Dear Colleagues and Community Members,

Today in our world, one doesn’t need to look long or hard to see the numerous issues we face as a region, state, nation, and world. The news provides us daily reminders of our societal challenges. These wide-ranging issues are layered and complex. And at a time where it seems we could achieve so much together, it appears we are more divided now as a nation, than ever.

As an institution of higher education, we play a critical role in preparing the next generation of citizens to solve problems and achieve public goals. A primary way to do this is through community engagement, where collaborations occur between institutions of higher education and their larger communities for the mutually beneficial exchange of knowledge and resources in a context of reciprocity. Community engagement provides a means to involve ourselves and our students in solving the problems of today to create better communities and a future for tomorrow.

Considering the University of Wisconsin-Superior’s historic roots and continued commitment to community engagement as specified in our mission statement, I have joined us with 450 other institutions of higher education through Campus Compact, declaring our shared commitment to the public purpose of higher education. On a national level, this commits us to deepen the work of our campus by ensuring that our teaching, research, and institutional actions contribute to the public good.

Your colleagues, community leaders, UW-Superior students, and representatives from all governance groups and campus divisions, have worked diligently for about a year to create this Civic Action Plan (CAP), a visioning and planning document, for our university. The creation of the CAP redoubles our community engagement efforts with a renewed commitment to preparing students for democratic citizenship, building partnerships for change, and playing our part in reinvigorating and serving the region.

I invite you to review this plan and consider how you can play a role. Through your active participation and partnership, we will continue to broaden and deepen our role as a catalyst for positive change in our communities and as an institution that effectively prepares future leaders.

Renée M. Wachter
Chancellor
Dear Colleagues and Community Members,

It is an honor to have played a leadership role in creating UW-Superior’s first Civic Action Plan, our blueprint for community engagement. As the Director of Community Engaged Learning, I look forward to working with our community members, students, and colleagues as we together bring the goals detailed within this Civic Action Plan to fruition.

The development of the Civic Action Plan was a labor of love created by a dedicated and faithful committee. I am extremely grateful to each committee member as well as to Chancellor Renée Wachter. The Chancellor’s keen vision and leadership provided an opportunity for the committee to creatively design this new visionary pathway for one of the university’s priorities to strengthen our ongoing commitment to partnerships, our region, and community-engaged learning.

This plan is a testament to the important collaborative work done daily by our colleagues and community members. Thank you for your continued commitment to our students and the university. For our students, the personal growth, enhancement of learning, and career preparation would not be possible without countless professionals on campus and the supportive community leaders, business partners, non-profit professionals, elected officials and school district colleagues.

I hope you will join us in continuing to strengthen our community, together, one partnership at a time.

Jenice Meyer
Director, Center for Community Engaged Learning
Overview of the Plan

In recognition of Campus Compact’s 30th anniversary, Chancellor Wachter joined college and university chancellors and presidents across the nation in signing an Action Statement, a declaration of shared commitment to the public purposes of higher education and a promise to develop a Civic Action Plan (CAP) to realize those purposes more fully.

Since then, more than 450 presidents and chancellors have signed on, committing their campuses to create and publicly share a Civic Action Plan. When commenced, UW-Superior will join over 100 campuses that have published a Civic Action Plan for their respective campus.

The CAP serves as a guide, with goals and action steps, for UW-Superior to realize its community engagement priorities. UW-Superior’s Civic Action Plan Committee worked for nearly a year to create a CAP, a visioning and planning document, for the university. The CAP Committee has provided a broad voice and perspective to create the vision and direction UW-Superior will take in regard to community engagement and serving the needs of the region.

Before finalizing the plan, the committee circulated the final draft of the goals for feedback throughout the campus and the broader community. Following the gathering and incorporation of feedback, the committee finalized the plan to serve the campus from 2019-2025. As a new university strategic plan is developed, the CAP will be embedded within it and will continue to serve as an operational plan for community engagement.

To meet the goals and priorities set forth in this Civic Action Plan, a continued administrative and campus community commitment will be required. The Center for Community Engaged Learning will shepherd the CAP and work with a Civic Action Plan Committee. The committee of regional community leaders, faculty, staff, administrators, and students will continue to coordinate and provide support for the CAP’s implementation.

