


Long-Term Brand Success

Commitment to an integrated marketing and communications plan not only supports the immediate needs of UW Oshkosh, but helps align the long-term strategies that enable us to consistently move forward.

Our success as builders and enhancers of UW Oshkosh's brand will be reflected in the University's achievement of key goals:

- Attracting and retaining talented students who make UW Oshkosh their university of choice.
 - Attracting and retaining quality faculty and staff who are proud of their connection to the University.
 - Providing quality, affordable and accessible education to the residents of northeastern Wisconsin.
 - Maintaining our reputation as one of the leading comprehensive universities in the Midwest by effectively meeting the knowledge needs of our community, state and nation.
 - Enhancing learning outcomes for all University students.
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- Establishing centers of academic quality, effective partnerships and innovative collaborations that reflect quality engagement and build a reputation that enhances public and private support.
 - Establishing and growing internal pride and a shared commitment among students, faculty, staff, alumni, friends and the community.