



Division of University
Advancement
UNIVERSITY *of* WEST FLORIDA

Our Mission

Engage key stakeholders to build affinity, inspire giving, create awareness and leverage influence to support our world-class teaching and learning environment.

Our Vision

To create a culture of engagement and intentional giving which embraces learning, innovation and creativity.





Our Values

Team-Oriented

- Respecting and being committed to your team members, shared goals and objectives.
- Ensuring that actions taken individually do not hinder the team as a whole.

Innovative

- Focusing on solution driven leadership.
- Encouraging the open sharing of ideas.
- Fostering an environment that promotes research and development.

Resourceful

- Utilizing the best people, tools and teams to ensure the highest quality results.
- Optimizing processes to increase efficiency and effectiveness.
- Being honest with others to ensure the best possible outcomes for the organization.

Mission-Driven

- Making decisions that align with department, division and University values and strategic directions.
- Aiming for long-term, strategic planning in lieu of short-term solutions.
- Communicating and demonstrating the organizational mission in all we do.

Accountable

- Providing honest feedback to produce the best work in the best ways possible.
- Defining goals and expectations to ensure continuous improvement.
- Taking ownership and pride in your work.
- Ensuring integrity in all we do.

**LEARN MORE AND DISCOVER OUR STRATEGIC PLAN
BY VISITING [UWF.EDU/ADVANCEMENT](https://www.uwf.edu/advancement).**