SCE STRATEGIC PLAN

2013-2015

VISION STATEMENT

We shall be recognized as the premier educational destination and resource for ages “4 to 94” through our entrepreneurship, excellence and impact on social, economic and workforce development.

MISSION STATEMENT

To expand the University’s reach throughout the world, the UWM School of Continuing Education (SCE) creates innovative, accessible lifelong learning opportunities that support individual, organizational and community development through educational programming, consulting and applied research.

GUIDING VALUES

- Provide quality, value-added, solutions-based programs that fulfill the needs of our learners
- Empower individuals, organizations and communities to enhance careers, lives and social development
- Share and translate expert knowledge bridging real-world application and academic theories
- Ensure SCE programs are resulting in ongoing, successful outcomes
- Promote diversity, respect, inclusion and collaboration
STRATEGIC GOALS

Goal 1: Deliver high quality professional development, personal enrichment, and community and economic development programming to our targeted audiences.

SCE PROGRAM MODEL

Goal 1 Strategic Priorities

- Explore ways to align and coordinate programming, including using SCE program themes and initiatives to support units, leverage unit expertise and create inter-departmental program teams.
- Clarify and articulate the SCE program model so that program development, operations and results are transparent to internal and external stakeholders.
- Explore systematic program reviews to foster transparency and evaluation.
- Employ effective marketing techniques to: (a) capitalize on emerging market needs, (b) communicate with audiences, and (c) brand the SCE program portfolio.
- Use technology to enhance audience reach, participant learning and program impact.

Goal 1 Metrics/Key Indicators
SCE and unit-determined measurable objectives, outcomes and impact statements (return on mission)

Goal 2: Utilize continuous improvement (CI) to achieve reliable and efficient operational policies and procedures.

Goal 2 Strategic Priorities

- Explore ways for departments to work effectively with internal partners (Conference Services, Registration, Marketing, Information Technology, Human Resources, and Finance) to cultivate organizational unity.
- Work flow processes and procedures are communicated, understood, valued and followed.
- Through systematic input, feedback and analysis, internal partners develop operational processes, improving effectiveness and efficiency.

Goal 2 Metrics/Key Indicators
SCE and unit-determined measurable objectives, outcomes and impact statements (return on mission)

Goal 3: Manage resources to ensure SCE fiscal sustainability.
Goal 3 Strategic Priorities
- Maximize cost-effective revenue generation through fees, contracts and grants.
- Have comprehensive financial assessment of SCE programs and operations.
- Use data to foster transparency and in reporting of activities and decision making.

Goal 3 Metrics/Key Indicators
*SCE and unit-determined measureable objectives, outcome, and impact statements (return on mission)*

Goal 4: Produce relevant applied research.

Goal 4 Strategic Priorities
- Be leaders in applied research providing proactive analysis of current issues.
- Conduct applied research that informs continuing education programs.
- Engage in collaborative applied research partnerships.

Goal 4 Metrics/Key Indicators
*SCE and unit-determined measureable objectives, outcomes and impact statements (return on mission)*

Goal 5: Engage in ongoing business development to sustain or expand collaborations, partnerships and innovative opportunities.

Goal 5 Strategic Priorities
- Invest in outreach efforts and long-term relationship building that grows and sustains mutually beneficial community, professional and international partnerships.
- Demonstrate and deliver value on our UWM and UW Extension partnerships.
- Increase visibility of our SCE partnerships

Goal 5 Metrics/Key Indicators
*SCE and unit-determined measureable objectives, outcomes, and impact statements (return on mission)*

Goal 6: Engage in activities that foster organizational effectiveness and individual accountability, making it a “Great Place to Work.”

Goal 6 Strategic Priorities
- SCE committees and activities create opportunities for inclusion, information sharing, learning, input and feedback.
- Employ protocols and systems that support accountability and transparency.
- SCE supports employee learning and professional development.
- Expand ways to enhance SCE organizational culture that values SCE staff and their relationships with customers. Set expectations for individuals to enact the SCE internal organizational values.

Possible Metrics/Key Indicators
*SCE and unit-determined measureable objectives, outcomes and impact statements (return on mission)*