Purpose Made Possible – Year One

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Glossary of Terms:

Category – The identification of an item as a goal, strategy, tactic, or metric (see definitions below).

Code – A unique identifier for each item/activity included in the Year-1 plan. For example, Student Success 1.1e highlights a specific strategy as articulated in the Theme 2 activities.

Delaware Study – Shorthand reference for *The Cost Study at the University of Delaware*. From the study [website](): "The Cost Study is a discipline-level, comparative analysis of faculty teaching loads, direct instructional costs, and separately budgeted scholarly activity."

D/F/W – An abbreviation for the (metric of) percent of D, F, and W grades that are recorded for a course.

Goal – A broad, general statement of intended outcomes or results. Goals should be SMART (Specific, Measurable, Assignable, Realistic, Timebound).

Metric – A measurement that tracks, monitors, and assesses the effectiveness of an objective, initiative, or plan.

SCH –Student Credit Hours; The SCH for a course section is calculated as the # of students enrolled in a section multiplied by the # of credits for the course.

SEO –Search Engine Optimization

Strategy – A plan of action created to achieve a goal or vision or to address a strategic issue.

Tactic – A specific action to carry out a strategy.

Vision – An aspirational description of what an institution (and key parts of the external environment) will look like if it achieves its full potential.

Purpose Made Possible - Year-One Activities

Theme 1: Align Financial Model with Institutional Vision

Milestone Description	Code	Category
Align university expenditure levels with available resources. Annual expenditure levels in university departments will be within the annual state budget allocation or the program revenue generated.	**Finance 1.1**	**Goal**
Right-size the annual operating budget to sustainable enrollment levels.	**Finance 1.1a**	**Outcome**
Improve student affordability in comparison to peer institutions through possible increase of student scholarship opportunities and financial assistance.	Finance 1.1b	Strategy
Measure the number of scholarships and financial assistance awards provided to students.	Finance 1.1c	Metric
Allocate and monitor resources within units and ensure financial stability under leadership purview.	Finance 1.1d	Strategy
Determine budget allocations by November 2021 and execute the plan by July 1, 2022.	Finance 1.1e	Metric
Inform the campus of final divisional plans by February 2022.	Finance 1.1f	Metric
Monitor budget to actual activity regularly and communicate information to campus units.	**Finance 1.1g**	**Outcome**
Establish quarterly budget to actual reports for main operating funds for each Vice Chancellor and/or Dean for monitoring budget.	Finance 1.1h	Strategy
The Offices of Financial Planning & Budget and the Controller will partner with campus units to assure budgets remain within established divisional/college parameters.	Finance 1.1i	Strategy
Operate within budget allocation or revenue generated.	Finance 1.1j	Metric
Percent of budget/revenue expended is consistent quarterly with budget and with prior year trends.	Finance 1.1k	Metric

Theme 1: Align Financial Model with Institutional Vision

Milestone Description	Code	Category
Increase the financial knowledge of campus constituents.	**Finance 1.1l**	**Outcome**
Involve campus stakeholders throughout the budget development process.	Finance 1.1m	Strategy
Conduct two campus-wide 'State of the Budget' addresses annually to increase communication and transparency.	Finance 1.1n	Metric
Execute basic budget and finance training workshops for campus stakeholders beginning August 2021.	Finance 1.1o	Metric
Develop financial dashboard/report to provide a higher-level financial analysis of each fiscal year.	Finance 1.1p	Metric
Adhere to the budget process involvement grid.	Finance 1.1q	Metric
Send regular updates to the campus on budget issues and hold informal question and answer sessions twice a year with Business Affairs leadership.	Finance 1.1r	Metric
Utilize financial models that will be data informed, transparent, objective, and action oriented. The financial models will inform decisions to allocate and reallocate resources.	**Finance 1.2**	**Goal**
Identify sources to increase the strategic investment fund and define distribution criteria and processes that allow for proactive decision-making.	**Finance 1.2a**	**Outcome**
Increase the strategic investment fund to support one-time strategic investments.	Finance 1.2b	Strategy
Establish the desired strategic investment fund level and identify resources to support the institution's strategic priorities.	Finance 1.2c	Metric
Implement a clearly defined, transparent process for distributing funds.	Finance 1.2d	Metric

