- I. Facilitate and expand collaborative networks to address emerging issues identified by the community.
- II. Further develop service learning and community-based research opportunities, ensuring a high quality experience and positive impact on students and communities.
- III. Improve effectiveness of, and satisfaction with, our co-curricular programs.
- IV. Work with campus partners to reward, recognize and incentivize engaged scholarship.
- V. Promote good stewardship practices, while strengthening internal capacity and efficiency to support on-going and new initiatives.
- VI. Develop a brand and marketing strategy that is aligned with UW-Madison and tells a powerful story on campus and off.
- VII. Attract additional resources through short and long term development initiatives.

