



ASPIRE COMMUNICATIONS GUIDE

Aspire.
TOGETHER FOR TOMORROW

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Aspire: Together for Tomorrow is the University of Windsor's visionary strategic plan. It sets a clear direction for our collective path during the next five years. *Aspire* articulates the University's foundational commitments that underpin the strategic plan, organized into six thematic areas. Complementing these commitments are six transformative priorities to propel our mission, vision, values, and untapped potential. This communication toolkit contains overall key messages and narratives for *Aspire*, as well as for the foundational commitments and strategic priorities. It is designed to help articulate and amplify the essence of *Aspire* in communications, both written and digital, ensuring a clear and resonant expression of our University's aspirations and strategic direction.

Aspire Bullet Point Summary

- University of Windsor at an exciting juncture.
- New Strategic Plan: *Aspire: Together for Tomorrow*.
- Endorsed by the Board of Governors and Senate in spring 2023.
- Commitments to academic excellence, Truth and Reconciliation, diversity, sustainability, and partnership.
- Involvement of nearly 2,500 people in plan's consultations and development.
- Emphasis on making goals a reality through strategies, skills, and specific plans.
- A high-level vision and guide for building strong, inclusive learning communities.
- A collective, five-year journey for all to participate in.

Aspire Key Messages

- *Aspire* provides a clear roadmap for the next five years, outlining foundational commitments in six thematic areas and identifying six transformative priorities.
- Fundamentally centres on people, relationships, and a commitment to serving students and communities, fostering a culture of continuous learning, insight, and innovation.
- Serves as a guide for building strong learning communities with a shared vision; goal is to transform the shared vision into a vibrant reality with impact, locally and globally.
- Emphasizes the University's role in the national journey toward Truth and Reconciliation.
- Addresses climate change and environmental sustainability, promotes justice, equity, and inclusion, and fosters openness to learning and trust-building.
- UWindsor is a hub of excellence, opportunity, and transformation for students.
- Our transformative potential arises from the collective efforts of knowledge creators, learners, teachers, innovators, supporters, and advocates within the University community.
- The University is committed to celebrating, supporting, and recognizing individuals to help them lead, learn, serve, and thrive.
- UWindsor is locally grounded but globally connected. The success of the region and the University are interdependent, emphasizing the importance of collaboration and mutual support.
- *Aspire* is a crucial opportunity to amplify diverse voices within the University, fostering inclusivity, recognizing unique communities and creating a sense of belonging.

Aspire Narrative

The University of Windsor's new strategic plan, *Aspire, Together for Tomorrow*, is a roadmap that illuminates our path forward, anchored in a set of foundational commitments and strategic priorities.

These commitments encompass academic and scholarly excellence, championing equity, diversity, and inclusion, promoting environmental sustainability, deepening of community engagement, enhancing the student experience, and creating an atmosphere that is engaging

and welcoming to all. The also underscore the University's dedication to advancing the journey toward Truth and Reconciliation.

Nearly 2,500 students, faculty, staff, alumni, and community members actively participated in *Aspire's* consultations and development process. Together, we aspire to lead, learn, serve, and thrive, bringing our shared vision to life.

In recognizing the University's diverse communities, *Aspire* guides us to better hear one another's stories and experiences. It reminds the University of its role and responsibility in the journey toward Truth and Reconciliation, emphasizes the urgent collective need for action on environmental sustainability, and underscores the importance of efforts to ensure justice, equity, and inclusion.

As a locally grounded, globally connected comprehensive University, the University of Windsor is an institution of and for the Windsor-Essex region, as well as the University for its future.

Aspire is fundamentally a commitment to people and the relationships among them. This commitment is our guiding compass as we strive to be a University that serves its students and our communities, locally and globally, ensuring that people, learning, insight, and innovation thrive.

