

**University of West Florida  
Strategic Priorities  
2008-2012**

**1. Strategic Focus: High Quality Academic Programs**

Strategic Goals:

- 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.

**2. Strategic Focus: Purposeful Enrollment Growth**

Strategic Goals:

- a) Increase enrollment to at least 12,000 by 2012.
- b) Determine resource distributions 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 special populations (e.g., Honors Program, online programs, Emerald Coast programming, international students).
- e) Enhance marketing, recruitment and retention efforts to achieve enrollment growth.

**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.

**5. Strategic Focus: Investment in People**

Strategic Goals:

- a) Recruit and retain talented and diverse faculty and staff who demonstrate commitment to UWF ideals.
- b) Strive to provide competitive compensation and benefits for faculty and staff.
- c) Foster a culture of excellence among faculty and staff by recognizing exemplary performance.
- d) Actively encourage the professional growth of faculty and staff to support UWF's teaching, scholarly and creative projects and service missions.