Theme 1: Align Financial Model with Institutional Vision

Milestone Description	Code	Category
Develop and/or finalize budget models that are understood, transparent, cohesive, align with the institutional vision, and are flexible enough to allow for budget adjustments necessary to reflect the evolving vision over time. Ensure the financial models align to form an overall cohesive financial structure.	**Finance 1.2e**	**Outcome**
Create a data system within the Office of Institutional Research to supply budget data needed to inform the activity-based budget allocation model for the curricular-related GPR budget of the degree-granting colleges.	Finance 1.2f	Strategy
Utilize the most recent Delaware Study data and confirm the weighting factor for each college.	Finance 1.2g	Metric
Establish parameters for collecting and applying consistent and accurate SCH, graduation, and majors declared data.	Finance 1.2h	Metric
Negotiate, apply, and communicate factors that deviate from what the model suggests.	Finance 1.2i	Metric
Implement the activity-based budget allocation model for the curricular-related GPR budget of the degree-granting colleges by July 2022.	Finance 1.2j	Strategy
Determine budget reallocations by November 2021 and execute the plan by July 2022.	Finance 1.2k	Metric
Research zero-based and other budget models for program revenue units and determine feasibility for implementation.	Finance 1.2l	Strategy
Report on various models and options for implementation.	Finance 1.2m	Metric
Create processes and metrics to support the financial models and to inform decision-making.	**Finance 1.3**	**Goal**
Develop and/or determine metrics to measure the overall financial success of the campus and continually measure the level of success achieved.	**Finance 1.3a**	**Outcome**
Measure overall financial success of the campus using agreed upon metrics.	Finance 1.3b	Strategy
Define the metrics used for measurement and generate an annual report.	Finance 1.3c	Metric

Theme 1: Align Financial Model with Institutional Vision

Milestone Description	Code	Category
Encourage financial growth. New revenue sources will be explored and analyzed for financial viability.	**Finance 1.4**	**Goal**
Explore and develop new fiscally viable revenue sources.	**Finance 1.4a**	**Outcome**
Create a sustainable financial model to support summer and Winterim course offerings and revenue growth by May 2022.	Finance 1.4b	Strategy
Prototype a cost-recovery budget model for summer and Winterim course offerings and gain support of the degree granting colleges.	Finance 1.4c	Metric
Create a profitable non-credit outreach operation.	Finance 1.4d	Strategy
Research and report on best practices in non-credit outreach and establish a long-term plan to bolster UWSP Continuing Education.	Finance 1.4e	Metric
Plan and execute a capital campaign aligned with University priorities.	**Finance 1.4f**	**Outcome**
Assess campus readiness for a capital campaign.	Finance 1.4g	Strategy
Act on consultant recommendation regarding readiness of Advancement, Academic Affairs, university leadership, UWSP Foundation, and prospective donors to undertake a multi-year initiative.	Finance 1.4h	Metric
Designate a campaign management group to structure, lead, and monitor preparation and execution of a strategic fundraising initiative.	Finance 1.4i	Strategy
Determine campaign modality (micro vs. comprehensive).	Finance 1.4j	Metric
Create and align case statements with college and campus priorities.	Finance 1.4k	Metric
Restructure and realign University Advancement.	Finance 1.4l	Strategy

Theme 1: Align Financial Model with Institutional Vision

Milestone Description	Code	Category
Ensure staffing levels are adequate to conduct a capital campaign.	Finance 1.4m	Metric

