

THE UNIVERSITY OF WEST FLORIDA STRATEGIC PLAN 2007-2012

Our Vision

To be the best regional comprehensive university in America

Our Mission

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

Our Values

- Caring:** Providing a safe and dynamic learning environment that encourages the development of individual potential
- Integrity:** Doing the right things for the right reasons
- 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:** Daring to be different by design

Our Standards of Excellence

Ambassadorship, Communications, Courtesy, Flexibility, Helpfulness, Knowledge, Ownership, Professionalism, Responsiveness, and Safety

Our Strategic Priorities

- Inspire and achieve the highest levels of student learning, creativity, and success**
- Attract, engage, and retain the most talented and diverse students, faculty, and staff**
- Create and deliver the highest quality educational, research, and service programs that meet the needs of the communities we serve**
- Provide excellent educational, student, and administrative support services and facilities**
- Create and manage purposeful and sustainable growth**

Our Action Plans (to be developed Fall 2007)

Instructions and timelines are forthcoming.

