THE UNIVERSITY OF WEST FLORIDA  
Strategic Plan  

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  

Our Goals and Imperatives  
Promote a learning environment that encourages the development of individual potential in students, faculty, and staff  

• Attract a high quality, diverse faculty and staff dedicated to putting students first  
• Demand excellence in teaching, research, and service  
• Create a new standard in education focused on learning outcomes  
• Promote integrity through intellectual inquiry and open discourse  

Attract and inspire a diverse and talented student body committed to uncompromising academic excellence  

• Promote creativity by the exchange of ideas in the spirit of academic freedom and professional responsibility  
• Promote diversity through a respect for and appreciation of differences  

Provide solutions to educational, cultural, economic, and environmental concerns  

• Align university services with community needs and interests through teamwork and collaboration  
• Engage in scholarly research and creative activity to solve regional problems and enhance the quality of life  
• Develop targeted areas in education and research that address critical national and international objectives  

Manage growth responsibly through focus on continuous quality improvement of programs and processes  

• Target markets of opportunity with effective communications programs  
• Align financial resources with performance expectations  
• Continuously develop and improve processes and methods in delivering the University’s brand promise
Our Priorities

The following twenty-four priorities will guide UWF in its planning and operational activities during 2003-2004 and beyond:

Goal One: Promote a Learning Environment that Encourages the Development of Individual Potential in Students, Faculty, and Staff.
1. Electronic/Technology Enhancement
2. Faculty and Staff Recognition and Rewards
3. Space Acquisition and Utilization
4. Student Enrollment/Retention Increases
5. Quality of the Learning Environment, Academic Experience, and Student Services Enhancements
6. New Campus Master Plan Systematically Effected

Goal Two: Attract and Inspire a Diverse and Talented Student Body Committed to Uncompromising Academic Excellence.
1. Enrolling Academically Achieved Students
2. Aligning Innovative Curricula to the Strategic Plan
3. Developing a Graduate Program Strategic Plan
4. Aligning Facilities and Other Resources to Strategic Initiatives
5. Marketing to and Enrolling a Diverse Population
6. Delivering the University’s Brand Promise

Goal Three: Provide Solutions to Educational, Cultural, Economic, and Environmental Concerns.
1. Aligning UWF Teaching, Research, and Service Programs to the Communities we Serve
2. Converting Research to Products through Technology Transfer
3. Providing Comprehensive Data for Decision-Making
4. Developing Educational Partnerships and Community Services
5. Enhancing Research and Service Centers and Institutes
6. Enhancing Continuing Education/Distance Education (including certificate programs)

Goal Four: Manage Growth Responsibly through Focus on Continuous Quality Improvement of Programs and Processes.
1. Outside Funding Enhancements
2. Campus Safety and Security Improvements
3. Human Resource Systems Replacements (includes classification and pay plans)
4. Faculty and Staff Salary Enhancements
5. Institutional Effectiveness, Accountability, and Performance Reports Established
6. New Governance Structure Improvements

The UWF Strategic Plan was adopted and revised as follows:
University Planning Council (UPC) – adopted May 17, 2002; revised wording of Priorities 5-15-2003
University Board of Trustees (BOT) - adopted June 7, 2002; confirmed revised wording of Priorities June 19, 2003.