

# WISYS STRATEGIC PLAN

2017-2022

## VISION

building a culture of  
innovation for a better  
future

## STRATEGIC GOALS

- 01** Support faculty, staff, student and alumni innovation
- 02** Identify, develop and transfer new innovations
- 03** Strengthen stakeholder relationships
- 04** Build the WiSys brand
- 05** Ensure long term financial stability for operations and grant programs
- 06** Support regional comprehensive collaboration with Wisconsin companies

## MISSION

supporting the creation  
and transfer of innovations  
from the University of  
Wisconsin System to the  
marketplace

## VALUES



collaboration



client focus



engagement



work-life  
balance



enthusiasm for  
innovation & research



productivity

EUREKA ISN'T A MOMENT. IT'S A PROCESS.®