Theme 2: Expand Educational Opportunities for Student Success

Milestone Description	Code	Category
We will increase and expand access by enhancing strategic partnerships with high schools and other educational institutions that support college-bound student success, college completion, and enrollment growth for a diverse student body.	**Student Success 1.1**	Goal
Develop five-year recruitment and enrollment targets by student segment by July 2022 (dependent upon AA program expansion decisions) (e.g. UGRD, TRAN, URM, GRAD, INTL, Out-of-State, MSEP, Athletes, Honors, Adult, First-Gen)	Student Success 1.1a	Outcome
Analyze demographic and market trends, historical enrollments, and new program potential to create new pipelines, benchmarks and predictive models.	Student Success 1.1b	Strategy
Metric/measure will be number of students in each enrollment segment as noted above	Student Success 1.1c	Metric
Optimize the use of marketing tools and strategies to achieve recruitment and enrollment targets.	Student Success 1.1d	Outcome
Implement SEO strategies and utilize data analytics to increase prospective student website traffic and engagement by establishing benchmarks at January, 2022 launch.	Student Success 1.1e	Strategy
Metric/measure will be traffic, engagement and conversions with benchmarks established at launch of website.	Student Success 1.1f	Metric
Utilize a concentrated omni-channel marketing strategy (e.g. email, postal mail, social media, URL address, and text) to engage best-fit prospect and inquiry student segments	Student Success 1.1g	Strategy
Metric/measure will be leads generated through digital ads, website, and other tactics to increase historical number by 10% by July 2022 (from 8,800 to 9,680)	Student Success 1.1h	Metric
Implement and optimize use of new CRM tool to build relationships with prospective students	Student Success 1.1i	Strategy
Metric/measure will be ability to engage prospects and inquiries via open rates, click-through rates, unsubscribe rates, response rates, movement through funnel, etc. - benchmarks established July 2021 when Slate is launched	Student Success 1.1j	Metric
Optimize Available Scholarship and Grant Dollars to support every segment (e.g. UGRD, TRAN, URM, INTL, Out-of-State, MSEP, Honors, Adult, First-Gen)	Student Success 1.1k	Outcome
Ensure that 100% of WI Grant dollars are awarded annually	Student Success 1.1l	Strategy

Theme 2: Expand Educational Opportunities for Student Success

Milestone Description	Code	Category
100% of WI Grant dollars are awarded	Student Success 1.1m	Metric
Optimize use of scholarship dollars to recruit target markets (e.g. UGRD, TRAN, URM, GRAD, INTL, Out-of-State, MSEP, Athletes, Honors, Adult, First-Gen)	Student Success 1.1n	Strategy
Decrease number of students that remain in Financial Aid verification process by 10% by removing barriers, in particular for URM and first-gen students, by September, 2022	Student Success 1.1o	Strategy
Metric/measure is number of students processed through verification	Student Success 1.1p	Metric
Using fall 2021 as a benchmark, increase yield rate from admit to enroll by X% by fall 2022	Student Success 1.1q	Outcome
Strategies, goals, and timeline will be established as we launch new engagement tools (e.g. SEM Rush, ZeeMee, parent tool), establishment of customer service center, and launch of new CRM system	Student Success 1.1r	Strategy
Increase high school campus visit numbers by XX% by fall 2022	Student Success 1.1s	Outcome
Establish summer visit campaign aimed at increasing high schoolers visiting campus	Student Success 1.1t	Strategy
Goals and metrics based on enrollment goals following budget	Student Success 1.1u	Metric
Develop, in partnership with academic departments, new on-campus visit experiences to feed high-demand programs by fall 2023 (major days, career days, competitions/tournaments, etc.)	Student Success 1.1v	Strategy
Goals and metrics based on enrollment goals following budget	Student Success 1.1w	Metric
Double the number of articulation agreements with WTCS institutions by May 2022.	Student Success 1.1x	Outcome
Complete ongoing grant-funded project to develop a master UW System transfer agreement for the liberal arts WTCS degree.	Student Success 1.1y	Strategy
Extend existing UWSP articulation agreements to other Wisconsin Technical College System institutions.	Student Success 1.1z	Strategy
Explore offering needed degree-completion programs online to expand access to place-bound, working students.	Student Success 1.1aa	Strategy
We will grow programs and harness technologies to support post-traditional and graduate learners through creative delivery methods including but not limited to branch campuses, hybrid, online, or collaborative models. This shall involve strengthening student support in terms of course timing/availability, academic calendars, evening/weekend classroom, office and service access, and prior learning experience.	**Student Success 1.2**	Goal
Create a multifaceted credit for prior learning structure by May 2022.	Student Success 1.2a	Outcome
Work with schools to evaluate which disciplines are most appropriate for prior learning.	Student Success 1.2b	Strategy

