



UNIVERSITY *of* WEST FLORIDA

STRATEGIC PLAN

DIVISION OF ACADEMIC ENGAGEMENT AND STUDENT AFFAIRS

2023-2028

LETTER FROM OUR VICE PRESIDENT

I am pleased to introduce UWF's Division of Academic Engagement and Student Affairs (DAESA) 2023-2028 Strategic Plan.

The journey to get here spanned fifteen months and included a divisional self-study, the development of divisional strategic priorities, the appointment of strategic priority champions, the outcomes of countless workgroups, and feedback from all within DAESA and from the stakeholders we serve. The product is a plan that maximizes DAESA's collective strengths to make the greatest impact on UWF, its students, faculty, staff, and community partners.

The plan clearly aligns with UWF's 2022-2027 strategic plan and includes measurable goals and key performance indicators that will help us assess our performance. Along the way we'll be promoting our success through our annual DAESA Impact Report and further refining our goals to account for changing needs and priorities. This is a fantastic time to be a part of this dedicated, dynamic, and innovative division.

Go Argos!



Dr. Gregory Tomso
*Vice President, Division of Academic
Engagement and Student Affairs*



The following outlines the framework of the plan

STRATEGIC PRIORITIES

Broad themes that guide DAESA's work towards achieving its mission.

GOALS

Broad, overarching statements of what DAESA hopes to accomplish.

OBJECTIVES

Specific programs, processes, or actions that should be employed to make progress towards goals.

KEY PERFORMANCE INDICATORS (KPI'S)

Measures used to assess effectiveness of objectives and progress towards goals.

PROCESS

In January 2021, upon the appointment of an interim Vice President for DAESA, UWF President Martha Saunders charged the Division with undergoing a comprehensive self-study to identify divisional strengths, challenges, needs, and opportunities. As part of this process, each unit within DAESA conducted a stakeholder assessment, identified collaborative partnerships, completed a SWOT (strengths, weaknesses, opportunities, threats) analysis, and considered future needs and goals.

The process established five overarching strategic priorities to guide the collective work of the Division.

1. Transformational Experiences
2. Academic Success
3. Civility and Inclusion
4. Health and Wellbeing
5. Staff Development and Operations

The self-study also provided recommendations related to personnel, the alignment of structure and programs, communication, budget, data and assessment.

In the summer of 2022, with the approval of UWF's new strategic plan and the completed divisional self-study, DAESA launched into strategic planning. DAESA leadership were assigned as strategic priority champions and charged with formulating workgroups to articulate corresponding goals and objectives. These workgroups were also tasked with aligning efforts to UWF's newly formed plan and incorporating the outcomes and recommendations of the self-study. Therefore, the strategic plan was truly a collaborative effort and is reflective of the vast impact the Division has on UWF.



MISSION

The Division of Academic Engagement and Student Affairs (DAESA) advances the mission of UWF by supporting student wellbeing, providing transformative educational experiences, and offering a wide variety of academic support services.



VISION

All UWF students are successful, healthy, and fully engaged in their academic and professional journeys.



STRATEGIC PRIORITIES

1. Transformational Experiences
2. Academic Success
3. Civility and Inclusion
4. Health and Wellbeing
5. Staff Development and Operations



TRANSFORMATIONAL EXPERIENCES

Transformational experiences result from high-impact learning and other opportunities that focus on personal, intellectual, and professional growth and challenge preconceived assumptions or beliefs.

KPIs

educational workshops

participation in High Impact Learning experiences

student leadership involvement

student staff outcomes

OBJECTIVES

1.1c Enhance campus-wide partnerships to better promote new and existing opportunities.

Provide formative and summative evaluation of student performance.

1.2a

1.1b Foster student awareness of transformational experiences and their value in achieving personal and professional goals.

Foster opportunities for critical reflection.

1.2b

GOALS

Develop and support a culture of frequent and timely feedback on student work.

1.2c

1.1a Provide and identify funding opportunities to support learning goals.

Decrease barriers to equitable engagement.

1.2d

1.1

Increase student participation in campus-wide transformational experiences.

1.2

Assess developmental milestones within transformational experiences.