“When we are engaged, we necessitate positive change within our community.”

–Chancellor Renée Wachter
The Innovators: The Civic Action Planning Committee

UW-Superior’s Civic Action Plan (CAP) Committee worked for nearly a year to create a CAP, a visioning and planning document, for the university. The CAP Committee, by design, included representation from the community, all governance groups, and divisional representatives from across UW-Superior. The CAP Committee provided a broad voice and perspective to create the vision and direction UW-Superior will take in regard to community engagement and serving the needs of the region.

Dr. James Anderson: Community Member
Community & Natural Resource Development Director, UW Extension

Katelyn Baumann: Committee Member
Coordinator, Academic Service-Learning

Jay Conley: Staff Senate Appointee
IS Technical Services Senior

Dr. Nick Danz: Academic Affairs Representative
Associate Dean of Academic Affairs

Dr. Haji Dokhanchi: Faculty Senate Appointee
Professor, Political Science, Social Inquiry

Laurel Eaton: Committee Member
Grants and Research Specialist, Institutional Research & Sponsored Programs

Allison Garver: Student Affairs Representative
Assistant Director, Student Involvement

Kathryn Guimond: Outreach Representative
Director, Continuing Education

Jami Koivisto: Staff Senate Appointee
IS Business Auto Analyst

Kelly LaCore: Committee Member
Coordinator, CCEL

Sydney Mastey: Student Appointee
UW-Superior 2017-2018 Newman Civic Fellow

Jenice Meyer: Chair, CAP Committee
Director, CCEL

Jordan Milan: Communications Representative
Director, Communications & Marketing and Special Assistant to the Chancellor

Dr. Peter Nordgren: Regional Community and Alumni Association Representative
Chair, UW-Superior Alumni Association & Professor Emeritus

Julie O’Leary: Committee Member
Director, Undergraduate Research, Scholarship, and Creative Activity

Zach Otto-Fisher: Academic Staff Senate Appointee
Head Women’s Basketball Coach, Athletics

Taylor Pedersen: Community Representative
President/CEO, Superior-Douglas County Area Chamber of Commerce & Travel Superior

Dr. Molly Smith: Chancellor’s Designee
Provost and Vice Chancellor for Academic Affairs

Dr. Matthew TenEyck: Research Center Representative
Director, Lake Superior Research Institute

Jeanne Thompson: Foundation and Chancellor’s Staff Representative
Vice Chancellor, University Advancement
Through its history, UW-Superior has committed to improving the lives and livelihoods of people in northwestern Wisconsin and beyond by seeking knowledge and spreading it to all who may benefit. This tradition began in 1893 when UW-Superior opened its door, then named “The Superior Normal School.” The new, first-of-its-kind school provided highly trained and educated teachers to serve the educational needs in the northern region of Wisconsin.

Over time, the foundation upon which UW-Superior was built has evolved to be responsive to community needs. Practitioner conferences and traveling professors have now expanded to include off-campus courses, faculty extension specialists, traveling theatre and music performances, community lectures, business development services, and research in fields including the environment, economic impacts, and social development. For more than 40 years, UW-Superior has provided degree completion for place-bound adults, now including an extensive set of online degrees.

As a public university, UW-Superior continues to be driven to serve the needs of the Superior community and beyond. The Wisconsin Idea, the philosophy that the boundaries of the university are the boundaries of the state, are alive within our institution and throughout the region. Though most facilitated in undergraduate courses, community engagement takes many forms through undergraduate, graduate, and online programs.

“With this Civic Action Plan, our university is reaffirming its commitment to community engagement and the positive influence it has on the region.”

–Taylor Pedersen, President/CEO
Superior-Douglas County Area Chamber of Commerce
and Travel Superior
True to tradition, UW-Superior continues to recognize its distinctive location and role as an anchor institution within the northwestern region of Wisconsin. Anchor institutions are enterprises such as universities and hospitals that are rooted in their local communities by mission, invested capital, or relationships to customers, employees, and vendors. From the Twin Ports and beyond, UW-Superior is committed to thriving partnerships and delivering innovative programs that enhance the vitality of the region. Our success is tied to the region’s success and vice versa. Partnerships, collaboration, and enhancing the vitality of the region are central tenets at UW-Superior. This is evident in the mission, vision, values, strategic priorities, and programming of the campus.