Theme 2: Expand Educational Opportunities for Student Success

Milestone Description	Code	Category
Evaluate competitive landscape to understand how technical, private, and UW schools structure credit for prior learning.	Student Success 1.2c	Strategy
Create a structure to develop online programs to serve targeted needs, support multiple online delivery methods, and support students in online programs.	Student Success 1.2d	Outcome
Develop options for an administrative structure to support online programs.	Student Success 1.2e	Strategy
Evaluate the program areas and student segments for which there is a market demand for online offerings.	Student Success 1.2f	Strategy
Develop a pipeline of new online programs targeted to post-traditional students by XXXX.	Student Success 1.2g	Strategy
Purposefully develop online programs to serve traditional and technical college transfer students.	Student Success 1.2h	Strategy
We will develop and implement internal systems and structures to better serve diverse prospective students in our market. The system should use data to determine financial and program viability, and inform new programs/offerings relevant to K-12 traditional, post-traditional, graduate, and continuing ed students.	**Student Success 1.3**	
Create a regular process supporting new program development, including majors, certificates, and "stackable" academic credentials, in partnership with the Division of Marketing and Enrollment by May 2022.	Student Success 1.3a	Outcome
Expand and evaluate the use of Burning Glass for market research and career outcome data.	Student Success 1.3b	Strategy
Annually scan for program development opportunities best able to reach traditional and post-traditional students, noting best options to improve access through instructional modality or campus location.	Student Success 1.3c	Strategy
Formalize the rigorous evaluation of market demand, instructional capacity, and other financial requirements for all proposed programs.	Student Success 1.3d	Strategy
Provide an annual program health report with key performance indicators for all undergraduate and graduate programs by May 2022.	Student Success 1.3e	Outcome
We will increase our unique cross-disciplinary work to leverage (or promote) our strengths in sustainability, global awareness, and diversity, equity, and inclusion, for prospective students at all credential and continuing education levels.	**Student Success 1.4**	Goal
Community Sustainability major will be launched by Fall 2022	Student Success 1.4a	Outcome

