Our Vision
To distinguish UWF as the premier creative, student-centered University focused on excellence.

Our Mission
To empower each individual we serve with knowledge and opportunity to contribute responsibly and creatively to a complex world.

Our Values

*Caring*
A safe and dynamic learning environment that encourages the development of individual potential

*Integrity*
Doing the right thing for the right reason

*Quality*
Dedication to uncompromising excellence

*Innovation*
Dedication to exploring and expanding the boundaries of knowledge

*Teamwork*
Working together to achieve shared goals

*Stewardship*
Managing and protecting our resources

*Courage*
Different by design
The following text is an excerpt from "Different by Design" Summary:

The University of West Florida is a comprehensive regional institution, guided by a strategic plan created in partnership with the Northwest Florida community. While its primary mission is to meet the needs of and to serve the people in West Florida, UWF has programs, activities and responsibilities that extend far beyond the Panhandle. It is charged with certain statewide responsibilities and contributes to the national creation of knowledge through its academic, research and public service activities.

There is no similar institution in the State University System. UWF, set in a wildlife preserve and bird sanctuary, offers a private college atmosphere at low tuition. Its size means that students receive the personal attention from the faculty that often is lacking at larger institutions. Recent enrollment increases have galloped at a brisk pace and that trend is expected to continue as students and parents recognize the value offered at UWF.

UWF is, indeed, different by design, and the faculty, staff and students are proud to say so.

On July 15, 2002, Dr. John C. Cavaunugh became the fourth president of the University of West Florida and the first selected by a local Board of Trustees.

The following text is excerpted from:

The University of West Florida Strategic Plan (Spring Term 2000)
(Developed as a Partnership Initiative by the Northwest Florida Community and the University of West Florida. Coordinated by the Community Liaison Committee and the University of West Florida Planning Council.)
1 - ACADEMIC MISSION

I. Preamble

As West Florida's comprehensive regional public university, we are dedicated to excellence in teaching, research, and service, and to the enrichment of the educational, cultural, economic, and natural environments of the people and region we serve. We are committed to quality educational programs that promote scholarship and close work-relationships among students, faculty, staff, and community; promote the advancement of knowledge; promote the application and exchange of knowledge with the communities we serve; and promote service to the region and state. Our focus is on the education and well-being of students (first), then (equally) on the interests and needs of our faculty and staff, the business and research communities, the cultural community, the natural environment, alumni, investors, and the public.

II. Vision

The vision of The University of West Florida is

- to be a center of intellectual vitality, research, and creative activity,
- to provide to a heterogeneous student body an excellent education that is the foundation of their individual intellectual and professional goals,
- to engage its students in the research and public service activity of the faculty,
- to use its scholarly and creative activity to solve regional problems and enhance the quality of life in Northwest Florida,
- to contribute to the economic development of the Northwest Florida region and the state,
- to be a beacon for the arts and letters,
- and to support the protection of the natural environment.

III. Mission

Dedication to knowledge is the foundation of The University of West Florida. All that we do or propose to do must serve the transmission, creation, application, and preservation of knowledge. To that end, our mission is to enhance and promote the educational, cultural, economic, and natural environments of the
people and region we serve through quality teaching, research, scholarship, creative accomplishment, and service.

IV. Strategic Goals

The University of West Florida achieves its mission by:

A. continually developing UWF as a distinctive, comprehensive public university, focused on meeting the educational, research, and service needs of the region,

B. providing educational programs, centers, and support functions of distinction,

C. enrolling and retaining an inspired student body of sufficient size to afford an appropriate college life and resource base,

D. promoting diversity and a collegial culture among faculty, students, staff, and community,

E. promoting and enhancing partnerships with the community and improving communications between the University and the region,

F. strengthening regional pre-school, elementary, and secondary education,

G. enhancing regional economic development,

H. and participating in and supporting the protection of natural resources in the region.

V. Strategic Objectives

Strategic objectives for accomplishing our vision, mission, and goals are:

A. Continually developing UWF as a distinctive, comprehensive public university, focused on meeting the educational, research, and service needs of the region

1. by offering the highest quality bachelors, masters, and doctoral programs to students from the region and state and aligning those programs with regional workforce needs and quality of life improvements
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2. by recruiting and rewarding distinguished, diverse faculty and staff who are dedicated to lifelong learning and use innovative curricula to engage students in the pursuit of knowledge

