MISSION
To develop nurse leaders, innovators, and advocates for the profession and society through research, education, practice, policy, and outreach.

STRATEGIC GOALS
- Advance impactful research and scholarship
- Educate nurses for the future of care
- Build and support the professional nursing workforce
- Partner to improve health outcomes in Wisconsin and beyond
- Promote inclusive excellence and enhance wellbeing within the School of Nursing community

MISSION
We work together to advance common goals through active engagement, inclusion, and shared responsibility among all members of our communities.

VALUES
- Collaboration: We work together to advance common goals through active engagement, inclusion, and shared responsibility among all members of our communities.
- Excellence: We embrace high professional standards for ourselves and our work.
- Integrity: We hold ourselves and each other accountable. People can expect that we will do what we say we are going to do and that we will do the right thing.
- Respect: Through our actions we honor diverse perspectives, experiences, contributions, and ways of knowing.
- Innovation: We embrace creativity and the development and implementation of new ideas with the potential for positive impact.
- Equity: We advocate for justice and inclusivity to address disparities and maximize equitable access to opportunities.

VISION
To make discoveries, enhance systems, and advance health and health equity for Wisconsin and beyond.