

Planning Definition of Terms

Since different meanings are often associated with planning terms, the steering team recommends the following definitions:

Values: Widely held beliefs and principles that shape policies, decision-making, and behavior in the university.

Mission: Statement of purpose—why UW-O exists, what it does for whom and why. What is unique about us?

Vision for the Future: An aspirational statement of where the university intends to be in the future. What is your “ideal future state”? All plans should move the UW-O toward this vision, and progress should be measurable.

Strategic Priorities: Broad areas of focus that all administrative units, departments and offices use as the framework for creating their own plans. These priorities do not usually change over the course of the plan, although annual goals do.

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