Foundational Commitments

The Foundational Commitments that underpin *Aspire* are essential to empowering the University community, enhancing efficiency, and enabling the institution to tackle challenges while focusing on strategic priorities and opportunities. The foundational commitments cover six thematic areas, they are:

- Establishing and implementing an institutional data strategy
- Fostering resilience and institutional learning through connection, reconnection and collaboration
- Fostering and building welcoming, inclusive and engaging physical and virtual spaces
- Ensuring that faculty and staff have the skills and support to maximize impact, growth and engagement
- Telling our stories and sharing our knowledge
- Improving institutional processes and coordination of services

This section includes:

- General key messages about the Foundational Commitments
- A summary and key messages for each of the six thematic areas
- A narrative about the Foundational Commitments

Key Messages for Foundational Commitments

- Our foundational commitments are the cornerstone of the University's vision, shaping an environment where all individuals can thrive.
- These commitments drive our collective efforts to create a vibrant, inclusive community, while focusing on strategic priorities and opportunities.
- The foundational commitments foster resilience, innovation, and a culture of constant improvement, bolstering our institutional mission and ensure the success of our students, faculty, and staff.
- Our commitments empower us to tackle ambitious challenges on institutional, regional, and global scales. Building from our foundational commitments, we are dedicated to focusing on strategic priorities and opportunities that benefit our University, community, country and world.

Enhance and Implement a Data Strategy: Develop, implement, and monitor a strong and coordinated data strategy that will focus on data necessary for tracking, analyses, accountability and recognition with an emphasis on enhancing the clarity, consistency and availability of campus data related to our strategic priorities and institutional vision.

- A strong data strategy helps ensure data governance, management, and accessibility are coordinated, enabling effective planning, accountability, and recognition of achievements aligned with our strategic vision.
- Access to accurate and timely data enables evidence-based decision-making, leading to more effective planning and resource allocation.
- A data strategy promotes accountability and transparency, allowing us to track and measure progress toward our priorities and objectives, fostering a culture of responsibility and trust.
- Through its data strategy, we demonstrate our commitment to data-driven excellence.
- Enhancing data security helps protect sensitive information, ensuring the confidentiality, integrity, and availability of data.
- The collection and analysis of data helps identify areas where resources can be optimized or reallocated, leading to more efficient operations and cost savings.
- Data provides insights into student performance and preferences, allowing for the tailoring of academic programs and support services to better meet students' needs.
- Researchers can use high-quality, well-organized data to advance their projects and make significant contributions to their respective fields.
- A data strategy allows the University to evolve and continuously improve its data-related processes, which is essential in the fast-changing landscape of higher education and technology.
- A data strategy helps the University maintain strong connections with alumni and other stakeholders, which leads to greater satisfaction and enhances engagement and fundraising efforts, vital for institutional sustainability.
- A strong, focused data strategy allows the University to remain compliant with regulations and mitigates data-related risks, safeguarding the institution's reputation and finances.

Foster Resilience and Learning Through Connection and Collaboration: Build inclusive cross-campus collaboration networks to enhance our institutional capacity to learn, lead, and innovate together and as individuals. Expand social engagement spaces and improve community and industry partnerships.

- Building cross-campus networks enhances our capacity to learn, lead, and innovate, fostering an inclusive environment that promotes growth and belonging.
- Inclusive, cross-campus networks facilitate the exchange of ideas, resources, and expertise across departments, enhancing the educational experience and administrative effectiveness.
- Connection and collaboration inspire a culture of continuous learning and personal growth.
- Building inclusive cross-campus collaboration networks helps students develop the skills needed to succeed in a globalized society. In an interconnected world, the ability to collaborate across boundaries and appreciate diverse perspectives is vital.
- Fostering resilience through collaboration positions the University to adapt to evolving trends and challenges, critical for staying competitive and meeting the needs of today's learners.

- Collaboration fosters creativity and innovation by bringing together people with different viewpoints and expertise, sparking innovative solutions to complex problems.
- Active participation in building inclusive networks and partnerships helps develop a sense of ownership and responsibility, leading to an engaged community dedicated to the University's success and growth.