Mission, Vision, Values, and Strategic Plan Priorities Reflect Commitment to Community Engagement

As the ‘Visions 2020’ Strategic Plan was being created, it became a priority to recognize the university’s distinctive location and role it plays within the region. The university seeks to serve the needs of the region through strategic partnerships that leverage its expertise.

Mission Statement – The University of Wisconsin-Superior fosters intellectual growth and career preparation within a liberal arts tradition that emphasizes individual attention, embodies respect for diverse cultures and multiple voices, and engages the community and region.

Vision Statement – The University of Wisconsin-Superior will be known as an institution that transforms the learners, engages the community, and enhances the vitality of the region.

Values Statement – At the University of Wisconsin-Superior, we are committed to academic excellence, with an emphasis of student-focused learning, intellectual and personal development, continuous improvement, inclusivity, community partnerships, and global awareness.
Within its most recent Strategic Plan, ‘Thriving Partnerships’: The university will deliver innovative programs that enhance the vitality of the region was the second of four UW-Superior Initiatives.

Within the Strategic Plan, ‘Visions 2020,’ it states: The university will be recognized as the partner of choice for the region it serves. Our goal will be to establish partnerships that support our mission as well as enhance the overall quality of life of the region we serve.

As the Civic Action Plan comes to life, UW-Superior is simultaneously applying for the Carnegie Community Engagement Classification. The two documents complement and build upon each other. A successful Carnegie Classification application will elevate UW-Superior and showcase the university’s commitment to community engagement and attract local partners for community-based projects.

**Centers, Offices and Programs Reflective of University Priorities**

A number of research centers, offices, academic programs, and student-led initiatives have priorities that are reflective of the broader campus mission. This can be broken down into three distinctive categories: through student community-based learning, faculty and staff expertise, and outreach and research offerings.

**Students’ Community – Based Learning**

At UW-Superior, students have a number of opportunities to engage in hands-on learning in and outside of the classroom. Within coursework, UW-Superior students are engaged in hands-on, community-based learning through Academic Service-Learning, internships, and undergraduate research experiences. Outside of the classroom, volunteer opportunities are offered through the Athletics Department, the Office of Student Involvement, and many student clubs and organizations. Students are presented with community-engagement opportunities through student involvement, job and internship fairs, as well as through their academic courses.
Faculty and Staff Expertise in Research and Service
Faculty and staff at UW-Superior have varied and vested interest in broader social and economic issues. Many UW-Superior employees seek ways to put their expertise to work in and alongside the community. This expertise can be found throughout the community in the form of place-based research, grant based projects, consulting, and through service on committees.

Research Centers and Outreach Offerings
UW-Superior is home to four research centers and three other centers that have a strong community service focus. The Great Lakes Maritime Research Institute, Lake Superior National Estuarine Research Reserve, Lake Superior Research Institute, and the Transportation and Logistics Research Center all play a unique role in working to benefit the people, industries, natural resources, and economy of the Twin Ports and beyond. The Center for Continuing Education and the Small Business Development Center at UW-Superior provide educational programming and consulting to meet lifelong learning, entrepreneurial, and business owner educational needs. Recently, the Pruitt Center for Mindfulness and Well-Being was established on campus to promote and enhance the science and practice of mindfulness and well-being for students, faculty, staff, and the surrounding communities.

With such a vast array of outreach offerings, an important goal of Strategic Plan 'Visions 2020' was to establish a center to coordinate and connect student community based learning, faculty and staff expertise, research centers, and outreach offerings. The Center for Community Engaged Learning was established in 2017 to serve as this bridge and connector. The center builds upon, deepens, and expands the relationship between UW-Superior and the community.

Center Creation
The creation of the Center for Community Engaged Learning in 2017 is evidence of the level of the high priority placed upon community engagement at UW-Superior. The center was created because engagement activities and the number of partnerships in the community have steadily increased. Partners, in some cases, were unaware of how to access the university and the center now gives the community an entry point to connect with the university and utilize its resources. Moving forward, the center will shepherd the UW-Superior Civic Action Plan with assistance and direction from the CAP Committee – a representative group from many university departments and programs.

