MISSION
The University of Wisconsin-Madison Arts Institute represents the collective voice and vision of the arts at the University of Wisconsin-Madison. We advance the arts as an invaluable resource to a vital university, and we promote all forms of artistic expression, experience, and interpretation as fundamental paths to engaging and understanding our world.

VISION
Decision makers will acknowledge and engage the arts as central to the well-being of the university. Students will experience the arts in all aspects of their education, and will be imbued with the importance of the arts to their academic life.

THE RESULTS:
MISSION
The University of Wisconsin-Madison Arts Institute represents the collective voice and vision of the arts at the University of Wisconsin-Madison. We advance the arts as an invaluable resource to a vital university, and we promote all forms of artistic expression, experience, and interpretation as fundamental paths to engaging and understanding our world.

VISION
Decision makers will acknowledge and engage the arts as central to the well-being of the university. Students will experience the arts in all aspects of their education, and will be imbued with the importance of the arts to their academic life.

THE PROJECT:
Over 9 months, engage 52 faculty, staff and leaders from 34 UW-Madison arts departments, programs and resources from 5 schools and colleges in a strategic planning process with the goals:

- Produce a clear, compelling, and unified vision for the arts on campus.
- Describe a set of strategies with which to achieve this vision over 2-5 years.
- Organize strategies into action plans for implementation by members of the Executive Committee and Arts Assembly.

3 STRATEGIES
The membership arrived at 4 primary areas of strategic development that were further developed into detailed action plans:

1: Campus Influence and Visibility
- Create campus position dedicated to the Arts.
- Promote collaboration with other prominent academic areas on campus: sciences, business, law, medicine.

2: Outreach Recruiting / Campus and Community Connections
- Create a virtual college of the fine arts.
- Identify and conduct UW multi-arts visits to high schools.
- Coordinate existing efforts to bring high school students to arts on campus as a UW collective arts group.
- Create a report to identify the impediments and barriers to admitting high caliber students to arts major programs.

3: Connections to Current Students
- Add an arts requirement in basic curriculum or aligned with existing graduation requirements.
- Target incoming freshman with an “all arts pass” available to all as well.
- Create an undergraduate inter-arts major or certificate program.
- Create an arts ambassadors program.

4: Supporting Individual Units and Collaboration
- Explore a project space for experimental curation, performances, and scholarly presentations.
- Research: Identify successes, suggestions and impediments to arts visibility, inventory of existing arts collaborations.