Theme 3: Enhance the Student Experience

Milestone Description	Code	Category
We will prioritize and expand high-impact practices (HIP) to boost student learning, development, and engagement.	**Student Experience 1.1**	Goal
Focus efforts on equitable student access to HIPs we can do well as an institution and for which we can demonstrate markers of quality, ensuring that all students participate in at least two HIPs during their college career, with at least one taking place during their first year on campus.	**Student Experience 1.1a**	**Outcome**
Develop a shared understanding of markers of quality and a rubric for assessing existing and new high impact practices.	Student Experience 1.1b	Strategy
Rubric adopted by May 2022 for implementation in fall 2022	Student Experience 1.1c	Metric
Ensure that every graduate can demonstrate mastery of rigorous critical thinking skills utilizing assessments familiar to employers.	Student Experience 1.1d	Strategy
Assessment results for first-year vs. graduating students.	Student Experience 1.1e	Metric
Increase internships/capstone placements across all Student Affairs departments – childcare, graphic design and marketing, residential living, culinary arts, etc.	Student Experience 1.1f	Strategy
Number of students participating in internships/capstone placements in Student Affairs departments	Student Experience 1.1g	Metric
We will deliver vibrant yet tailored student services that support the retention and success of all students.	**Student Experience 1.2**	**Goal**
Achieve and maintain a minimum annual first-to-second year retention rate of 80%.	**Student Experience 1.2a**	**Outcome**
Engage faculty and academic staff in professional development related to classroom-based retention strategies.	Student Experience 1.2b	Strategy
Training program announced by December 2021 for implementation in spring 2022	Student Experience 1.2c	Metric
Identify high D/F/W-graded courses with departments and recommend changes.	Student Experience 1.2d	Strategy
List of courses and recommendations submitted to academic units by May 2022	Student Experience 1.2e	Metric
Increase the number of students with mid-semester balances who can enroll in subsequent semesters by leveraging institutional and retention strategies.	Student Experience 1.2f	Strategy
Reduce the number/percentage of holds due to mid-semester balances	Student Experience 1.2g	Metric

Theme 3: Enhance the Student Experience

Milestone Description	Code	Category
Partner with degree-granting colleges, programs, and constituent groups to develop retention targets for programs and student segments.	Student Experience 1.2h	Strategy
Retention targets communicated to programs by May 2022	Student Experience 1.2i	Metric
Coordinate reporting each semester on programs/constituent groups, including retention gaps and program-specific retention efforts to address those gaps.	Student Experience 1.2j	Strategy
Reports submitted to programs/constituent groups within two months of the end of each semester	Student Experience 1.2k	Metric
Work with Navigate teams and other tools to integrate and communicate support for first-year students intentionally and strategically in the curriculum, co-curriculum, student support, and financial operations.	Student Experience 1.2l	Strategy
Creation and use of a tracking mechanism to manage student communication across units	Student Experience 1.2m	Metric
Investigate and suggest strategies to address the root causes of attrition to the technical colleges in the first year.	Student Experience 1.2n	Strategy
Submit strategies to Academic Affairs and Student Affairs by December 2021	Student Experience 1.2o	Metric
Identify and scale up successful retention initiatives within Student Affairs. Improve coordination, collaboration, and communication around retention and student success.	Student Experience 1.2p	Strategy
Initiatives are identified and revised by December 2021 for implementation in fall 2022	Student Experience 1.2q	Metric
Ensure that all incoming students can receive a full-year academic schedule during STAR by May 2022.	**Student Experience 1.2r**	**Outcome**
Implement use of the Navigate or Peoplesoft academic planning tools to allow students to graduate on time with the help of a four-year plan developed in tandem with an academic advisor during their first semester on campus by May 2022.	Student Experience 1.2s	Strategy
Successful deployment and utilization by the majority of departments by May 2022	Student Experience 1.2t	Metric
Develop an intentional plan to increase student engagement to foster a "Sense of Belonging" for all UWSP Students	**Student Experience 1.2u**	**Outcome**
Grow SPIN usage by Student Affairs departments and UWSP students by 15% through new marketing campaign to cultivate increased student engagement.	Student Experience 1.2v	Strategy
15% Increase usage of SPIN from September 2021 to May 2022	Student Experience 1.2w	Metric
Enhance student service support to the branch campuses	Student Experience 1.2x	Strategy