“Together, the region and UW-Superior provide a second to none “laboratory” to connect the natural sciences and civic engagement.”

–Dr. Matthew TenEcyk
Director, Lake Superior Research Institute
Continuing A Legacy: UW-Superior’s Bold Community Engagement Vision

From 2019 through 2025, UW-Superior will work to ensure the goals and strategies listed within this plan are completed. Once completed, one may ask, what will change?

Strategically and Sustainably-Designed Student Community-Based Learning Experiences
To date, students have a broad set of opportunities to engage with the community, both inside and outside of the classroom. However, there is no current coordination and intentionality of how these experiences intersect or build a comprehensive experience for students. The Civic Action Plan will ensure all students have curricular and co-curricular opportunities that prepare them for lives of engaged service and leadership through intentionally-designed community engagement experiences. Goal two of the Civic Action Plan (CAP) details the strategies needed to achieve this goal.

Collaborative Work to Meet Community-Identified Needs in Superior, Northwest Wisconsin, and Beyond
As detailed in the previous section titled Current Commitment to Community Engagement, UW-Superior has an expansive array of community engagement efforts. Nonetheless, as an anchor institution, the university can harness its capacity — through research, teaching, volunteering, continuing education, partnerships, and institutional practice — to meet community-identified needs and priorities in the local community, region, and beyond. Further, the university is emboldened to embrace its responsibilities as a place-based institution, contributing to the health and strength of Superior, Northwest Wisconsin, and beyond. Goals three and four of the CAP details how the university intends to achieve this goal.

Deepened Institutional Commitment to Community Engagement at UW-Superior
UW-Superior has a long-standing commitment to community engagement. However, to further this commitment, a cultural shift will be needed to ensure the goals within the CAP are met. Increased training, awareness, sources of financial support and recognition for faculty, staff, and students who are committed to and involved in community engagement will be needed. Infrastructure changes to ensure practices, policies, and funding reflect UW-Superior’s commitment to community engagement will also be required. Goal one and five of the CAP address the strategies needed to make the necessary changes.

Recognition as an Institution Committed to Serving the Needs of the Region
With a rich history, track record, and continued commitment to community engagement, it may be surprising that UW-Superior has yet to be broadly known as an institution committed to serving the needs of the region.
Goal 1: Student Learning
By 2025, UW-Superior will provide curricular and co-curricular opportunities that prepare students for lives of engaged service and leadership through intentionally designed community engagement experiences.

Strategy 1.A: Student Learning -
Ensure each student has the opportunity to participate in community engagement activities in order to meet university integrated learning goals, individual and social responsibility, and creative and critical thinking

By 2020
1.A.1 Expand and promote high-quality community engagement opportunities for students
1.A.2 Develop a plan to increase opportunities for civic education and engagement to ensure students are equipped with an understanding of democratic principles and the dispositions necessary to discuss social, political, or ethical issues

By 2025
1.A.3 Seek financial resources that allow students to participate in community engagement when needed
1.A.4 Assess and ensure that all community engagement opportunities further the university’s integrated learning goal of individual and social responsibility with a focus on personal development and interpersonal competence
1.A.5 Ensure all students have the opportunity to engage in at least one community engagement experience before graduation

Strategy 1.B: Meaningful Experiences -
Create and provide clear pathways for students to engage in meaningful community engagement experiences

By 2020
1.B.1 Include students as advocates and ambassadors for community engagement
1.B.2 Reward and recognize students for community engagement efforts

By 2025
1.B.3 Ensure mechanisms are in place to receive input from and inform students about community engagement, helping navigate the opportunities available to them
1.B.4 Increase student election engagement: education, registration and Get Out the Vote efforts
1.B.5 Help students move from participation to leadership in community engagement
Goal 2: Support for Involvement in Community Engagement

By 2025, UW-Superior will increase training, awareness, sources of financial support and recognition for faculty, staff, and students who are committed to and involved in community engagement.