Foster and Build Welcoming and Inclusive Spaces: Engage cross-campus and community partners to focus on the safety and accessibility of campus spaces and virtual platforms, while ensuring transparency, alignment with values, and responsiveness to stakeholder engagement.

- Creating interactive, dynamic learning experiences is a hallmark of the University of Windsor.
- Accessible, inclusive buildings reflect our belief in the value of diversity and our commitment to creating an educational environment where everyone feels valued, respected, and empowered.
- Inclusive, open spaces foster a sense of belonging. They are platforms for people from various backgrounds to come together, share perspectives, and appreciate each other's experiences, promoting connection and relationship building.
- A sense of community and social connection is linked to student, faculty and staff retention.
- Welcoming and inclusive physical and virtual spaces are vital to the student experience, promoting dynamic learning and student wellness.
- Collaboration, idea-sharing, interdisciplinary interaction and creative thinking lead to innovative solutions and projects.
- The availability of spaces for social interaction contributes to the mental health and well-being of the University community by offering a respite from academics or work.
- Welcoming spaces contribute to the development of a distinct campus identity that is recognized and respected both internally and externally, fostering pride in the institution and helping attract prospective students, staff and faculty.
- Welcoming and inclusive spaces contribute to creating a lively and dynamic campus culture.
- A culture of engagement that extends beyond the classroom is a cornerstone of a fulfilling University experience.
- Offering spaces for social interaction and engagement empowers students to take an active role in shaping their own University experience and contributing to a sense of belonging.

Ensure Faculty and Staff have Skills and Support to Maximize Impact, Growth and Engagement: Foster equitable, inclusive, and just campus community environments. Establish and implement mental health and employee engagement strategies, develop positive work environments, and enhance inclusive and broad-based talent recruitment, career, and leadership development. Implement strategies to foster greater diversity in leadership teams and governance bodies.

- The University is committed to empowering our faculty and staff with the skills and support they need to excel.
- This commitment reflects our collective responsibility to build a stronger, more inclusive, and an increasingly successful University community.
- Ensuring our faculty and staff have the necessary skills and support is an investment in the future of our institution, shaping it into a place of excellence and opportunity.

- When faculty and staff are empowered to maximize their impact, it benefits them as individuals and the University community, leading to collective growth and achievement.
- The University is committed to creating an environment where every faculty and staff member feels valued and included. Inclusion and a sense of belonging leads to increased engagement, creativity and productivity.
- We prioritize the mental well-being and engagement of our employees, which helps ensure a happier, healthier, and more resilient workforce and the success of the University.
- Positive work environments help attract top talent and promote employee retention, ultimately contributing to the University's long-term growth and success.
- The University is committed to ensuring that skills, abilities and commitment are recognized and nurtured across all levels of the organization, promoting growth and inclusivity.
- Fostering diversity in leadership teams and governance bodies aligns with our core values. We are taking deliberate steps to increase representation in leadership and governance roles, fostering new perspectives and ideas and promoting a more representative and inclusive decision-making process.
- Equity and inclusion are not just commitments; they are guiding principles in creating supportive and diverse University communities committed to justice and fairness.

Tell Our Stories and Share our Knowledge: Build and implement effective reputation building communication strategies focused on campus, partner, and alumni success stories; create outreach comm strategies that reflect institutional priorities and improve communication channels.