ACADEMIC SUCCESS

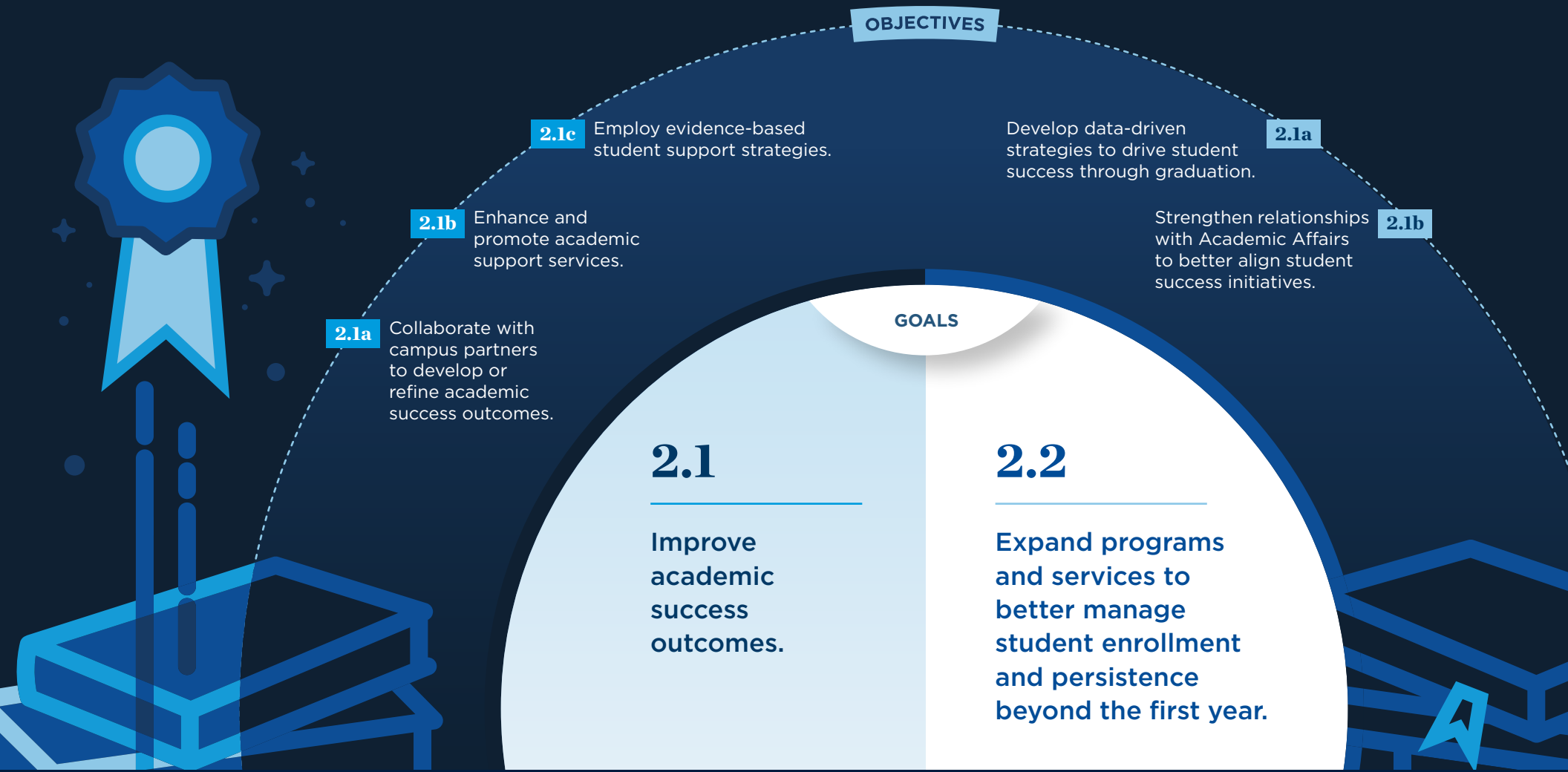
DAESA supports all UWF students by providing a wide range of services to support academic achievement and persistence.

KPIs

academic checkpoints

Academic Progress Rate

participation in academic success programs



CIVILITY AND INCLUSION

DAESA promotes a culture of inclusion and civility, creating an environment where everyone feels welcomed, respected, and valued.

KPIs

campus and community partnerships

program participation

training and development

OBJECTIVES

3.1c Enhance intercultural awareness among faculty and staff.

Foster a commitment to civil discourse within the student body.

3.2a

3.1b Foster a commitment to civil discourse among faculty and staff.

Strengthen campus partnerships to enhance student belonging.

3.2b

3.1a Foster a culture that encourages all staff to contribute to their full potential.

Enhance intercultural awareness among students.

3.2c

GOALS

3.1

Build an inclusive work community.

3.2

Increase retention and graduation by offering inclusive programming and services.

HEALTH AND WELLBEING

Wellbeing is a holistic integration of eight interdependent dimensions: emotional, environmental, financial, intellectual, occupational, physical, social and spiritual. DAESA focuses on prevention education and wellbeing promotion to encourage healthy and resilient students and staff.

KPIs

parent and family engagement

Peer Educator outcomes

program participation and outcomes

service usage

OBJECTIVES

4.1c Implement strategies to create awareness of current health and wellbeing programs, services and resources.

