

## MISSION, VISION AND GUIDING PRINCIPLES

**Mission:** To advance and share knowledge, discover solutions and promote opportunities in food and agriculture, bioenergy, health, the environment and human well-being.

**Vision:** To lead in science, innovation and collaboration that improves life and sustains the natural world.

**Guiding Principles:** Innovative and relevant research is the basis of CALS activities and provides the foundation for excellence in our teaching and outreach. We strive to:

**1 Invest in research, teaching and outreach** activities in scholarly domains in which the college has acknowledged strengths or demonstrable potential;

**2 Create opportunities** and respond to 21st-century challenges by drawing on our strategic advantages in basic and applied sciences;

**3 Reciprocate the trust** placed in us by our stakeholders, in Wisconsin and around the world, through a commitment to excellence and relevance in all activities;

**4 Honor and engage** the ideas, enthusiasm and commitment of our students through excellence in teaching and learning experiences;

**5 Foster diversity and equity** through a climate of respect and inclusion;

**6 Seek new sources of revenue** with which to maintain and improve the quality of our programs, faculty, staff and facilities;

**7 Encourage and reward innovation** and activities that leverage synergies across units within CALS or the UW–Madison campus; and

**8 Communicate CALS' mission** and value with internal and external partners to foster mutual understanding and support.

Photo by Jeff Miller/University Communications



A nutritional science class draws a full house in the Agricultural Hall lecture hall, the University of Wisconsin–Madison's biggest classroom. More and more students are attracted by CALS' offerings and hands-on style of teaching. Undergraduate enrollment has increased by nearly 40 percent over the past 10 years.