

UNIVERSITY *of* WEST FLORIDA

# Sea Change

**A Strategic Plan for UWF**

**2017-2022**



*Approved by the UWF Board  
of Trustees June 29, 2017*



The University of West Florida's strategic plan for 2017-2022 builds upon the solid foundation of teaching, research, and service established since we opened our doors in 1967. The plan is built on five strategic directions and highlights priorities for transformation and growth.

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## Mission

Our mission at UWF is to

- Provide high-quality undergraduate and graduate education,
- Conduct teaching and research that services the body of knowledge, and
- Contribute to the needs of professions and society.

## The President's Vision for UWF

A spirited community of learners, launching the next generation of big thinkers who will change the world.

## Values

Our institutional values—shared by students, faculty and staff—make UWF a great place to learn and to work. UWF maintains policies and practices and pursues initiatives congruent with our values.

UWF Operates with **Integrity** in all Matters: Doing the Right Thing for the Right Reason.

### Caring

Maintaining a safe, dynamic learning and working environment that fosters the development of individual potential.

### Collaboration

Promoting a culture of supportive and cooperative interactions and communication to advance and achieve shared expectations and goals.

### Creativity

Providing opportunities to imagine, innovate, inspire, and express different approaches and solutions to existing and anticipated needs and challenges.

### Entrepreneurship

Encouraging a culture that identifies opportunities to initiate change.

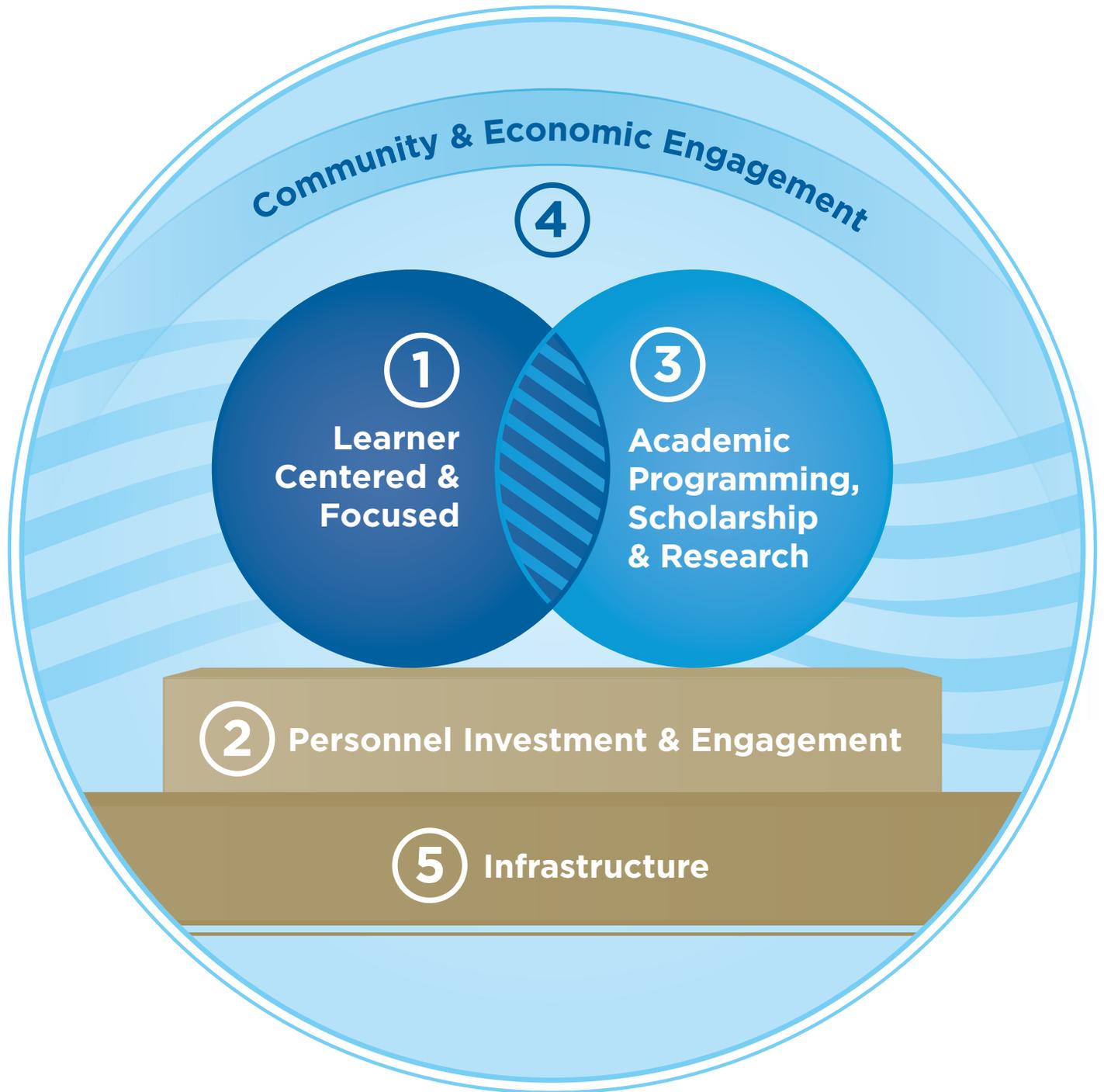
### Inclusiveness

Welcoming, respecting, and celebrating the differences and the similarities among people and ideas.

### Innovation

Exploring, expanding, and enhancing learning as well as knowledge through transformational experiences.

# Strategic Directions



# Strategic Directions

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## Strategic Direction 1: Learner Centered and Focused

- 1.1 Provide high-quality learning and co-curricular experiences that inspire students to become enlightened and engaged global citizens and successful professionals.
- 1.2 Align resources to deliver exceptional support services and learning opportunities that will ensure students have access, continuity, and success while earning degrees.

## Strategic Direction 2: Personnel Investment and Engagement

- 2.1 Attract, retain, and develop high-quality diverse faculty and staff.
- 2.2 Recognize, reward, and celebrate faculty and staff for their contributions to student development, scholarly or professional achievements, community partnerships, and the university.
- 2.3 Embrace a culture of shared responsibility.

## Strategic Direction 3: Academic Programming, Scholarship, and Research

- 3.1 Build programs of distinction that enhance UWF's reputation for educational excellence.
- 3.2 Develop and retain a culture that supports research and creativity.
- 3.3 Augment and invest in academic and research programs that meet professional, personal, scholastic, and workforce needs.
- 3.4 Optimize internal and external support to promote teaching and learning activities, service, research, strategic innovation, and other scholarly works.

## Strategic Direction 4: Community and Economic Engagement

- 4.1 Strengthen and expand partnerships that amplify UWF's impact and visibility in the community as an educational, cultural, and economic center.
- 4.2 Enhance the region's education, economy, culture, health, and well-being through endeavors beyond campus borders.
- 4.3 Inspire partnerships that develop a pathway to employment for UWF students and graduates and imbue the community with value for UWF as a good neighbor.

## Strategic Direction 5: Infrastructure

- 5.1 Promote UWF's properties as desirable destinations for educational, cultural, professional, and personal activities.
- 5.2 Invest in and steward UWF's natural, technical, intellectual, and physical infrastructure.