Theme 3: Enhance the Student Experience

Milestone Description	Code	Category
Identify specific support services for enhancement by May 2022 and implement in fall 2022	Student Experience 1.2y	Metric
We will build and enhance a community that values inclusion, equity, and diversity.	**Student Experience 1.3**	**Goal**
Achieve a 10% increase in first-to-second year retention of students of color by 2025.	**Student Experience 1.3a**	**Outcome**
Refine teaching and academic support models to mitigate achievement and retention gaps for underrepresented and underserved students by fall 2023.	Student Experience 1.3b	Strategy
Refined models development by May 2023 for implementation in	Student Experience 1.3c	Metric
Create a team of faculty, staff and students who are experts in their areas to draft a plan on addressing closing the achievement gap.	Student Experience 1.3d	Strategy
Team created by fall 2021 and plan completed by May 2022	Student Experience 1.3e	Metric
Identify through exit interviews, case-load model student-advisor engagement, and other tactics the reasons why students of color leave and stay at UWSP.	Student Experience 1.3f	Strategy
List of reasons submitted to Academic Affairs and Student Affairs by May 2022	Student Experience 1.3g	Metric
Ensure that UWSP provides opportunities for high quality engagement with social justice content to all students, faculty, staff, and community members by fall 2023.	**Student Experience 1.3h**	**Outcome**
Gather baseline data as to where and how in the major/minor curriculum and programming students are encountering social justice and EDI issues.	Student Experience 1.3i	Strategy
Data collection complete by December 2021	Student Experience 1.3j	Metric
Develop a social justice institute that examines the root cause of social injustice and helps to develop innovative solutions.	Student Experience 1.3k	Strategy
Proposal completed by May 2022 for review and implementation during 2022-2023	Student Experience 1.3l	Metric
Collaborate with Academic Affairs (CITL) to provide enhanced inclusivity and cultural competency trainings.	Student Experience 1.3m	Strategy
Enhanced training program developed by May 2022 for implementation starting in fall 2022	Student Experience 1.3n	Metric
Evaluate and reward contributions to EDI work by faculty and academic staff by fall 2023.	**Student Experience 1.3o**	**Outcome**
Require annual EDI reporting relevant to the goals listed in the Academic Affairs EDI Strategic Plan from all schools and/or colleges.	Student Experience 1.3p	Strategy

Theme 3: Enhance the Student Experience

Milestone Description	Code	Category
Reporting template and timeline communicated to schools and/or colleges by spring 2022	Student Experience 1.3q	Metric
Add department, faculty and staff awards for contributions to EDI work to UWSP's annual recognition process.	Student Experience 1.3r	Strategy
New awards announced and nominations solicited by December 2021	Student Experience 1.3s	Metric
Make contributions toward EDI a mandatory metric for all annual personnel (P&T, merit, etc.) and program reviews, and hold people accountable when no progress is made.	Student Experience 1.3t	Strategy
Revise review process by December 2021 for implementation in 2022	Student Experience 1.3u	Metric
Improve recruitment and retention of underrepresented faculty and academic staff.	**Student Experience 1.3v**	**Outcome**
Revise the role and mechanisms of course evaluations in order to minimize the effects implicit bias, explicit racism, homophobia, transphobia, sexism, ableism, xenophobia, etc. from students.	Student Experience 1.3w	Strategy
Changes proposed by December 2021 for implementation in fall 2022	Student Experience 1.3x	Metric
Revive the Inclusive Teaching Fellows program by Fall 2022.	Student Experience 1.3y	Strategy
Program announced by December 2021 for fall implementation	Student Experience 1.3z	Metric
Upon review of retention and promotion data, make appropriate changes to departmental supports, criteria, and processes related to employment to address equity gaps.	Student Experience 1.3aa	Strategy
Review completed and changes communicated to departments by May 2022	Student Experience 1.3ab	Metric
Require all search committees to assess candidates' commitment to EDI.	Student Experience 1.3ac	Strategy
Requirement integrated into search process by May 2022	Student Experience 1.3ad	Metric
Work with Human Resources to develop a robust best-practice plan to diversify all full-time faculty and staff to better represent the student body population by employing new and novel approaches that realize and retain greater numbers of staff.	Student Experience 1.3ae	Strategy
Plan submitted by May 2022	Student Experience 1.3af	Metric

