

An aerial, wide-angle photograph of a university campus. The campus is densely packed with various buildings, including academic halls, dormitories, and administrative structures. A large, multi-lane highway runs through the lower-left portion of the image. To the right, a large body of water, likely a bay or a large lake, stretches towards the horizon. The sky is filled with scattered white clouds. The overall scene is captured from a high vantage point, providing a comprehensive view of the campus layout and its proximity to the water.

# Building a Global University

# UW–Madison: Strategic Framework 2009-2014

For Wisconsin and  
the world:

focusing a great  
university on its  
core mission, public  
purpose, and global  
reach

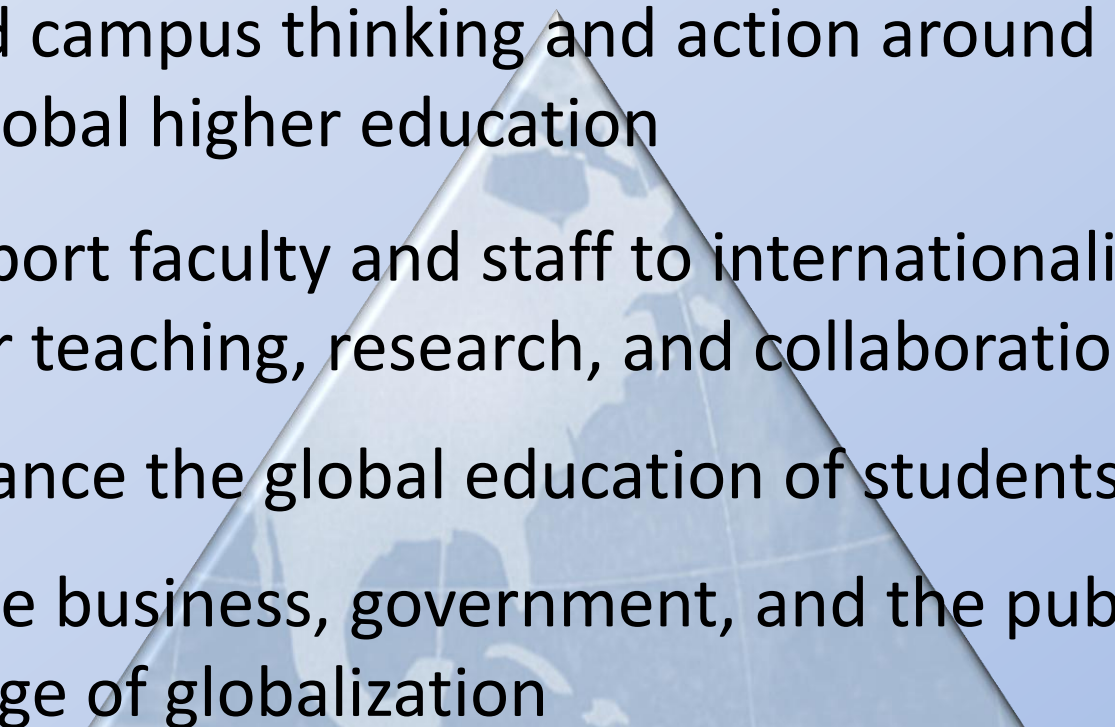


# Our Vision

To be the architect of a global public research university

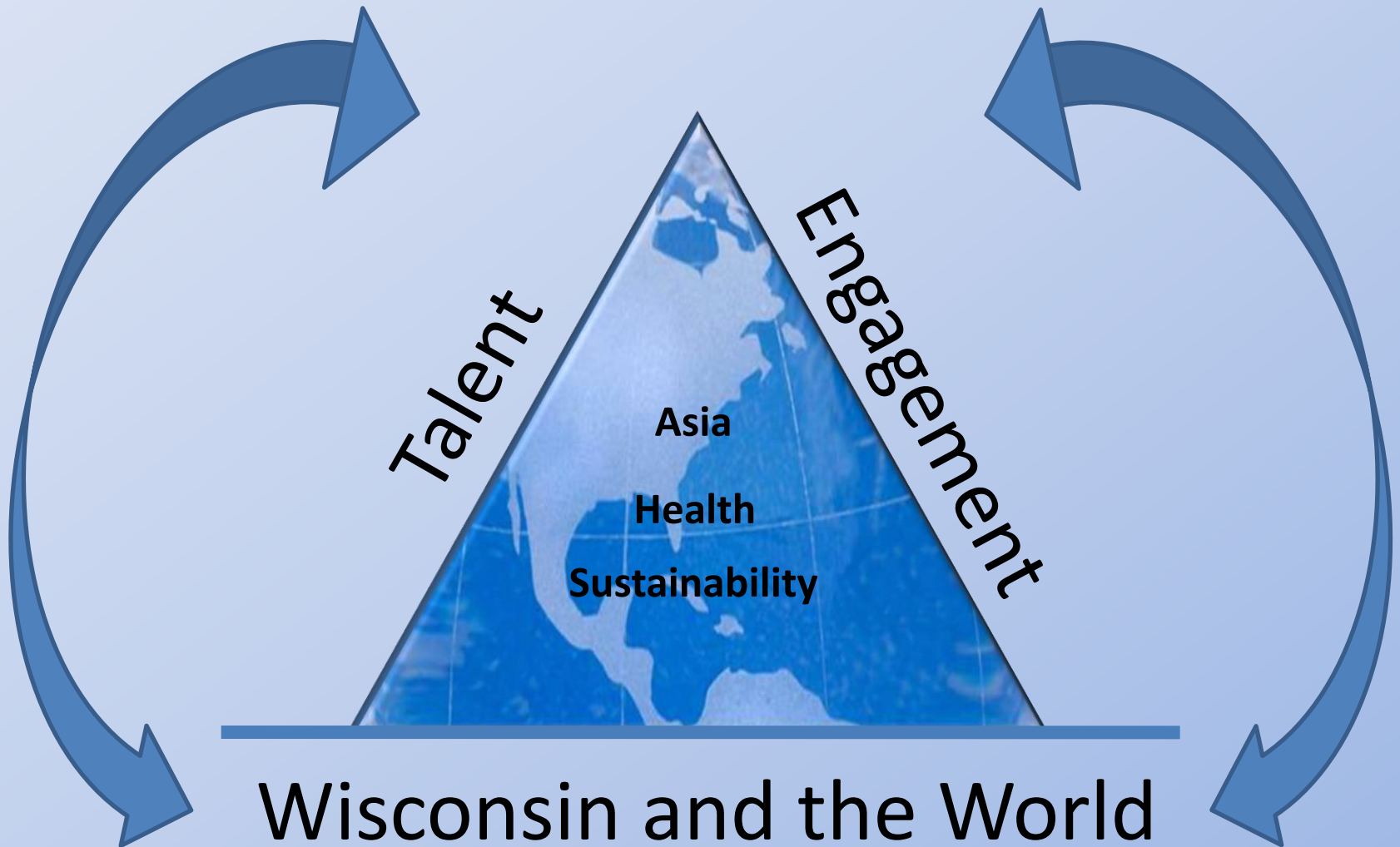


# Our Mission

- Lead campus thinking and action around issues of global higher education
  - Support faculty and staff to internationalize their teaching, research, and collaborations
  - Advance the global education of students
  - Serve business, government, and the public in an age of globalization
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Division of International Studies