3. by engaging in scholarly research, creative endeavors, and service that address regional, state, and national needs

4. by incorporating appropriate technology into the learning environment

5. by capitalizing on Northwest Florida's unique assets including the environment, military installations, education, and public and private sector organizations

6. by offering educational, social, cultural and economic service programs that enhance the quality of life in the region

7. by promoting positive and continuing interaction with alumni and other friends of the University

8. by planning and implementing resource development strategies to secure public and private support for essential university functions and enhancements

9. by planning and constructing facilities to efficiently and effectively support academic programs, student services, administrative functions, and ensure a safe campus community

10. by increasing access to information about the University on the part of the campus community and the general public

11. by enhancing administrative services and support functions

12. by promoting and enhancing creative and cost-effective programs, services, and activities

13. by continuing to develop the community/university partnership in the planning processes of the University

B. Providing educational programs, centers, and support functions of distinction

1. by identifying and recognizing distinctive programs, centers, and support functions which contribute to the development of The University of West Florida as a distinctive comprehensive regional university, and leveraging institutional and faculty strengths and growth opportunities of the region
1 - ACADEMIC MISSION

2. by establishing a climate for change and improvement that encourages distinctiveness
3. by enhancing undergraduate honors programs

C. Enrolling and retaining an inspired student body of sufficient size to afford an appropriate college life and resource base
1. by developing and implementing a plan for increasing student enrollment to 10,000 by the year 2005 and to 12,000 by the year 2010
2. by providing a full range of educational programs, student services, athletic programs, social activities, and facilities which complement the formal curriculum and academic programs and attracts, inspires, and retains, and graduates students
3. by becoming the first-choice university for students in our region
4. by allocating additional resources for campus ambiance and student life, including athletics, fraternities, sororities, student support services, student organizations and activities, the arts, and cultural development

D. Promoting diversity and a collegial culture among faculty, students, staff, and community
1. by welcoming diversity and ensuring the development of a global perspective
2. by embracing diversity in thought, attitude, understanding, appreciation, and practice
3. by promoting a collegial culture of concern, sensitivity, and cooperation among faculty, staff, students, and administration
4. by offering programs, activities, and events reflective of the global community

E. Promoting and enhancing partnerships with the community and improving communications between the University and the region
1. by creating and implementing high-profile marketing and communications plans to ensure visibility and ongoing relationships within the community and the region
2. by ensuring that guests feel welcome when they visit the campuses
3. by encouraging administration, faculty, staff, and student involvement with the community

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4. by establishing outside advisory boards for each college and major unit

5. by promoting job fairs, career days, co-op programs, internships, and other activities which link employers and students

F. Strengthening regional pre-school, elementary, and secondary education

1. by promoting the improvement of early childhood care, education, and school readiness for children in the region

2. by promoting high academic performance standards for students at all levels

3. by forging stronger bonds with the public schools and community colleges to foster school improvement and optimize achievement for all students

4. by strengthening pre-service and in-service education programs to recruit, prepare, support, and retain greater numbers of qualified teachers

G. Enhancing regional economic development

1. by identifying and investing in collaborations and partnerships between the university and community economic development entities

2. by identifying and investing in potential niches of synergy between the university and the community that promote high value economic development

3. by linking UWF research park planning with regional economic development planning

4. by enhancing support for research and service centers that promote economic development and meet regional, state, and national needs

H. Participating in and supporting the protection of natural resources in the region

1. by enhancing awareness of and appreciation for natural ecosystems

2. by supporting and participating in the protection of natural resources in the region

VI. Core Values

The core values that provide the foundation for our partnership vision and mission include:
1 - ACADEMIC MISSION

Integrity and Candor, Dedication and Innovation, Excellence, Creativity, Community, Diversity, Respect and Appreciation, and Courage

- Integrity and candor in the pursuit of knowledge through intellectual inquiry and discourse
- Dedication to and innovation in educating our students to excel
- Excellence in teaching, research, service, and support activities
- Creativity in the exchange of ideas in the spirit of academic freedom and professional responsibility
- Community attitudes with common goals and interests, demonstrated by teamwork and collaboration
- Diversity in thought, attitude, understanding, appreciation, and practice
- Respect and appreciation for Northwest Florida through the discovery, application and exchange of knowledge
- Courage to boldly contribute to individual growth and development and the improvement of the University and community