Strategy 2.A: Training, Awareness, and Opportunities
- Increase the number of faculty, staff, and students involved in community engagement through educational opportunities and financial support

By 2020
2.A.1 Identify, raise awareness, and connect faculty, staff, and students who are interested in community engagement
2.A.2 Communicate community needs and priorities to university constituents
2.A.3 Support existing and develop new opportunities for faculty, staff, and students to align their work with community identified priorities
2.A.4 Ensure the volunteer policy for staff and faculty is clear and consistently honored

By 2025
2.A.5 Provide resources and connections to encourage faculty and staff to participate in place-based research or grant opportunities that align with community priorities
2.A.6 Seek ways to provide release time for curriculum and department community engagement redesign

Strategy 2.B: Recognition and Rewards
- Increase the ways recognition and rewards are offered to faculty, staff, and students involved in community engagement

By 2020
2.B.1 Heighten the visibility of faculty, staff, and students who provide leadership to the institution’s community engagement efforts
2.B.2 Recreate the Academic Service-Learning award to be an inclusive Community Engagement Award

By 2025
2.B.3 Create and host an annual award and celebration event to recognize community partners
2.B.4 Work to ensure faculty tenure, promotion, and performance review policies include a commitment to university-driven community engagement within teaching and scholarship
2.B.5 Work to ensure university and academic staff promotion and performance review policies include a commitment to community engagement
Goal 3: Anchor Institution
By 2025, UW-Superior will further embrace its responsibilities as a place-based institution, contributing to the health and strength of Superior, Northwest Wisconsin, and beyond.

Strategy 3.A: Welcoming Campus -
Be a recognized and utilized space for local and regional events, contributing to the strength of the broader community

By 2020
3.A.1 Increase community attendance at university public activities, events, and programs
3.A.2 Host at least one annual university open house for the community

By 2025
3.A.3 Facilitate an inclusive space that fosters discussion around global, national, state, and local topics
3.A.4 Highlight UW-Superior’s diversity as a model for the broader community
3.A.5 Showcase university services and spaces that are available for community use
3.A.6 Increase access to a variety of continuing education opportunities

Strategy 3.B: Community and University Alignment - Create an environment where the university aligns, as much as possible, with local economic and community development agendas

By 2020
3.B.1 Compile and communicate information about the economic impact of UW-Superior
3.B.2 Enable community partners to take on leadership roles in advancing community engagement at the university

By 2025
3.B.3 Leverage existing relationships to reinforce and extend relationships with the community
3.B.4 Create an environment where purchasing, event management, and similar business operations leverage academically based relationships
3.B.5 Research and seek ways UW-Superior can support the retention of students within the region after graduation, aligning with broader state and regional priorities
3.B.6 Collaborate with local colleges and universities to address larger, regional priorities
**Goal 4: Responding to Community Needs**

By 2025, UW-Superior will harness its capacity — through research, teaching, volunteering, continuing education, partnerships, and institutional practice — to meet community-identified needs and priorities in the local community, region, and beyond.

**Strategy 4.A: Respond to Needs** - Identify, record, and respond to community needs and priorities

**By 2020**

4.A.1 Engage in an ongoing process of completing and disseminating a regional needs assessment (including 2018 community-wide listening sessions) to define priority topics and programming needs, with particular attention around marginalized and underrepresented communities

4.A.2 Create and implement a system to exchange information between the community and university stakeholders

4.A.3 Assist in efforts to enhance the positive identity and development of Superior

**By 2025**

4.A.4 Strategically support and host programs and speakers that align with prioritized community needs

4.A.5 Develop and offer youth programs to expand knowledge of educational, social, and career opportunities in the region

**Strategy 4.B: Collectively Share Expertise** - Leverage the strengths of the university to collectively deepen impact in addressing community needs and priorities

**By 2020**

4.B.1 Coordinate university representation on local and regional committees in business, non-profit, education, tribal, and government sectors

4.B.2 Provide strategies to faculty, staff, and students to connect community engagement efforts with others in order to collaboratively make a deeper impact on community needs (includes curricular, co-curricular, Continuing Education, Small Business Development Center, and research centers)
Goal 5: Institutional Support
By 2025, UW-Superior will be known as a university that demonstrates its commitment to community engagement.

Strategy 5.A: Communication - Enhance communication to ensure the campus and community understand UW-Superior’s commitment to community engagement.

