Strategic Priorities for the School of Continuing Education

2010-2012

Vision Statement

We shall be recognized for our educational entrepreneurship, excellence and impact on social, economic and workforce development and as an educational destination of choice for ages “4-94”.

Mission Statement

The UWM School of Continuing Education (SCE) creates innovative and accessible lifelong learning opportunities that support individual, organizational and community development through educational programming, consulting and applied research. SCE is a driving force in Southeastern Wisconsin, throughout the rest of the state and beyond.

Guiding Values

We commit to:

- Creating and disseminating knowledge;
- Listening and responding to our participants and partners;
- Providing quality, value-added programs and services;
- Promoting diversity and inclusion;
- Building strategic alliances;
- Providing access to the extensive resources of the University.
- Endeavoring to be a community asset with impact

Strategic Priorities

1. Implement professional development enrichment programs and services that are responsive to market needs.

The School of Continuing Education has intentional goals to achieve increased outcomes through public and customized projects locally, regionally and internationally.

2. Implement University of Wisconsin Extension priorities for outreach, engagement, programming and adult development.

SCE is committed to increase the enrollment of adult students primarily for noncredit public and online programs, and degree-granting programs implemented in collaboration with external partners, i.e., UWM schools/college, private and public sectors, nonprofits and community agencies, and international entities.

3. Implement University of Wisconsin-Milwaukee goals for Access and Research.
Through its life-long learning focus, SCE will continue to open markets to K-12 children and families, adults in career transition, working professionals, and older adults from diverse cultural and socioeconomic backgrounds. SCE faculty and staff will continue to learn from community groups to better inform and shape our initiatives.

4. Increase collaborations and partnerships in the Greater Milwaukee area and beyond including businesses, educational institutions, nonprofit and governmental entities.

Through strategic outreach, SCE will increase collaborations and partnerships with entities locally, regionally, nationally and internationally and build on our history of working with agencies, businesses and organizations in Southeast Wisconsin and other parts of the state.

5. Invest in growing markets.

SCE will continue to conduct research that informs SCE’s ability to anticipate and respond to needs and opportunities for continuing education applications. Program areas in various stages of development and implementation include K-12 education in Science, Technology, Engineering and Math (STEM), water education, sustainability, international business, health, business innovations, languages and older adult leadership.

6. Engage in applied research and programming that leads to growth and capacity building for individuals, communities, and organizations.

Through well-planned research and programs, participants will learn skills that improve their lives, empowering them to make contributions to their communities and organizations.

Revised March 1, 2010