- Our stories define who we are as an institution, reflecting our history, our present, our future, and promoting the University as a place of excellence, opportunity and transformation.
- Stories are a catalyst for change, providing the inspiration and vision for action and evolution.
- The University is committed to empowering its students, faculty, and staff to share their unique stories and knowledge, fostering an inclusive and diverse community.
- Stories create connections and strengthen the bonds within the University community, fostering a sense of belonging and collective pride.
- By telling the stories of diverse community members, the University showcases the richness of campus cultures and highlights the importance of inclusion.
- Sharing the achievements and experiences of students, faculty, and staff inspires others, reinforcing the value of education in transforming lives.
- Knowledge sharing and storytelling stimulate innovation by encouraging the exchange of ideas, sparking collaborations, and ultimately driving progress and growth.
- By highlighting the contributions of students, faculty, and staff, the University demonstrates its role in creating positive change within the local and global communities.
- Storytelling of the successes, experiences and expertise of its members helps ensure that UWindsor's legacy endures, contributing to the institution's history and continued success.
- Alumni are inspired to stay connected and give back when they see their alma mater actively sharing the stories of current community members and their collective impact.
- Sharing stories and knowledge provides a source of inspiration for future generations of students, faculty, and staff.

Improve Institutional Processes and Coordination of Services: Build on and enhance user engagement in process development and review; reduce duplication of efforts through enhanced transparency and process analysis and systematic streamlining of processes, interfaces, and practices.

- The University is committed to involving students, faculty, and staff in the development and review of institutional processes; feedback helps shape a better, more user-friendly experience.
- Involving the University community and stakeholders in process improvement creates a sense of ownership and collaboration, leading to increased engagement and satisfaction.
- Transparency is not just about accountability; it's about creating a more efficient and effective institution.
- Clear and accessible processes foster a culture of responsible stewardship.
- Improving our institutional processes and coordination of services directly affects the quality of services we provide, leading to better outcomes for students, faculty, and staff.
- Reducing duplication and streamlining processes, interfaces, and practices ensures that resources are used more efficiently, and that the University operates smoothly.
- Optimizing processes and reducing redundancies opens the door to innovation.
- Streamlining processes and reducing duplication save time and resources, which can be reinvested in strategic and impactful initiatives that benefit students and drive progress.
- Delivering streamlined, efficient services and processes positions us as a University that is responsive, innovative, and committed to excellence.

Narrative for Foundational Commitments

The University of Windsor's strategic plan, *Aspire*, is built upon foundational commitments that are the cornerstone of our institution. These commitments stand as a testament to our dedication to enhancing the student experience, advancing our institutional mission, and fostering an environment where both individuals and opportunities can thrive.

At the core of these foundational commitments is a steadfast resolve to leverage the power of data, facilitating effective planning, accountability, and the acknowledgment of accomplishments.

In fostering resilience and learning, we emphasize the value of collaboration and innovation. We believe in creating inclusive networks that boost our collective capacity to learn, lead, and innovate, while simultaneously ensuring that everyone on our campus feels a sense of belonging.

Our commitment to creating welcoming and inclusive spaces, both physical and virtual, extends beyond infrastructure. It reflects our dedication to safety, accessibility, and transparency. We believe in spaces that resonate with our values and provide the best possible learning and working experiences.

Our people are our greatest assets. We are committed to creating equitable, inclusive, and just environments that support our students, faculty and staff. Through a steady focus on mental health and wellness and engagement and professional development opportunities, we foster positive work environments.

We understand that our stories define us, and we are dedicated to sharing the narratives of our students, partners, and alumni, highlighting their successes and remarkable achievements.

By streamlining processes and eliminating duplication of efforts, we aim to create an efficient environment that promotes user satisfaction and allows efforts to be directed toward strategic priorities and opportunities.

These commitments embody our vision for the University of Windsor, enabling us to address challenges, nurture an environment where people and opportunities flourish, and support our institutional mission and strategic priorities.

