

**To: Faculty, staff, students**  
**From: Chancellor, Provost, interim Chancellor**  
**When: April 7, 2026**  
**Subj: Forward, Together: A strategic framework for the future**

Dear campus community,

Last year, as you may recall, we began a collaborative, cross-campus process to envision our future through the creation of a new strategic framework. The goal was to create a framing document that could help us identify and advance clear shared priorities at a high level, position UW–Madison as a leader in addressing the challenges and opportunities of our time, and define our mission for the years ahead. Our hope was to create a vision that allows us to move Forward, Together in a time of great opportunity and great challenge.

Today, we are happy to share an updated campus strategic framework, grounded in the Wisconsin Idea — the notion that the university’s teaching, research and service should extend far beyond the boundaries of campus — and guided by the Badger Way.

If the Wisconsin Idea is our “why,” the Badger Way is our “how.” The Badger Way describes how we approach our work: with curiosity, humility, integrity, tenacity, civility, and a touch of playfulness. It also expresses the [commitments we make to one another in community](#): practicing civility; embracing complexity; fostering connection; and supporting all Badgers as they learn, grow, and pursue excellence.

Together, the Wisconsin Idea and the Badger Way define our purpose and our promise. They are foundational to the framework and its four strategic priorities:

- Deliver unrivaled educational experiences to prepare students for their future
- Discover, create, and innovate to change lives
- Convene and collaborate for the public good
- Cultivate a culture of excellence to ensure a resilient future

A [website dedicated to the strategic framework](#) expands on each of those priorities – but we underscore that the framework is, by design, not a plan. It is intentionally high level, allowing us to adapt, evolve and remain resilient in the face of change. The work of bringing the framework fully to life will happen through school, college and division strategic plans; campuswide initiatives; and collaboration with our students, staff, faculty, alumni and partners.

The strategic framework would not have been possible without the substantial and deeply thoughtful engagement of [the Visioning Committee](#), a group of faculty, staff, students, alumni and campus partners who helped shape a vision defined by the collective aspirations and needs of UW–Madison now and into the future.

This group helped lead more than 40 community conversations, gathering input from many faculty, staff and students on draft concepts that reflected UW–Madison’s strengths and opportunities. We want to thank the members of the Visioning Committee and everyone who participated in creating our shared vision for the years to come.

We encourage you to [visit the strategic framework website](#), where you will find details about the framework’s priorities, more information about the process of creating the framework, and ways to engage with it as we embrace UW–Madison’s future.

In the weeks, months, and years ahead, UW–Madison is well-poised to move forward with purpose and vision as only we can: Forward, Together.

Signed,

Chancellor Jennifer L. Mnookin

Provost John Zumbrunnen

Interim Chancellor-designate Eric M. Wilcots