

# Community Engagement Strategic Plan

2020-2025

## 1 STRATEGIC VISION: VISIBILITY

To elevate and institutionalize community engagement on campus.

**Objective:** Coordinate Community Engagement efforts at the institutional level.

**Action Step:** Facilitate the Community Engagement Coordinating Committee to maintain a centralized and coordinated discussion around Community Engagement.

**Objective:** Coordinate 2024 Carnegie Community Engagement Reclassification Efforts.

**Action Steps:**

- Conduct gap analysis of the 2020 Carnegie Community Engagement Application.
- Source and organize data and other information relevant to the 2024 Carnegie Community Engagement Application.
- Complete the 2024 Carnegie Community Engagement Reclassification Application.

**Objective:** Expand Mutually Beneficial Partnerships.

**Action Steps:**

- Expand the process for tracking and documenting community partners' needs and link our ability to address these needs over time.
- Identify and connect partnerships that leverage institutional expertise.



Students and employers engage one another through recruitment opportunities and career fairs

## 2 STRATEGIC VISION: ASSESSMENT

To centralize the collection of institutional community engagement data in a publicly accessible repository.

**Objective:** Refine the community engagement data collection process and collect data from 90% of departments on campus.

**Action Steps:**

- Serve as a liaison to Institutional Effectiveness to collect Community Engagement data.
- Implement follow-up procedures with departments who have not submitted community engagement data by the established deadline.

**Objective:** Gather insights from individuals living in the Gulf Coast region of Florida regarding their perception of UWF as a regional, comprehensive state university.

**Action Step:** Conduct visibility/perception survey and other needs-based surveys.

**Objective:** Provide open access to community engagement data to increase awareness of the efforts of all departments on campus.

**Action Steps:**

- Create and maintain a virtual Community Engagement Dashboard.
- Maintain Community Engagement website updates.

**Objective:** Improve and expand ability of stakeholders to make data-driven decisions related to community engagement.

**Action Steps:**

- Educate academic colleges and divisions regarding the community engagement reporting process.
- Assist departments across the institution in using community engagement data to cultivate stronger community partnerships.

## 3 STRATEGIC VISION: RECOGNITION

To strengthen UWF's culture of support and recognition for community engagement activities.

**Objective:** Highlight mutually beneficial partnerships between the University of West Florida and organizations in the community.

### Action Steps:

- Source reported Community Engagement data to determine Community Partners to be highlighted in quarterly Community Partner Spotlights.
- Recognize organizations in the community that make an effort to recruit UWF students and alumni through an Employer of the Month program.

**Objective:** Support and incentivize UWF faculty, staff, and community members for their efforts related to Community Engagement.

### Action Steps:

- Host the Spirit of UWF Alumni and Community Awards to celebrate and strengthen collaboration between the University and the larger community UWF serves.
- Nominate a UWF faculty or staff member for the UWF Community Service Award on behalf of the Office of Career Development and Community Engagement.

## 4 STRATEGIC VISION: INFRASTRUCTURE

To identify, develop, and sustain an infrastructure that will support and advance community engagement at UWF.

**Objective:** Expand staffing structure to support community engagement efforts.

### Action Steps:

- Research and benchmark community engagement office structures of peer institutions.
- Request expanded staffing structure to support community engagement.



C.A. Weis Community School receives the 2020 Spirit of UWF Alumni and Community Award for Research and Scholarship