Strategic Priorities

Aspire includes six strategic transformative priorities for helping the University further our mission, achieve our vision, live our lives and capitalize on our untapped potential. They are:

- Advancing Bold Impactful Research, Scholarship, and Creative Activity
- Advancing the Journey toward Truth and Reconciliation
- Becoming an Increasingly Equitable, Diverse, Inclusive and Just University
- Ensuring High Quality, Relevant Teaching, Learning and Student Experience for Everyone
- Fostering an Engaged, Healthy, Safe, and Environmentally Sustainable Campus
- Generating Local and Global Impact through Partnership and Community Engagement

This section includes:

- General key messages about the Strategic Priorities
- A summary and key messaging for each of the six Strategic Priorities
- A narrative for each Strategic Priority

Key Messages for Strategic Priorities

- The strategic priorities represent the University's commitment to excellence, inclusivity, social responsibility, and the holistic development of its community members.
- The strategic priorities are rooted in our core values, commitment to positive change, and focus on empowerment and inclusivity.
- They convey the transformative and dynamic nature of the University's future.
- The strategic priorities form an integrated vision that propels the University forward.
- The strategic priorities are a testament to our future-forward commitment, signifying a dedication to staying at the forefront of education, research, and societal contribution.
- The strategic priorities are a catalyst for positive change. They challenge us to continuously evolve, adapt, and have lasting impact.
- Our strategic priorities embody resilience, adaptability, and inclusivity.
- Achieving these strategic priorities is a collaborative effort, involving active engagement and partnership with all stakeholders—students, faculty, staff, alumni, and the broader community.

Advancing Bold Impactful Research, Scholarship, and Creative Activity

Key Messages:

- We are committed to enhancing and amplifying the impact and reputation of research, scholarship and creative activity at the University, local communities and across Canada.
- Our commitment to groundbreaking research and creative endeavours positions us as a catalyst for regional and global innovation.
- Diverse perspectives, methodologies, and knowledge traditions enrich our exploration of ideas and contribute to addressing critical challenges.
- University of Windsor research is crucial to regional and global innovation, contributing to knowledge creation and attracting innovative leaders. Our efforts in this area position us as a key player in addressing contemporary challenges.
- Advancing bold research empowers the next generation with skills to make meaningful contributions to societal progress.

- We aim to provide more inclusive ways to engage with scholarship, recognizing and supporting diverse methodologies, approaches, and knowledge traditions.
- The University is committed to ensuring that Truth and Reconciliation are considered in research, scholarship, and creative activity.
- The University will amplify the pursuit and impact of research and creative activity across communities by enhancing strategic communications, knowledge mobilization, and partnership outreach, capacity, and infrastructure.
- We will nurture collaborative and interdisciplinary activities through initiatives such as cluster hiring, externally and internally funded research chairs, and systematic opportunities for collaboration, social engagement, and knowledge sharing.
- The University will support and enhance research, scholarship, and creative activity through strategic and transparent investments and improvements.

Narrative:

The University of Windsor has made advancing bold, impactful research, scholarship, and creative activity a strategic priority. Here, the essence of exploration thrives in the diverse perspectives, methods, and knowledge traditions that define our academic landscape. This diversity is not just valued; it is a cornerstone of our pursuit of new ideas.

Research is a vital force for regional and global innovation, shaping knowledge creation and attracting innovative leaders. We envision enhanced opportunities that ignite curiosity, fostering skills essential for the next generation to contribute to knowledge economies, instigate social change, and develop solutions to address global challenges.

Our commitment goes beyond the traditional boundaries of research. It extends to inclusivity, recognizing and supporting diverse methodologies, approaches, and knowledge traditions. It also extends to innovative, applied, and enterprising approaches that drive industrial, economic, and social change. We are dedicated to incorporating Truth and Reconciliation into our endeavours.

Collaboration is our guiding principle. We aim to amplify the impact of our research and creative activity by fostering partnerships, enhancing communication strategies, and mobilizing knowledge across communities. We will nurture collaborative and interdisciplinary initiatives, fostering engagement through cluster hiring, research chairs, industrial and organizational partnership, and systematic opportunities for collaboration, social engagement, and knowledge sharing and mobilization.

We will strategically invest in research, scholarship, and creative activity, helping shape the future through transformative research and creative endeavours.