Theme 3: Enhance the Student Experience

Milestone Description	Code	Category
We will create an enriched learning environment through the use of advanced evidence-based practices and educational tools, innovative technologies, and equity-minded pedagogies.	**Student Experience 1.4**	**Goal**
Address curricular barriers to student success in their first two years.	**Student Experience 1.4a**	**Outcome**
Develop a proposal for mandatory mid-term grade reporting and present it as a policy to Academic Affairs Committee.	Student Experience 1.4b	Strategy
Proposal submitted by December 2021	Student Experience 1.4c	Metric
Address administrative barriers to student success in the first two years.	**Student Experience 1.4d**	**Outcome**
Conduct a barrier audit on student personas to identify what inhibits retention.	Student Experience 1.4e	Strategy
Barrier audit submitted by May 2022	Student Experience 1.4f	Metric
Investigate waitlist practices and make recommendations for changes in campus processes.	Student Experience 1.4g	Strategy
Recommendations submitted by May 2023	Student Experience 1.4h	Metric
Conduct an audit on holds that inhibit registration to determine their necessity and impact.	Student Experience 1.4i	Strategy
Report submitted by May 2022	Student Experience 1.4j	Metric
Resume the UW-Stevens Point sabbatical program by January 2022 with financial resources to support a minimum of four projects per year.	**Student Experience 1.4k**	**Outcome**
Approved sabbaticals	Student Experience 1.4l	Metric
Develop a core set of intentional learning outcomes and programs to promote student development within Student Affairs programs and services.	**Student Experience 1.4m**	**Outcome**
Create, promote, and emphasize the use of Student Affairs learning and program outcomes into all co-curricular planning and programming	Student Experience 1.4n	Strategy
Learning and program outcomes are integrated by May 2022	Student Experience 1.4o	Metric
Create, promote, and emphasize the use of Student Affairs programs outcomes into all co-curricular planning	Student Experience 1.4p	Strategy
Programming outcomes are integrated by May 2022	Student Experience 1.4q	Metric
Create co-curricular record of achievement that is accessible to each student	Student Experience 1.4r	Strategy

Theme 4: Serving our Internal and External Communities for Impact

Milestone Description	Code	Category
Goal 1: We will develop initiatives that promote (internal and external) community building, emphasizing how we tell our stories to each other and to our stakeholders, and how we experience community together.	**Communities 1.1**	Goal
Engage stakeholder group to develop and implement an interactive database tool/platform to inventory current and future activities related to (internal and external) Community Building.	Communities 1.1a	Strategy
Develop a year-round institution wide public relations campaign highlighting work related to Community Building.	Communities 1.1b	Strategy
Create benchmarks for messaging reach, impact and engagement	Communities 1.1c	Metric
26 press releases per year with structure in place to sustain engagement	Communities 1.1d	Metric
Develop and implement strategies to promote values and community building impact messages to a national audience (e.g. university awareness, institutional impact, social mobility ranking)	Communities 1.1e	Metric
Develop an annual community impact report (Stevens Point, Marshfield and Wausau)	Communities 1.1f	Strategy
Goal 2: In our internal and external collaborations, we will focus on our commitment to be more inclusive and promote equity and diversity.	**Communities 1.2**	Goal
Establish baseline of current community Equity, Diversity, and Inclusion (EDI) outreach activities to create benchmark for years 2-5 expansion efforts. Leverage and segment data to assess impact for underserved communities.	Communities 1.2a	Strategy

Theme 4: Serving our Internal and External Communities for Impact

Milestone Description	Code	Category
Goal 3: As an educational and cultural resource for the communities we serve, we will develop and promote new types of collaborations that align with the mission of UW-Stevens Point and that lead to greater efficiency, greater opportunity for a UWSP credential, and greater student success through internships and other experiential learning.	**Communities 1.3**	Goal
Start the process to achieve the Carnegie Community Engagement Classification by 2023.	Communities 1.3a	Outcome