INTRODUCTION

Strategic planning focuses on the key issues that will provide direction for the organization: our mission, what we hope to become, and the values we will honor as we interact with key stakeholders.

This plan has been developed to communicate new emphasis and priorities for the Center for Leadership & Involvement for the next three years. It describes our mission and vision, articulates our core values, and outlines our strategic issues and priorities.

While the strategic planning process sets priorities to ensure a disciplined approach to accomplishing goals within allocated resources, the plan itself needs to be dynamic. It must be able to respond to the needs of a changing environment. Thus, while our mission and core values reflect who we are today, our goals and priorities will likely change as the environment in which we operate changes.
CFLI’S MISSION

To cultivate and engage students through practical leadership skill development and involvement experiences.

CFLI’S VISION

Aspiring to be the premier center for integrated leadership development and involvement resources for all students.

CFLI’S CORE VALUES

Departmental Values

Intentional Learning through Experience: We promote student development through purposeful engagement and reflection to achieve significant learning outcomes.

Inclusive Collaboration: We strive to create a culture of openness, respect, and enthusiasm that generates valuable partnerships enabling all constituents to work towards accomplishing common goals.

Integrity and Accountability: We believe in empowering ourselves and others to make decisions based on honesty and equity while accepting the responsibilities of our actions.

Student Centered: We understand that our common purpose in each action is to provide developmental opportunities for the students of this University.

Intentional Decision Making: We are committed to making strategic decisions based on research and data collection to further advance the opportunities for student learning.

Quality Programs and Services: We are dedicated to providing valuable out-of-the-classroom learning experiences for students that produce a measurable and meaningful impact.

CORE COMPETENCIES
We understand the value of student leadership development and advocate this with our staff, customers, and partners.
We understand student leadership development theory and practice and are able to work with all types of students to help them develop their leadership potential.
We know how to design and deliver experiential learning opportunities for students.
We are very good at adapting to change.
Our staff possesses interpersonal skills and the ability to work well with others.

ADDITIONAL COMPETENCIES

- Our staff understands the importance of providing quality “hands on” services to all students on campus.
- We have knowledge of business processes and have documented these processes, which make it easier for each of us to step in and help when needed.
- We have knowledge of campus resources for student organizations.
- We know how to help students explore their interests and can connect them to individuals with similar interests across campus.
- We are good at building and maintaining relationships.

EMERGING/ASPIRATIONAL COMPETENCIES

- We have the ability to see things through a social justice lens.

Strategic Priorities:
1. Intentionally connect students to campus-wide leadership development opportunities.

2. Students, faculty and staff will understand how UW-Madison defines leadership and leadership-related competencies.

3. Students will participate in an involvement opportunity.

4. Students will know at least one resource for getting involved in opportunities outside of the classroom.

5. Students will be able to name at least one benefit for getting involved outside of the classroom.

6. Students will be able to manage, track and promote their leadership and involvement experiences in a user-friendly format.

7. RSOs will be more self-sufficient in accessing and managing their organizations.

8. UW fraternity and sorority members will know and be able to describe the expectations that UW-Madison has for fraternal organizations and what fraternal organizations can expect from the university.
1. Intentionally connect students to campus-wide leadership development opportunities.

Goal #1: Identify and analyze the current leadership development opportunities that exist on campus and publicize this information.

Goal #2: Reorganize CfLI Website to more accurately reflect office’s structure on home page and increase ease of finding leadership and involvement opportunities for students.

2. Students, faculty and staff will understand how UW-Madison defines leadership and leadership-related competencies.

Goal #1: Bring campus stakeholders together to begin determining what UW-Madison’s shared understanding of “Leadership” is.

3. Students will participate in an involvement opportunity.

Goal #1: Increased awareness of involvement opportunities for 1st year students (freshman & transfers).

Goal #2: Know baseline data about student involvement.

4. Students will know at least one resource for getting involved in opportunities outside of the classroom.

Goal #1: Strategically market to students.

Goal #2: Increase accessibility to involvement.

5. Students will be able to name at least one benefit for getting involved outside of the classroom.

Goal #1: Train campus partners in Residence Life, Center for First Year Experience and others about how to discuss the benefits of getting involved.

Goal #2: Make sure all CfLI related materials and programs discuss the benefits of involvement in a consistent manner.
6. Students will be able to manage, track and promote their leadership and involvement experiences in a user-friendly manner.

Goal #1: Integrate the Wisconsin Involvement Network (WIN) into existing campus systems.

6. Students will be able to manage, track and promote their leadership and involvement experiences in a user-friendly manner

7. RSOs will be more self-sufficient in accessing and managing their organizations.

Goal #1: Expand WIN’s card-scanning.

Goal #2: Create and transition existing CfLI forms and processes into WIN.

7. RSOs will be more self-sufficient in accessing and managing their organizations.

Goal #1: Expand and enhance the RSO registration process.

Goal #2: Provide guides and trainings to increase RSO use of WIN beyond registration.

Goal #3: Transition RSO Registration and related processes from the old database to WIN.

Goal #4: Transition from DoIT-hosted RSO websites to WIN pages.

Goal #5: Create and launch Shared Grant Application.

8. UW fraternity and sorority members will know and be able to describe the expectations UW-Madison has for fraternal organizations and what fraternal organizations can expect from the University.

Goal #1: Increase participation in leadership conferences, retreats, and programming that focus on best practices for chapters and operations.

Goal #2: Create University and Greek Community relationship statement.