

## Crosswalk for

### University of West Florida Combined List of Strategic Priorities, 2008-2012 (SP) and

### 2011 University of West Florida Work Plan Update (WPU) Primary Institutional Goals and Implementation Strategies

**NOTE:** The Strategic Foci and Goals (e.g., 2.e; 3.a) that are listed in brackets after the Work Plan Update Implementation Strategies are suggestions. There may be other appropriate connections between the SP (left column) and the WPU (right column). Since the Work Plan contains only five Primary Institutional Goals, not every department-level goal will correspond to those in the Work Plan Update.

<b>University of West Florida Strategic Priorities, 2008-2012</b>	<b>2011 University of West Florida Work Plan Update</b>
<b>1. Strategic Focus: High Quality Academic Programs</b>	<b>Primary Institutional Goals and Implementation Strategies [with suggested SP to WPU crosswalk references]</b>
<b>Strategic Goals:</b> a) Provide high caliber academic programs in a supportive and caring environment. b) Engage students purposefully to develop intellectually through project management opportunities and other types of active learning (e.g., research with faculty, internships, volunteerism and other co-curricular experiences). c) Ensure continuous improvement of the UWF experience through systematic assessment of academic program quality.	<b>1-UWF Priority: Increase student progress toward completion of high quality degrees that meet regional and state needs</b>
<b>2. Strategic Focus: Purposeful Enrollment Growth</b>	<b>Implementation Strategies</b>
<b>Strategic Goals:</b> a) Increase enrollment to at least 12,000 by 2012. b) Determine resource distribution based on the convergence of academic program analyses, strategic goals and priorities, market demand and workforce needs. c) Increase efforts to enroll first-time-in-college students and graduate students. d) Target recruitment of specific populations (e.g., Honors Program, online programs, Emerald Coast programming, international students). e) Enhance marketing, recruitment and retention efforts to achieve enrollment growth.	1.A. Strengthen retention and advising efforts [SP-2.e; 3.a]. 1.B. Improve the effectiveness and student satisfaction with advising [SP-1.a; 2.e]. 1.C. Improve student support in specific workforce-related disciplines [SP-1.b; 4.d].
	<b>2-UWF Priority: Improve access through articulation and other strategies with State Colleges, K-12 schools, the military, and other community partners</b>
	<b>Implementation Strategies</b>
	2.A. Update or develop discipline-specific, inter-institutional articulation plans [SP-4.a]. 2.B. Streamline admissions processes [SP-2]. 2.C. Refine targeted enrollment strategies for first-time-in-college, transfer, graduate, and online students [SP-2.b; 2.c; 2.e]. 2.D. Evaluate status of certificate and online programs [SP-2.b; 4.c; 4.d]. 2.E. Continue to implement programs for active duty military, their spouses and dependents, and veterans [SP-2.d; 4.b; 4.c; 4.d]. 2.F. Increase scholarship and recruitment activities [SP-2.e; 5.c; 5.d].

### **3. Strategic Focus: Academic & Student Support Services**

#### **Strategic Goals:**

- a) Increase the quality of student campus life and support services.
- b) Construct and maintain new high-quality, student –focused buildings, to replace outmoded facilities.
- c) Monitor existing campus structures for needed improvements to facilitate optimal working conditions.
- d) Maintain stewardship to protect the natural resources on the campus.
- e) Develop new residential opportunities on campus to support enrollment growth.

### **4. Strategic Focus: Partnership & Collaboration**

#### **Strategic Goals:**

- a) Develop and sustain partnerships and cooperative agreements with institutions of higher education in Northwest Florida.
- b) Engage business, K-12, non-profit and other community partners in the region and beyond to support economic, cultural and educational growth.
- c) Integrate the needs of UWF community partners in our curriculum and program planning.
- d) Increase focus on critical disciplines needed to support regional workforce needs (e.g., STEM disciplines of science, technology, engineering and mathematics and health care).
- e) Enhance UWF’s applied research agenda with a focus on the needs of Northwest Florida.
- f) Contribute to the quality of life in the Panhandle through vigorous community service.

### **3-UWF Priority: Promote economic development of the region and the state through applied research and public service**

#### **Implementation Strategies**

- 3.A. Promote faculty involvement in sponsored research proposal submission [SP-4.e; 5.c; 5.d].
- 3.B. Increase the recognition of the University as an economic driver of the region and state [SP-2.b; 4.b; 4.c; 4.d; 4.e].
- 3.C. Provide opportunities for faculty-student collaboration on funded research projects [SP-1.b; 2.d; 4.b].

### **4-UWF Priority: Support high quality student experiences that emphasize engagement and flexible modes of course and program delivery**

#### **Implementation Strategies**

- 4.A. Reinforce small class size to support personalized learning environment [SP-1.a; 1.b; 2.d].
- 4.B. Enrich campus life [SP-1.a; 1.b; 3.a].
- 4.C. Encourage the use of mature assessment strategies [SP-1.a; 1.c; 5.d].
- 4.D. Examine new pathways to foster student/faculty research and other high impact educational opportunities 1.b; 2.d].
- 4.E. Explore emerging technologies to enhance flexibility in program delivery [SP-2.b].
- 4.F. Evaluate branch campus delivery effectiveness [consultant report-completed].

### **5-UWF Priority: Recruit and retain talented faculty and staff**

#### **Implementation Strategies**

- 5.A. Hire new and replacement full-time faculty in targeted programs [SP-1.a; 2.b; 4.d; 5.a; 5.b].
- 5.B. Refine long-term fiscal strategy to strengthen the institution [SP-2.a; 2.b; 2.e].
- 5.C. Implement newly revised faculty evaluation standards and

<p><b>5. Strategic Focus: Investment in People</b></p> <p><b>Strategic Goals:</b></p> <p>a) Recruit and retain talented and diverse faculty and staff who demonstrate commitment to UWF ideals.</p> <p>b) Strive to provide competitive compensation and benefits for faculty and staff.</p> <p>c) Foster a culture of excellence among faculty and staff by recognizing exemplary performance.</p> <p>d) Actively encourage the professional growth of faculty and staff to support UWF’s teaching, scholarly and creative projects and service missions.</p>	<p>policies [SP-1.a; 1.c; 5.a; 5.b; 5.c; 5.d].</p> <p>5.D. Enhance recognition of faculty and staff accomplishments and contributions [SP-5.c; 5.d].</p>
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