

Mission

The academic mission of University of West Florida (UWF) is to prepare students for successful careers, to enhance their personal lives, and to foster civic and professional development through programs that engage them in rigorous, personalized, high-impact learning experiences, and transform them into inspired and engaged global citizens. UWF faculty and staff advance educational, cultural, and economic development through high-quality academic programs, research and creative scholarship, and innovative and relevant community partnerships and service.

Vision

The academic vision of UWF is that the University will be known as the intellectual and cultural center of the region. Our graduates will be prepared for personal and professional success in a global society and known for their achievements in their fields. UWF faculty and staff will be recognized for their contributions as teachers, scholars, and leaders who offer high-quality academic programs and who advance their disciplines through scholarly contributions.

Values

Our institutional values — shared by students, faculty and staff — make UWF a great place to learn and to work. UWF maintains policies and practices and pursues initiatives congruent with our values.

UWF Operates with **Integrity** in All Matters: Doing the Right Thing for the Right Reason.

Caring

Maintaining a safe, dynamic learning and working environment that fosters the development of individual potential.

Collaboration

Promoting a culture of supportive and cooperative interactions and communication to advance and achieve shared expectations and goals.

Creativity

Providing opportunities to imagine, innovate, inspire, and express different approaches and solutions to existing and anticipated needs and challenges.

Entrepreneurship

Encouraging a culture that identifies opportunities to initiate change.

Inclusiveness

Welcoming, respecting, and celebrating the differences and the similarities among people and ideas.

Innovation

Exploring, expanding, and enhancing learning, as well as knowledge through transformational experiences.

Strategic Directions

Strategic Direction 1: Learner Centered and Focused

- 1.1** Develop and deliver high-quality diverse learning opportunities and experiences through a multiplicity of approaches that equip students to realize their personal and professional potential, transforming them into inspired and engaged global citizens.
- 1.2** Manage curricula and collaboratively provide learning opportunities and support services that facilitate timely progress to completion for all learners.

Strategic Direction 2: Personnel Investment and Engagement

- 2.1** Attract, retain, and develop high-quality, diverse faculty and staff.
- 2.2** Recognize, reward, and celebrate faculty and staff for their contributions to student development, scholarly or professional achievements, community partnerships, and the university.
- 2.3** Sustain and advance an environment that encourages and recognizes collaboration and innovation.

Strategic Direction 3: Academic Programming, Scholarship, and Research

- 3.1** Invest in new and augment existing academic and research programs that meet professional, personal, scholastic, and workforce needs.
- 3.2** Embrace an academic culture that advocates for significant research and scholarly creativity.
- 3.3** Identify and strategically invest in programs of distinction that enhance the academic mission.
- 3.4** Demonstrate continuous program improvement using evaluation and assessment processes and practices informed by data.

Strategic Direction 4: Community and Economic Engagement

- 4.1** Expand outreach and engagement in the community, maximizing the University's educational impact and visibility.
- 4.2** Strengthen collaborative partnerships that will complement academic programs, research, and scholarly activities, demonstrating our value to the community.

Strategic Direction 5: Infrastructure

- 5.1** Identify and articulate the functions and needs of the infrastructure essential to the successful implementation of the Division's strategic directions, and advocate for investment in their improvement.
- 5.2** Support, develop and implement communications networks that engage internal and external communities while promoting initiatives that align with the academic mission.