Advancing the Journey toward Truth and Reconciliation

Key Messages:

- This strategic priority underscores our commitment to Truth and Reconciliation, acknowledging the responsibilities outlined in the [Truth and Reconciliation Commission of Canada: Calls to Action](#) and the [Universities Canada Principles on Indigenous Education](#).
- Commitments include the consultative redevelopment of the University's Land Acknowledgement, the development and action on the Indigenous strategic plan, and the formulation of policies ensuring the identification of Indigenous peoples in processes.
- The development of the University of Windsor's first Indigenous strategic plan is not just a milestone for the University; it is a testament to our commitment to fostering an inclusive, respectful, and transformative environment for all members of our community.

- This process is grounded in trust- and relationship-building, ensuring respectful consultations with Indigenous peoples (First Nations, Inuit, and Métis), communities, and organizations.
- We recognize the necessity for this process to unfold organically along its own timeline, with the utmost respect, fostering an environment where relationships are nurtured.
- This journey is essential for fostering a respectful, inclusive, and culturally sensitive environment that reflects the diverse voices and experiences of our community.
- It is a moral imperative to address historical injustices against Indigenous peoples, fostering an environment that promotes understanding, respect, and collaboration.
- Our commitment encompasses recognizing and valuing Indigenous ways of knowing, supporting knowledge creation and mobilization, and fostering partnerships for learning and sharing.
- These commitments are not isolated tasks, but integral components woven into all aspects of our activity and decision-making.
- This strategic focus presents a profound opportunity for leadership, learning, and transformation.

Narrative:

The University of Windsor's commitment to Truth and Reconciliation is essential for fostering a respectful, inclusive, and culturally sensitive environment that reflects the diverse voices and experiences of our University community.

Rooted in trust and relationship-building, the University is shaping an inaugural Indigenous strategic plan. This transformative process signifies a commitment to Truth and Reconciliation, echoing the responsibilities outlined by the Truth and Reconciliation Commission of Canada and Universities Canada.

This journey is unfolding at its own pace. The path is illuminated by tangible commitments, from the consultative redevelopment of the Land Acknowledgement to the creation of Indigenous spaces and the decolonization of the curriculum.

These commitments are integral to the institution, influencing every aspect of activity and decision-making. They represent not just responsibility but a profound opportunity for leadership, learning, and transformation.

This strategic priority is a testament to the University's dedication to fostering an inclusive, respectful, and transformative environment, and a future of mutual respect, shared understanding, and meaningful engagement with Indigenous peoples.

Becoming an Increasingly Equitable, Diverse, Inclusive and Just University

Key Messages:

- Diversity is our strength.
- Prioritizing equity, diversity, and inclusion reflects our commitment to cultivating an environment where everyone feels valued and can thrive.
- Creating an equitable, diverse, inclusive University environment fosters innovation, creativity, and excellence in all areas.
- We are committed to a more diverse and representative leadership landscape, where individuals from all backgrounds have the chance to lead and shape the future.
- Accountability is at the forefront. We will measure and report our progress on the equity, diversity, and inclusion plans, ensuring our community remains informed and engaged.
- Fostering a culture of accountability helps create trust and ensure that our commitment to equity, diversity, and inclusion is embedded in every facet of our University community.
- Our commitment extends to inclusive recruitment, hiring, and capacity building, ensuring that the institution's composition reflects the diversity we aspire to achieve.

- We will foster the development of the skills necessary to work, learn, and lead together in a diverse world, emphasizing that change and progress are collective endeavours.
- Employing an equity, diversity, and inclusion lens in planning, enhancing, and designing campus and student services is a priority. This ensures that the University's spaces are inclusive and welcoming, fostering an environment conducive to learning and knowledge creation.

Narrative:

The University of Windsor is committed to being a more equitable, diverse, inclusive, and just institution. We are dedicated to breaking down systemic barriers and to cultivating a campus culture that embraces diversity, justice, and inclusivity. We are taking deliberate steps toward meaningful change.

