

**Division of International Studies Name Change to
The International Division: Advancing the Wisconsin Idea
Informational Report**

The Advisory Board Report on Restructuring the Division of International Studies, chaired by History Professor David McDonald, included among its recommendations “the creation of a new name and mission statement for the Division, to convey more clearly the breadth of its activities—research, teaching, outreach/service—but also to communicate effectively its role in the university’s interactions with international/global communities.”

Additionally, the Advisory Board, which was appointed in May 2012 by then-Provost Paul De Luca in partnership with the University Committee, concluded that this “would permit due attention to ‘branding’ the Division and its mission in strategic and positive ways, while also distinguishing the new Division from its predecessor, with a view to attracting external support. The new name should underscore the Division’s centrality as a coordinator or sponsor of international research, teaching/learning, and outreach/service on campus.”

With guidance from the Office of Quality Improvement, we have completed a process that has produced a new mission statement and a new name – as presented in the accompanying document. After careful consideration and consultation with a variety of stakeholders, we have chosen “The International Division” as the new name, with the tagline “Advancing the Global Wisconsin Idea.” This name is simple and direct, succinctly describing the focus of our range of programs and activities. We believe that this name provides a sense of continuity, while eliminating the confusion that has occurred in the past due to inclusion of the word “studies”.

The name change has been approved by the Division’s APC as well as the University APC. It was also circulated to the Deans Council in Spring 2015, where it raised no objections.

The name change took effect on 1 July 2015.



The International Division
UNIVERSITY OF WISCONSIN-MADISON

Advancing the Global Wisconsin Idea

MISSION: We lead campus efforts to cultivate international scholarship and engagement, promote global awareness, and prepare students for a diverse and interconnected world.

VISION: Our vision is best expressed through the perceptions of our key stakeholders. With this as the context, our three-year vision for The International Division is:

- Faculty will see the Division as the primary campus unit dedicated to supporting international teaching and research, and coordinating related outreach opportunities.
- Students will see the Division and its programs as the gateway to internationalizing their UW-Madison experience, fostering their development as global citizens and providing access to high-quality experiences abroad.
- Staff members will see the Division as a unit that encourages and supports professional growth and development for all.
- Alumni will take pride in and be inspired by the Division's commitment to internationalization, excellence, innovation, learning, scholarship and service, and become more engaged and contribute to the success of these international initiatives.
- Community members will recognize the Division as a central campus resource for accessible international knowledge and cultural information, and as a focal point at UW-Madison for increasing global understanding and competitiveness.

CORE VALUES: We value:

- International engagement, teaching and research as key dimensions of a world-class university.
- Access for all UW-Madison students to international experiences that enrich the lives of participants and foster their development as global citizens.
- Cross-campus collaboration as essential for the effective internationalization of the university.
- Diversity and inclusivity in the work place, and the exploration and appreciation of cultural differences.
- Effective stewardship of our financial and human resources.
- Excellence in the work we perform and services we provide.