By 2020
- 5.A.1 Communicate UW-Superior’s commitment to community engagement internally and externally and the full range of community engagement opportunities.
- 5.A.2 Promote the Center for Community Engaged Learning to new community partners to help navigate UW-Superior’s internal programs and expertise.

By 2025
- 5.A.3 Improve internal communication between all community engagement practitioners to enhance coordination across programs, maximize expertise and resources, and avoid duplication of efforts.
- 5.A.5 Compile and disseminate community engagement impact information within the region and beyond.

Strategy 5.B: Infrastructure - Ensure practices, policies, and funding reflect UW-Superior’s commitment to community engagement.

By 2020
- 5.B.1 Identify and advance expanded funding for community engagement through the Foundation, the university, grants, and other means to achieve community engagement goals and priorities.
- 5.B.2 Ensure community engagement is a factor considered when an institution-wide decision or policy is created.
- 5.B.3 Obtain the Carnegie Community Engagement Classification to codify values and continually seek improvement within community engagement.

By 2025
- 5.B.4 Adopt and implement a tool to track and measure university community engagement efforts using a predetermined and agreed-upon process.
- 5.B.5 Create and sustain one registration system for university events to create ease for users to register for public UW-Superior events.
- 5.B.6 Research and implement strategies for community engagement to intentionally link to recruitment and retention goals.
- 5.B.7 Expand the group of institutional leaders who are dedicated to the implementation, advancement, and institutionalization of community engagement.
Glossary of Terms

- **Academically-based internships**: provide course credit for students to learn based on experiential-learning opportunities related to specific professions.

- **Academic Service-Learning (AS-L)**: is community-based learning embedded within a credit-bearing course, enhancing students’ understanding of the course’s learning objectives and of their sense of civic responsibility. AS-L allows students to apply what they are learning in class in the community and learn while serving, benefiting both student and service recipient.

- **Anchor institutions**: enterprises such as universities and hospitals that are rooted in their local communities by mission, invested capital, or relationships to customers, employees, and vendors.

- **Carnegie Community Engagement Classification**: An elective classification that involves data collection of important aspects of institutional mission, identity, and commitments to community engagement. It is an evidence-based documentation of institutional practice to be used in a process of self-assessment and quality improvement. The documentation is reviewed by a National Review Panel to determine whether the institution qualifies for recognition as a community-engaged institution.

- **Civic education**: promotes and fosters the development of informed, responsible active participation relating to community duties and obligations.

- **Co-curricular community engagement**: signifies a campus program where students learn and develop through service, although it is not explicitly connected to an academic course for credit.

- **Co-curricular internships**: signifies a campus program where students learn and develop through service, although it is not explicitly connected to an academic course for credit.

- **Community engagement**: collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.

- **Curricular community engagement**: curricular engagement includes experiential learning required as part of professional programs, experiences as students explore career interests and/or develop skills, performances in and with the community, and those where students translate academic theories and principles into action.

- **Experiential education**: a mutually reinforcing engagement of ideas and experience. Moving beyond the classroom, you can develop new knowledge, apply expertise, contribute to communities and add to the learning of others.

- **Place-based institution**: The institution is a catalyst for change in its communities, providing students opportunities to immerse themselves in the local and campus cultures, activities, and experiences that emphasize learning through participation.

- **Student Involvement**: Over 60 recognized student organizations at UW-Superior provide a variety of opportunities for student involvement and leadership. Participation in student organizations enhances the educational experience, provides professional growth, encourages personal development, and can include volunteer experiences.

- **Undergraduate Research and Creative Activity (URSCA)**: The UW-Superior Center for Undergraduate Research, Scholarship, and Creative Activity promotes, recognizes and celebrates undergraduate research, scholarship and creative activity in all academic disciplines. We provide support, resources, and opportunities for students, faculty, and staff.

- **Volunteering through Athletics**: Student–athlete community outreach gives students opportunities to give back to the greater community, while also providing invaluable learning opportunities that foster leadership and skills growth.

- **Volunteering through Student Involvement**: Student involvement empowers students to engage in their community through the development of and participation in student-led programs focused on enhancing the educational experience and instilling university pride.