Create intentional opportunities for students to engage in activities that build resilience.

4.2a

4.1b Enhance communication, resources and support for parents and families.

Promote engagement in peer-led wellbeing programs.

4.2b

4.1a

Create and implement evidence-based collaborative programs and services that promote positive change in students' health and wellbeing knowledge, skills and behaviors.

GOALS

4.1

Create a culture of care reflective of the eight dimensions of wellbeing for students and DAESA staff.

4.2

Build student resilience.

STAFF DEVELOPMENT AND OPERATIONS

DAESA values staff development, community and collegiality, and retaining talented professionals. The Division routinely assesses operations to improve efficiency and effectiveness.

KPIs

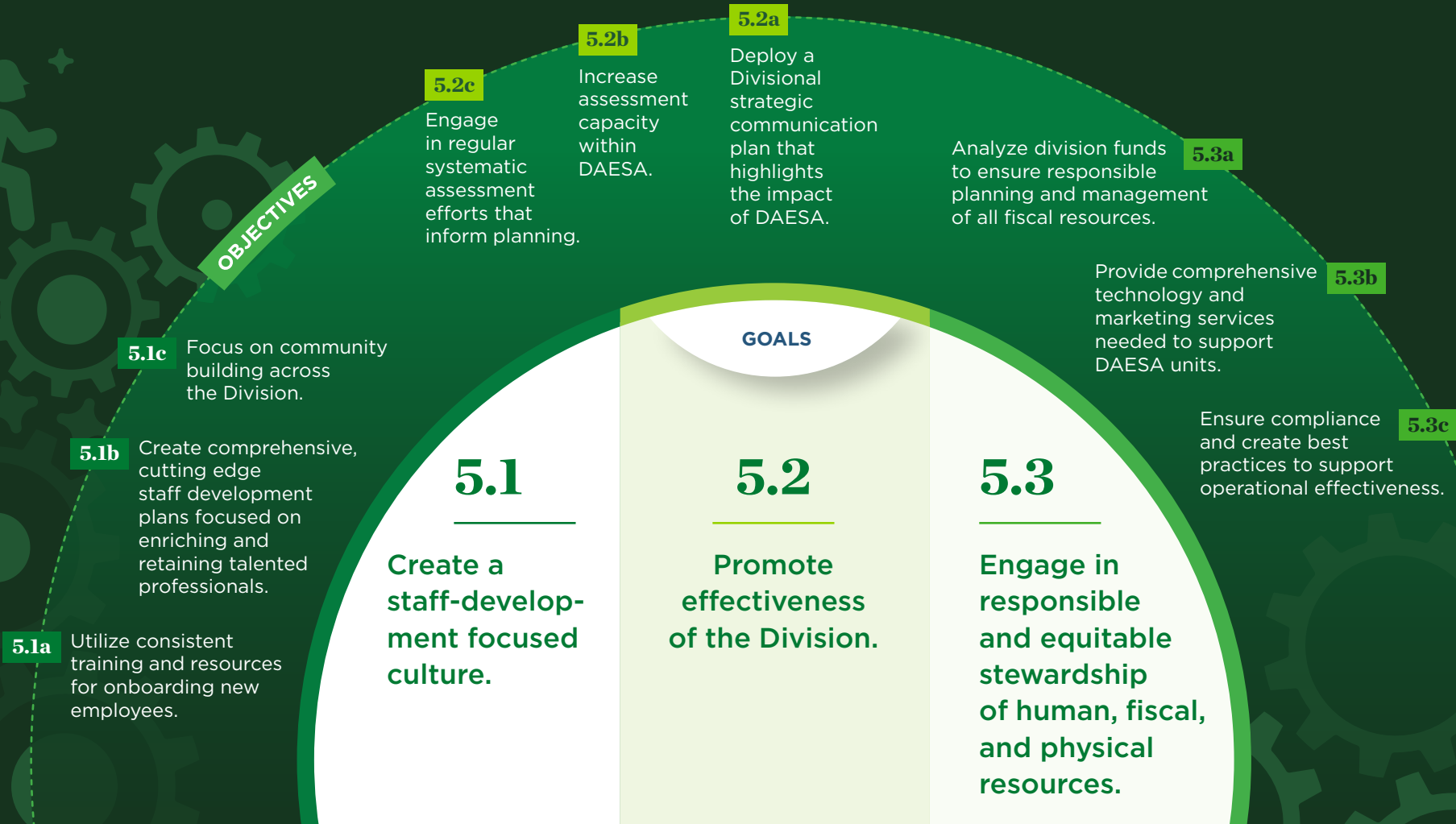
assessment activities

operations

staff retention

technology and marketing analytics

training and development





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