# Our Strategy

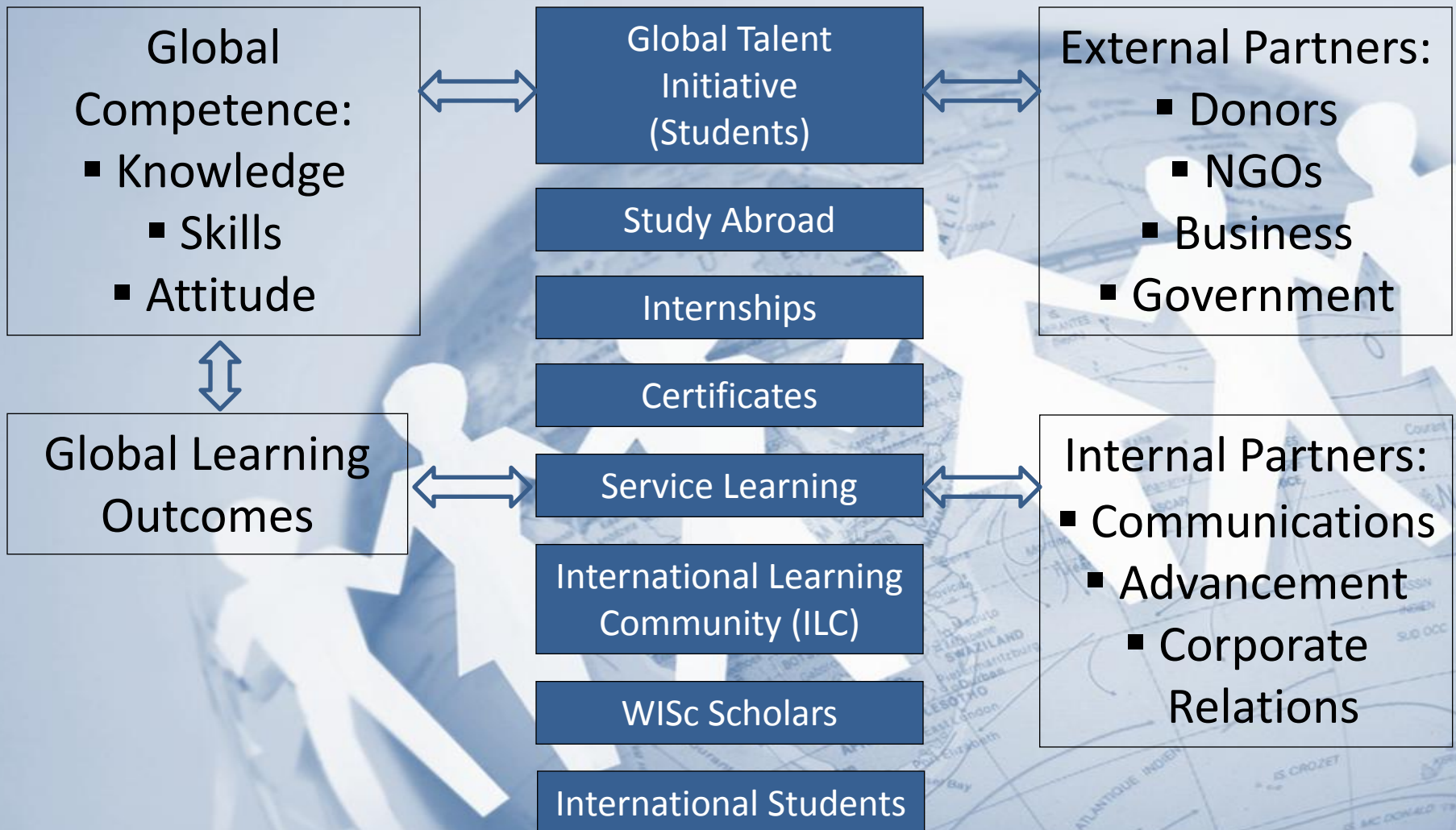


# Global Talent

- Educating talented **graduates** across professions for a multicultural and multilingual world
- Celebrating their skills and achievements
- Building local/global talent alliances with business, government, and non-profits



# A Strategic Platform



# Global Engagement

## Knowledge in action

- Developing our knowledge organization as a responsible global citizen
- Shaping the future through new
- Harnessing the power of research and education to address human challenges
- Building partnerships/infrastructure make the world a better place
- Being intensely relevant to local communities



# Emerging Powers Initiative (EPI)

- Focus on economies/societies of the future: China, India, Brazil, Russia, Africa, the Middle East
- Strategic partnerships: universities, research centers, public and private organizations
- Faculty/student exchanges, joint courses/curricula, visiting outside experts, applied research and economic development, outreach
- New graduates, greater public understanding, influence on policy and strategic economic orientation

Global Engagement

# Global Public Health

- Basic sciences, professional health sciences schools, social sciences, arts and humanities collaborations
- Undergraduate global public health certificate/major, Global Infectious Diseases Research cluster
- Clinical rotations, joint research, building capacity, graduate a new breed of health professionals, global/local service learning

Global Engagement

# Sustainability

- Creating a vision for the university's global impact on issues of sustainability from energy and climate to food production
- Undergraduate major in environmental studies; synergies of research centers; connection of local and regional actors to global concerns/actors
- Stimulating applied research and development, energizing the emerging "green economy"

# Global University, Local Relevance

- Universities as agents of change in global economy
- A nexus of talent, discovery, and relationships
- Intellectual property, company creation, investment, high-end employment
- Promoting cultural diversity, understanding, creativity, cohesion, and sustainability for the future