At the core is the development of the University's first Equity, Diversity, and Inclusion strategic plan, grounded in the principles of decolonization, anti-racism, and anti-oppression. We are committed to integrating these values into the everyday workings of University life. We will establish new benchmarks and solidify our reputation as a leader in inclusive practices within higher education.

We acknowledge and honour the strength of individuals from marginalized communities who have worked diligently to advance change and guide transformative efforts.

The University is building trust, policies, and a culture of accountability and transparency, recognizing inclusivity as an ongoing commitment.

We actively promote programming that equips students with the knowledge and skills necessary for a diverse world. Inclusive recruitment, hiring, leadership and capacity-building plans will help ensure that the institution's composition reflects the diversity we aspire to achieve.

Through this strategic priority, we are actively shaping a culture where each University community member contributes meaningfully to a thriving, diverse and inclusive future.

A High Quality, Relevant Teaching, Learning and Student Experience for Everyone

Key Messages:

- The University of Windsor is dedicated to providing an exceptional student experience that goes beyond the classroom, embracing the diverse backgrounds, circumstances, and aspirations.
- Our commitment to education excellence extends to all, ensuring that every student has access to relevant, high-quality education, the support and tools they need to meet their academic goals, and experiences that empower them for future success.
- Our focus is creating an inclusive, globally relevant, and adaptable educational environment.
- We are focused on providing a holistic international student experience, offering a comprehensive range of undergraduate, graduate, and professionally accredited programs.
- Our commitment includes providing flexible educational offerings and fostering an environment where varied learning needs and goals are recognized and supported.
- We are enhancing work-integrated and experiential learning opportunities, as well as actively working toward the Indigenization and decolonization of our curriculum.
- We emphasize the importance of valuing and recognizing the role of faculty and staff in inspiring, supporting, engaging, and challenging students, and provide opportunities for professional development and collaboration.

- We are dedicated to establishing an institutional teaching and learning strategy aligned with our Strategic Academic Plan, including recognizing and furthering effective teaching through various approaches, methods, and knowledge traditions.
- Leveraging new technology and innovative learning modes, we strive to create an inclusive environment that fosters engagement and meets the diverse needs of our students.

Narrative:

The University of Windsor is committed to being a dynamic force for positive change in the lives of its students and the world they will impact.

We value the individual journey of each student, embrace global perspectives, and empower our faculty and staff to influence the future of education.

The University aspires to empower students, staff, and faculty to become partners and co-leaders in change. We recognize the unique circumstances, past experiences, and aspirations each individual brings to our University community.

As the only university in the Windsor-Essex region, UWindsor takes pride in offering a breadth of undergraduate, graduate, and professionally accredited programs. We provide flexible education formats, expanded interdisciplinary programs, and inclusive global experiences that cater to the diverse priorities, expectations, and learning needs in order to foster student success.

We acknowledge and actively celebrate the efforts of our faculty, staff, and partners, who play a pivotal role in inspiring, supporting, and challenging learners. Through opportunities for professional growth, we ensure that their endeavours are not only informed and effective but sustainable.

Our commitment to continuing to improve and to respond to changing student needs is a driving force behind the ongoing evolution of our educational mission.

Fostering an Engaged, Healthy, Safe, and Environmentally Sustainable Campus

Key Messages:

