

Vision and Mission

**A University example,
And other examples**

College of Engineering, University of Wisconsin-Madison

MISSION

To create, integrate, transfer and apply engineering knowledge.

VISION STATEMENT

Our vision is to be the college of engineering which provides the best learning experience, most productive learning community, and most creative learning environment in higher education.

College of Engineering Strategic Plan

In 1995, the college underwent a major revision of its strategic plan. To develop the plan, input was gathered from customer groups including industry, students and faculty via surveys and focus groups. The mission and vision statements were also revised as part of the plan. A draft plan was formulated and eventually approved by the college's Academic Planning Council in December, 1995.

The plan revolves around three main objectives to ensure quality into the 21st century: Research Leadership, Educational Excellence, and Technology Transfer Leadership.

Each objective has accompanying strategies. College departments and programs are now developing measurable tactics to achieve the strategies outlined in the plan. For more information on the plan, contact Karen Walsh, strategic plan administrative team.

OBJECTIVE 1: Research Leadership

Strategy 1: Recruit, support and retain diverse, world-class faculty and graduate students.

Strategy 2: Encourage development of interdisciplinary research which addresses strategic needs of industry, government and society.

Strategy 3: Identify and invest in strategic areas of potential R&D growth.

Strategy 4: Expand strategic alliances with other universities, industry and government.

Strategy 5: Align infrastructure with strategic directions.

OBJECTIVE 2: Educational Excellence

Strategy 1: Recruit, support and retain a world-class diverse faculty dedicated to education.

Strategy 2: Recruit, support and retain the best undergraduate and graduate students; especially women and minorities.

Strategy 3: Continually improve and innovate engineering curricula (including content and method) to meet customers' changing needs.

Strategy 4: Align infrastructure with strategic direction(s).

OBJECTIVE 3: Tech Transfer Leadership

Strategy 1: Recruit, support and retain a world-class diverse faculty, and enhance reward system for participation in tech transfer.

Strategy 2: Enhance current and develop new approaches for technology transfer to industry, business and government.

Strategy 3: Fund, develop and market current (and new) continuing education and outreach programs.

Strategy 4: Establish mechanisms to create student project opportunities with industry and government.

Strategy 5: Align infrastructure with strategic direction(s).

Other Examples of Mission Statements

Three Mission Statements

- Google - To organize all the world's information and make it universally accessible and useful for free.
- Microsoft - In the early 1980s: To put a PC on every desk and in every home.
- SONY - To experience the joy of advancing and applying technology for the benefit of the public.

Other Mission Statements

- Disney – We create happiness by providing finest entertainment for people of all ages, everywhere.
- Nike – **To bring inspiration and innovation to every athlete in the world.**



Adidas

“Be the leader in the sporting goods industry with sports brands built on a passion for sports and a sporting lifestyle.

We are consumer focused. That means we continuously improve the quality, look, feel and image of our products and our organizational structures to match and exceed consumer expectations and to provide them with the highest value.

We are innovation and design leaders who seek to help athletes of all skill levels achieve peak performance with every product we bring to the market.

We are a global organization that is socially and environmentally responsible, creative and financially rewarding for our employees and shareholders.

We are committed to continuously strengthening our brands and products to improve our competitive position and financial performance.

In the medium term, we will extend our leading market position in Europe, expand our share of the US footwear market and be the fastest growing major sporting goods supplier in Asia and Latin America. The resulting top-line growth, together with strict cost control and working capital improvements, will drive over-proportionate earnings growth. .”

"McDonald's vision is to be the world's best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness, and value, so that we make every customer in every restaurant smile."

Mission Statement

What is your Purpose. Why are you there? Who you are and what you do -- what the company does, its products, its services and its customers.

The focus is on today.

Vision Statement

Describe your values, services and vision for the future.

The focus is on tomorrow.