- Our commitment to environmental sustainability is unwavering.
- We will accelerate and embed sustainability measures in research, teaching, and operations while fostering a culture of social and environmental sustainability on campus and beyond.
- We are guided by the UN Sustainable Development Goals and the United Nations [Principles for Responsible Investment](#), which provide a framework for planning and alignment with campus operations, research, teaching, and community engagement.
- We will establish an institutional goal and timeline for carbon neutrality and work toward broader sustainability goals, including discontinuing single-use plastics, enhancing sustainable infrastructure, evaluating our water footprint, reducing food waste, making conscious transportation choices, and sustainable procurement.
- Our campus culture is built on respect, trustworthiness, and transparency, emphasizing individual and public accountability, strong governance, and clear policy context.
- We foster positive work environments through feedback mechanisms, strengths-focused performance reviews, succession planning, and learning-focused change management.
- We aim to enhance the sense of belonging and engagement on campus through informal learning, connection, and social spaces, and by emphasizing events that support togetherness.
- We are committed to supporting capacity building for inclusive and equitable leadership, embracing collective learning and new opportunities.

- We foster strong partnerships that support and inspire regional participation in sustainable practices, contributing to a more sustainable and environmentally responsible community.

Narrative:

At the University of Windsor, an engaged, healthy, safe, and environmentally sustainable campus is not just a goal, it's the foundation of the kind of university culture we want to create. Every member of our University community should feel welcome and supported.

We are investing in inclusive physical spaces, mental health, wellness supports, and equitable leadership development. We're accelerating and embedding sustainability measures in research, teaching, and operations and fostering a culture of social and environmental sustainability on campus and beyond.

At the heart of our commitment is a culture of respect, trustworthiness, and transparency. We emphasize individual and public accountability, strong governance, and a clear policy context. We are providing responsive feedback mechanisms and increased support.

We are dedicated to creating a culture of collaboration and exchange and fostering a sense of belonging and engagement on campus. We are creating informal learning, connection, and social spaces, and emphasizing events that bring our community together.

We are committed to supporting capacity building for inclusive, equitable leadership, embracing collective learning and new opportunities that empower our students, faculty and staff.

Generating Local and Global Impact through Partnership and Community Engagement

Key Messages:

- Our commitment to research, scholarship, and creative activity plays a pivotal role in fostering innovation and knowledge creation, both regionally and globally.
- The University is an anchor institution in the Windsor-Essex region, contributing to labour force stability, economic diversification, urban and regional vitality, sustainability, and civic engagement.
- As one of the few Canadian universities located in close proximity to a major American city, we operate in a unique regional dynamic that inspires inquiry, innovation and engagement.
- Our focus is on building coalitions, partnerships, and networks at the local, municipal, regional, and international levels, with an emphasis on shared priorities, knowledge exchange, innovation, and resource sharing. These partnerships support our efforts to learn, lead, and serve.
- We proudly embrace our role as a globally informed and locally engaged partner.
- We are expanding community-based and community-informed student experiences and educational opportunities.
- Our students actively learn and contribute to companies and organizations locally and across the region, fostering an environment of expanding partnerships.
- We are actively developing a campus neighbourhood strategy, addressing key neighbourhood issues through reciprocity, clear communication, and an awareness of mutual benefit.
- We are working respectfully and effectively with partners to remove barriers to community engagement and to engage and build trust with historically marginalized communities.

Narrative:

The University of Windsor fosters innovation and knowledge creation and is committed to being globally informed and locally engaged. Our focus is on collaboration, reciprocity, and shared impact, and on being a catalyst for positive change and innovation.

We are a University deeply connected to its community, committed to making a difference and to fostering a culture of respect, innovation, and well-being.

We are one of the few Canadian universities closely integrated with a major American city and are an anchor institution for the Windsor-Essex region.

We play a key role in maintaining labour force stability, driving economic diversification, enhancing urban and regional vitality, promoting sustainability, and fostering civic engagement.

The strong, reciprocal relationships we build with local and international partners are fundamental; they support our endeavours to learn, lead, and serve, enriching our entire community.

The voices of our community guide us. They highlight the need for responsive relationship-building and opportunities for collaboration. We embrace our role as a neighbor, a partner and a leader, during both good and challenging times.

Together, we are fostering a University environment where everyone thrives, where our impact extends beyond our campus, and where our partnerships drive positive change for our region and around the world.